

The RIVERDALE PRESS

March 31, 2011

Artwork orange boosts biz in North Riverdale



Karsten Moran / The Riverdale Press

An acrylic on wood panel piece--one of three--by Suzan Woodruff adorns the gallery wall. North Riverdale community leaders, including KRVC's Tracy Shelton and Maria Khury of Community Board 8 got together for the opening of a new exhibit, *Orange!*, at the Elisa Contemporary Art gallery on Mosholu Ave. on March 18. Karsten Moran / The Riverdale Press

FOCUS ON COLOR By Vishal Persaud

Elisa Contemporary Art, a small gallery on Mosholu Avenue, abounds with color and glimmering brightness, contrasting a long, cold winter.

Orange!, an exhibition that premiered on March 18, features art curated around the mood-boosting hue, which is splashed across canvases to create abstract textures and patterns. On opening day, a table was adorned with orange frosted cupcakes from Lloyd's Carrot Cake, an acclaimed bakery that will celebrate its 25th anniversary in Riverdale next month. An assortment of bottles with orange labels from Skyview Wine and Spirits and orange dog sweaters from Capipets, a local dog-grooming business, were also on show.

The exhibition not only signifies the advent of spring. It is an effort to unify business owners and attract customers to their shops. Through the North Riverdale Merchants Association, gallery owner Lisa Cooper reached out to some local business owners and asked them to offer discounts on orange items sold at their stores.