

# September: *Poornima Moorthy*

## **About the Artwork:**

I am a passionate visual artist and graphic designer living in Madison, WI. 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.

Growing up in Madison but having parents who grew up in India, we made many trips to visit family in India. My love for pattern is strongly influenced by my heritage. I draw using both realistic and pattern-filled imagery to create my vibrant, colorful, intricate landscapes. Having my entire studio on my iPad makes it easy to create my art on the go, especially with my family's busy schedule. My work has dozens of layers of patterns and I spend countless hours drawing by hand these elaborate whimsical landscapes. My goal is to create artwork that takes the viewer on a fantastic journey to "Whimsyland."

My artwork can be seen on the July 2023 cover of the Isthmus Newspaper. My work is also in the permanent art collection at the University of Wisconsin Hospital and Clinics in Madison. Summer of 2023 my art will go on a utility box through the Madison Utility Box Program. In Fall of 2024 my artwork will be on display at the Overture Center for the Arts in Madison, Wisconsin.