

# The beauty of art

By Norah Lawlor

Art and beauty have always been intertwined. In the sense of art, beauty is a measure of effective communication between participants—the artists and the perceiver's ability to express a concept. Beautiful art succeeds in expressing the artist's deepest intended feelings and ideas, whether they are pretty and shiny, or dark and sinister.

Whether it is visual or conceptual, making art is beautiful. Here are five artists and events that bring out the beauty in their works.



## THE PAINTER AND THE PHOTOGRAPHER: DONALD HERSHMAN AND VICTOR ARIMONDI

Artist Donald Hershman is set to exhibit his latest collection of original pieces as part of a retrospective series inspired by the late Victor Arimondi. The exhibit will embody Don's visceral need to pursue interests and creative expressions as he pays loving tribute to his former partner who succumbed to AIDS in 2001. Driven by this need to continually improve, he lives a dual life of accomplished podiatric surgeon and painter. His process references photographic images to create freestyle pencil drawings, to which he then applies several layers of color until completion. While these become the fundamental building block of his work, the final vision always remains a mystery until completion. "Donald and Victor" starts May 13, 2021, at the Salomon Gallery in TriBeCa. The exhibit is a collection of Donald's paintings and Victor Arimondi's photographs, and illustrates the artistic influence they had on one another.  
*DonHershman.Art.com*



in New York City. MvVO's mission is to provide AD ART SHOW artists with more exposure to the art world, art lovers, collectors, and to the public at large. The AD ART SHOW takes place May 1-30, 2021.  
*mvvoart.com*

## THE EXPRESSIONIST: ARTIST PAIGE BOLLER

Manhattan-based artist, Paige Boller, has been designing, painting, creating, and studying various forms of art in America and Europe for more than 25 years. A single mother of two and a dedicated volunteer for various philanthropic organizations, she draws inspiration for her art through years of multifaceted life experiences, struggles with Lyme disease, time spent globetrotting, and her intimate relationships. Paige's inner life is a part of each painting in an abstract expressionist style often with figurative elements. Collectors and followers of her art have expressed various emotions from overwhelming joy, thoughtful contemplation, unexplained tears, and an awakening of the psyche.  
*PaigeBoller.com*



## THE VISUAL ARTIST: THE EXPERIMENTALIST, GERARD SENEHI

Gerard Senehi, The Experimentalist, provides one of the most mind-bending and inspiring mentalist shows in the world. He has a unique interest and ability to use his art as a mentalist to create mystery, demonstrating impossible feats that even the most ardent skeptics can't explain. World leaders, celebrities, and top corporations have been moved by the unique way Gerard combines mind-bending mentalism with an inspirational outlook on life. In addition to corporate and private shows, he also performs virtually on various platforms, including Zoom, Streamyard, Facebook, and YouTube.  
*Experimentalist.com*



## THE DIGITAL ART SHOW: MVVO'S AD ART SHOW 2021

Launched at Sotheby's New York in February 2018, MvVO's AD ART SHOW, a groundbreaking juried art exhibition, continues into its fourth year, featuring artworks by artists from around the world. The venue for 2021 is the Oculus at the Westfield World Trade Center. Designed by architect Santiago Calatrava, the transportation plaza and shopping destination is one of the most famous architectural landmarks



## THE ART OF CARING: SINDHI FOUNDATION

The Sindhi Foundation has been established with the combined goal of celebrating the beautiful spirit of Sindh, while working to alleviate the many problems that afflict the region. The foundation is busy organizing the Long Walk for Freedom, Nature, and Love, a 350-mile walk to raise awareness about global human rights violations and the climate crisis. The march will begin on April 7, 2021, at the UN headquarters in New York City, NY, and end in Washington, D.C., on April 29. They will cross through five states by foot: New York, New Jersey, Pennsylvania, Delaware, and Maryland.  
*SindhiFoundation.org*