

Parello's New York



Carolyn Parello "Broadway, New York" 36x48 (oil on canvas)

PRESS RELEASE

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HEADLINE: Parellos' New York, and Bideawee

August 2 - October 2, 2010

Opening Reception Monday, August 2, 2010 6pm-8pm at Piola Pizza 48 E. 12th Street 212-777-7781

What do Parello's paintings and Piola Pizza have in common? They both serve up big slices of New York!

Renowned international artist, Carolyn Parello will be showcasing her highly anticipated New York City series at Piola from August 2 to October 2, 2010. Piola presents the perfect venue with its reputation for promoting upcoming artists from all over the world. "**Parello's New York**" will debut a clever new series of large and powerful paintings. Parello imaginatively reinterprets some of New York's most exciting urban landscapes with a boldly vigorous style. Her expressionistic, street-smart work has a whimsical, funky feel, that transports the viewer into the core of New York City.

Viewing Parello's work is like going to an amusement park- the large canvases pop off the walls, draw you in, and place you in the heart of the City. Her work is a total experience; the paintings transmit the rhythm, the sound, the taste, and the smell of the Big Apple. In looking at her painting Broadway, you can almost hear the taxis beeping, and the lights popping on the marquees.

Schooled in art in Tuscany, Italy, and Barcelona, Spain, the artist has a unique story. After a decade in corporate america in NYC, Parello, left the business world at the age of 35 and began painting. Born in frigid Chicago, Parello spent most of her adult life living and working in New York. All of that city living and marveling at soaring skyscrapers and other unique architecture helped define the awe-inspiring images of energetic urban landscapes we now see in her trademark art today. Parello's work can be found in public and private collections and is featured in Europe and on the East Coast.

A Fundraiser, a Unique Collaboration

Through this exhibit at Piola, Parello had an opportunity to use her art to help social causes. She sought out **New York Bideawee-** Animal Welfare Organization, where she had adopted her two spoiled Siamese cats, Sinbad and Matisse. Bideawee, which means "stay awhile" in Scottish, is one of the country's oldest and most respected animal welfare and pet adoption organizations. Founded in 1903, Bideawee has been providing shelter, care and compassion to homeless animals for over 100 years. Bideawee is a not-for-profit 501-3 C humane organization, and 100% of funding comes from private sources. Ms. Parello will be donating a painting of *Broadway*, - at www.missionfish.com at the end of the show's 8- week run. The highest bidder will secure the painting, and 100% of the proceeds will go to the animals in need.

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