Poornima Moorthy - Artist Statement and Bio

I am a South Asian American, Madison based visual artist and graphic designer. Receiving a B.A. in Studio Arts from Alverno College and a B.F.A. in Communication Design from the Milwaukee Institute of Art and Design. I have worked in the arts field as a graphic designer, workshop and class art teacher and artist. I have shown my art at the Overture Galleries, the Art Literature Laboratory and the Madison Public Libraries. My artwork is part of the permanent collection at UW Health Madison Hospital and Clinics, the Planned Parenthood of Wisconsin's Water Street Health Center in Milwaukee, WI and also the City of Madison's permanent collection.

Making art for me is both an emotional and spiritual response to life. Drawing is a form of meditation. My love for pattern is strongly influenced by my heritage. Growing up with parents who are from India, we made many trips to visit family there. I draw using both realistic and pattern-filled imagery to create my vibrant, colorful, whimsical landscapes. When I am drawing, I illustrate the things around me, both seen and unseen. I hand draw using my iPad and Apple Pencil to create these wonderful elaborate whimsical landscapes. My work has dozens of layers of patterns and I spend countless hours drawing these detailed images. I make art that gives a spark of hope, faith and the feeling of endless possibilities in life. My art is picturesque and magical.