

UNIVISION INTERVIEW

Introduction

We are speaking with visual artist Sandra Florez. She is a painter and native Texan who creates original works of art which are beautiful, poetic, and are based on exploring the natural forms of flowers.

Q: WHAT INSPIRES YOUR ART

The inspiration for my art comes primarily from two sources. First is a need to create and feel the energy that comes from the process of painting. Second is a need to share the beauty and joy that I see all around me with others.

Q: WHY HAVE YOU CHOSEN FLOWERS TO PAINT

I decided to work with flower forms at a time in my life that was stressful and challenging. When I looked around my studio or when I entered a room with flowers I observed how visually comforting and symbolic these forms were so I have found them as an endless source of visual inspiration.

Q: YOU ARE ALSO CREATING OTHER PRODUCTS FROM YOUR ART CAN YOU TELL US ABOUT THAT.

Yes, as an artist I can only produce so many quality paintings in my life time. I want my work to be accessible to as many people as possible in as many forms as possible so I applied my creativity to developing a unique denim line called GreenHouse denim and a stationery line. Greenhouse is the name of my studio and my products are marketed under that name.

Q: YOU HAVE HAD GREAT SUCCESS WITH YOUR DENIM LINE, INFAC T LAST MARCH YOU STARTED A TREND THAT MANY MAINSTREAM DESIGNERS NOW EMULATE.

Thank you, yes my line was launched at Bergdorf Goodman in NY and was displayed in the window right on Fifth Ave. Because the line is so unique and one of a kind and based on my original art it has a certain authentic energy about it that really attracts avid collectors. Several celebrities have collected these limited edition pieces such as Britney Spears, Janet Jackson, Gwen Steffani, Rachel Leigh Cook. Let me show you just a few pieces from the collection.

Q: WHAT STORES IN DALLAS WOULD YOU LIKE TO SEE CARRY YOUR JEANS

I believe Stanley Korshack and Neiman Marcus along with other specialty boutiques who want to offer their clients limited edition one of a kind fashion art pieces would be great retailers to showcase my work.

Q: WHAT DO YOU HOPE TO ACCOMPLISH AS AN ARTIST IN YOUR LIFETIME

I want to spread beauty and joy through my work. I want to see my art in both contemporary and Latin museums and I want to share my work with as many people as possible in as many forms as possible.