

# ELEVATED

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**AMY MOGLIA HEUERMAN  
UNVEILING HER WORLD-CLASS  
NAPLES, FLORIDA GALLERY + STUDIO**





*Smoldering*, 72 x 72 inches, acrylic on canvas

# Dear Friend,

I am pleased to share the *Elevated Art* magazine article by the renowned Bruce Helander, an artist who writes on art, a member of the Florida Artists Hall of Fame and a frequent contributor to publications such as *Huffington Post* and *Forbes*.

Bruce knowingly discusses abstract expressionism, its history and the artists who pioneered the movement and gained international acclaim for this unique American style.

Imagine my surprise and pride to be mentioned in the article along with names of masters like Jackson Pollock, Willem de Kooning, Franz Cline, Lee Krasner, and Mark Rothko.

I so appreciated Bruce's poetic commentary on my work:

*"... The enchanting mix of shapes that peer through a blanket of cloudlike layers or saturated areas of pure color."*

*"Larger works show an interesting use of apomorphs, abstract forms seem to pirouette in and out of the picture plane ... and pleasantly 'dance' within the boundaries of the canvas."*



About my painting, "Rhapsody," Bruce describes an "engaging background of vertical brushstrokes in pastel colors that ingeniously support a large meandering shape reminiscent of an underwater current or perhaps a rainbow ambulatory creature that glides effortlessly through the ocean."

My gratitude also extends to Steven Manolis, an artist and gallerist who represents my work through his Manolis Projects Gallery. This article would not be possible without his support and encouragement.

Happy reading!

*Amy*

# AMY MOGLIA HEUERMAN OPENS AMY ART GALLERY + STUDIO: A NEW ART DESTINATION IN NAPLES, FLORIDA

*By Bruce Helander*

Perhaps the most uniquely artistic cultural contribution born in the United States was the inauguration of Abstract Expressionism, which was a post-war art movement for painting that developed in Manhattan in the 1940s. It also was the very first specifically American movement to achieve international influence, and it quickly positioned New York at the center of the Western art world, a role formerly filled by Paris.

As a new vanguard of creativity emerged in New York, primarily set in the Lower East Side and the Cast Iron district (now known as SoHo), a small group of loosely affiliated artists cultivated a stylistically diverse non-narrative body of work that introduced radical new directions in art and permanently shifted the art world's focus.

Amy Moglia Heuerman's new series of abstract expressionist canvases demonstrate an innate ability to maintain and expand successfully upon the basic non-narrative concept and celebrated tradition of abstract art. Amy has fashioned an idiosyncratic visual personality in her work that she rightfully can claim as her own. These inventive hybrid interpretations of an honored historic art movement continue to be re-arranged and re-invented in Heuerman's enchanting mix of shapes that peer through a blanket of cloudlike layers or saturated areas of pure color.









Amy Moglia Heuerman, **Whirlwind**, Acrylic on canvas, 72 x 60 inches.





Amy Moglia Heuerman, **Providence**, Acrylic on canvas, 60 x 72 inches.

Pioneering artists of Abstract Expressionism such as Jackson Pollock, Willem de Kooning, Franz Kline, Lee Krasner, Clyfford Still and Mark Rothko, among others, advanced audacious formal inventions in a search for significant content. These artists, like Amy, valued spontaneity and improvisation, and accorded the highest importance to process. Initially, the public reaction to this new concept of picture-making was filled with suspicion and negativity. As the art world came to understand and appreciate the remarkable dimensions of exploring this new way of expressing picture-making, the adverse reactions quickly reversed into accolades. When Jackson Pollock discovered his novel approach for applying paint to canvas (quite by accident) he initially was not taken seriously. His concept for the technique of literally dripping paint on canvas until the entire surface was covered became a source of

controversy. With a web of swirling dashes of liquid paint Pollock presented a kind of rhythmic pattern that no one had ever seen before. After Pollock, de Kooning and Franz Kline made their “mark” on art history as it was open season for other artists to follow their courageous innovations and find their own niche.

Amy Heuerman has the artistic DNA that most of the prominent artists mentioned here discovered early in their lives, which lead her to a professional life that was full of a passion to create. As a self-taught artist with an affinity for drawing and illustrations, her substantial talent produced an exciting variety of opportunities. Some of these options lead her to several art-making businesses as a freelance artist.



