

NEW ART – NEW ARTISTS

Aldo Luongo was born in Buenos Aires, Argentina in 1941, of Italian heritage. Since as far back as he can remember, Luongo had two great passions: art and soccer. Shortly after his graduation from the Academy of Fine Arts in Buenos Aires in the early 1960s, Luongo came to the U.S. to play professional soccer for the New York Cosmos. After his athletic career was cut short

due to an injury, he went to New York City with a dream to pursue his artwork full time.



In the early 70's, he had his first major success with multiple reproductions of his black & white drawings.

Not only were these prints released to great critical acclaim, they were a huge commercial success as well; Aldo had put himself on the map as a major international artist.

Aldo Luongo has continued his reign at the top of the contemporary art world for almost four decades – a distinction that puts him in a class of his own. He has received numerous awards and



honors, including being named a 3-time official Olympic Artist (Summer 1988, Summer 1996, and Winter 2002); an official World Cup Artist (1998); an official U.S. Women's World Cup Artist (1999); and the 1999 Sports Artist of the Year (U.S. Sports Museum.)



From his acrylics to his fine art prints, all of Aldo Luongo's pieces embody the same sense of fluidity and intensity, the result of a true artist engaged in the passionate process of creation. His bold, impressionistic style has often been referred to as "Romance on Canvas". Central to all of Luongo's paintings is the balance between memory and

hope, sorrow and humor, freedom and control.

These dynamics are clearly apparent in his figurative works, especially those portraying 'The Hawk', an archetypal character based on the memory of his father and the discovery of his future self. Aldo Luongo's



artwork captures more than just the viewers gaze... it echoes the experiences of life lived to the fullest.

'Dawn' (22 x 28 Unframed on canvas) This is a 'retro Luongo' piece. One of the early pieces from the artist (upper left)

'Two Faces of the Hawk' (23.5 x 29.5 Unframed) This is the transition piece, the artist becoming his father (upper right)

'II Pairs' (33 x 25 Framed) Male Figurative. Has a classic Luongo look to the image (lower left)

'Story by the Light' (25 x 32 Framed) Female figurative work (lower right)

There are other images arriving that are shown on the web site. Please let me know if you are interested in one of the images that are unframed as you could custom frame it to suit your taste.

The color for the month of January is Caramel

Logical and surefooted, this is a color of substance and determination. After the exuberance of December, we are met with the practical and down to earth month of January.

The earth tones in Caramel help us feel stable and responsible. This color encourages us to ground our earthly ambitions through discipline and persistence. Wearing, meditating or surrounding yourself with the color Caramel promotes practicality and aids us in manifesting our dreams.

Check out your own personal color on www.colorstrology.com make sure you are 'color-compatible' with those around you.

Custom Framing:

Custom framing is a fancy term for giving you the ability to select the mats and molding you would like to use for your piece of art. Pure Gallery will be happy to explain the differences in mats, glass and backing material so you can make educated choices. We work with you to enhance your art as well as preserve its value. You can coordinate molding and mat colors with your other interior selections. The many choices give you unlimited mixing and matching possibilities. We here at Pure Gallery will also work with your interior designer to make sure everything looks just perfect.

Postevent note:

There are a few pieces of Ashley Birkmaier's work left in the gallery. You can view them on the web site. Commissions are available by contacting the gallery.

ArtExpo:

The New York International Art Expo will be held the beginning of March. I'm going to search out some remarkable art to bring back to Camp Hill. Watch for updates!



Fine Art - for every day

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