Above: Amy Moglia Heuerman, **Chemistry**, Acrylic on canvas, 60 x 72 inches.  
 Right: Amy Moglia Heuerman, **Parade**, Acrylic on canvas, 60 x 60 inches.

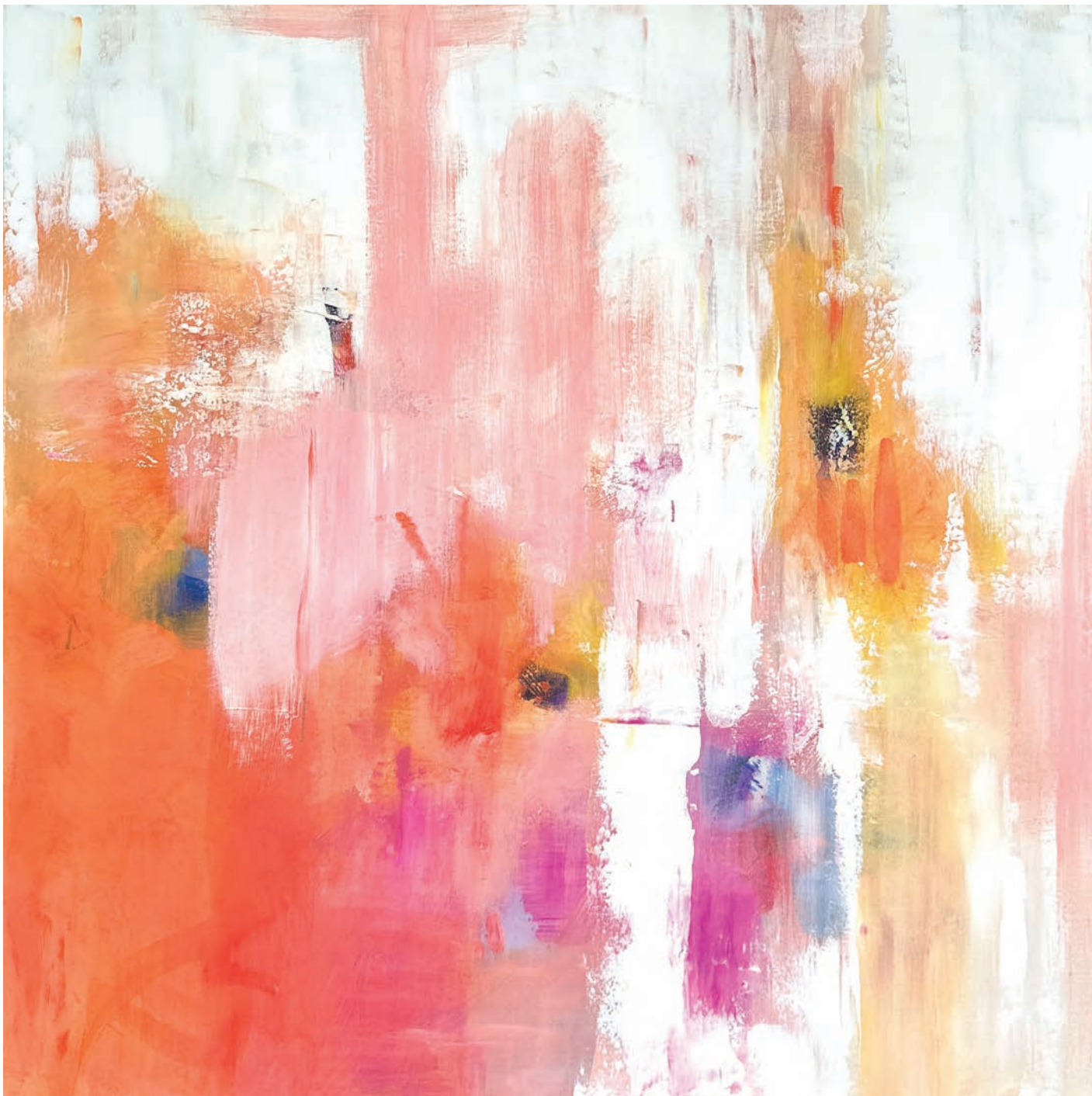
Following her time teaching elementary school students, which she loved, Amy went to work on Wall Street at Kidder Peabody. She was known there for her imaginative spirit and drawing gift and subsequently was asked to hand letter nametags for 500 Chase Manhattan executives. These projects, with an entrepreneurial twist, grew into a calligraphy business and later turned her direction into a company called Scribbles, which supplied invitations, calling cards and other custom announcements. Subsequently Amy launched Bear Hug Designs, which produced delightful children's illustrations for books, games and puzzles and eventually were placed in 175 stores nationwide.







Amy Moglia Heuerman, **Peppermint Patty**, Acrylic on canvas, 60 x 60 inches.



Amy Moglia Heuerman, **Parfait**, Acrylic on canvas, 48 x 48 inches.





Amy Moglia Heuerman, **Parachutes**, Acrylic on canvas, 48 x 48 inches.



Amy Moglia Heuerman, **Regatta**, Acrylic on canvas, 60 x 60 inches.

After she moved to Naples, Florida, she took several classes at a local art center, opening doors for her natural talent to include composing murals in a children's reading room. At every point in her career, original, inspired painting continued with a brilliant utilization of color mixes that unsurprisingly matured into layered canvases featuring a combination of hues both ethereal and earthy, guided by a unique ingenuity, clever intuition, and an obvious sense of adventure.

A closer examination of some of the artist's larger works shows an interesting use of apomorphs, abstract forms that seem to pirouette in and out of the picture plane. In the canvas titled "Peppermint Patty," Heuerman creates a light blue sky accented with pinkish white fluffy cloud shapes that support conceptual forms and pleasantly "dance" within the boundaries of the canvas.

In a delicious looking composition titled "Parfait," the artist utilizes pigment that has an affinity for colors that project a sugary ambience and remain captivantly playful in their placement and perceived movement back and forth from top to bottom.



Amy Moglia Heuerman, **Lipstick**, Acrylic on canvas, 60 x 48 inches.



Artist Amy Moglia Heuerman.





Amy Moglia Heuerman, **Rhapsody** (dyptich), Acrylic on canvas, 60 x 120 inches.

One of the most memorable paintings in the show titled “Rhapsody” offers up Amy’s ability to assemble an engaging background of vertical brushstrokes in pastel colors that ingeniously support a large meandering shape reminiscent of an underwater current or perhaps a rainbow ambulatory creature that glides effortlessly through the ocean. She draws attention to the forward movement by skillfully adding spiral-shaped forms that seem to spin off the mothership and highlight the large meandering shape from one end of the canvas to the other.

These painterly works on view during her upcoming exhibition in her gallery/studio commemorate the vitality and personal resourcefulness of the artist with a series of

abstract expressionist centered canvases that not only are striking in their fluid compositions that portray spacious illusions heightened by areas of intense color but provide the viewer with a rewarding and memorable visual experience.

*Bruce Helander is an artist who writes on art and is a member of the Florida Artists Hall of Fame. His most recent book is “Chihuly: An Artist Collects” (Abrams, Inc.). He is a frequent contributor to numerous publications including The Huffington Post and Forbes.*

*Earthquake*  
60x72 inches  
Acrylic on canvas



## Postscript from Amy

*Flying Kites*  
60x72 inches  
Acrylic on canvas





I paint in a variety of styles, while hoping all my work maintains a look that represents me. I paint abstract expressionism, coastals, loose florals and a series of girls. I begin by painting the entire canvas cadmium red. Then I layer colors to express feelings and experiences, and to give the canvas an emotional journey that ends at a happy, uplifting place.

*Destiny*  
60x48 inches  
Acrylic on canvas

When I look at a person, I may see a pretty face, a colorful outfit and some killer shoes. But my heart sees a soul who has had a lifetime of experience. This is what I want to put in my paintings. Not just the surface of paint, but the layers that make a person. I want the emotions to touch people, to make them feel. I believe the heart sees more than the eyes.



*Destiny* is one of Amy's popular "girls," paintings of faceless girls tilted on the canvas in mid-motion, expressing playfulness and solitude.



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Amy Moglia Heuerman



*Come Undone*, 72 x 72 inches, acrylic on canvas

AMY ART GALLERY + STUDIO

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