



## MAX GOLD

Max Gold created his first “Fusion Art” painting at the close of the 1990s, appropriately welcoming in the new millennium with the fulfillment of his personal quest for an original idea—an as-yet-uncharted way to transform his life’s visions into unique works of art. “There was a piece I had in mind,” says Gold, “that couldn’t be created with the traditional mediums, so I invented a way to fuse digital art and hand painting as a means to an end. This kind of work is still in its infancy, but I believe it will grow into as profound an artistic movement as there has ever been. Future artists will push limits far beyond what I can imagine now.”

After introducing the concept in 2001 at the New York International Art Expo, Max Gold is today embraced by the commercial art world as “The Father of Fusion Art.” His pioneering artistic signature, this bold merger of digital art and hand painting, has placed him at the vanguard of the burgeoning digital art revolution, and his work is exhibited at over 100 galleries nationwide. Visually, Gold’s vibrant and idiosyncratic style—distinguished by universal icons and vivid colors--evokes the best of the Pop Art tradition and 20<sup>th</sup> century masters.

Gold’s original works of Fusion Art are three-dimensional assemblages that layer multiple pieces of hand-painted acrylic glass to produce one compound vision. When aligned in a finished 3-D construct, the separate images are choreographed into a single interlocking whole, vibrant with intense brush strokes and elegantly clean lines. Before painting, Gold always first marks the glass with his fingerprints, authenticating the luminous pieces in his own personal way.

His oeuvre also includes works on paper and canvas, produced in limited editions in his Los Angeles area studio. Using the latest technology and finest materials, Gold produces museum-quality prints on site—his Fusion Art pieces on canvas are always hand embellished by the artist, making each one of a kind. Some limited editions interpret re-digitized versions of Gold’s 3-D glass paintings, reinvented as striking two-dimensional works, while many images are born in cyberspace. Whatever the transformational process, it is Gold’s heart and mind that make up the ghost in the machine, giving his works their considerable spark, soul, and radiance.

Gold’s path to art world success has been filled with challenges both personal and professional. A Los Angeles native, he became involved with his family’s real estate company at a very young age, and at 16, sold a property for 1.6 million dollars. Max’s career in real estate continued until he was 23, and he was involved in over \$100,000,000 in transactions. During the same period, Max began to paint as a catharsis to purge the demons that had haunted him since childhood, both painting commissions for private collectors and selling existing works. At 21, he had a sold out, one man show of his own paintings at a West L.A. gallery. During a drug-induced episode, he tore up all the checks, and less than two years later, became a drifter, a homeless drug addict/alcoholic.

When Max got sober on December 10, 1987, he felt he’d been given a second chance, and his ongoing spiritual awakening began. Gold put professional artistic pursuits on the back-burner and took a series of jobs to regain his bearings. One, with a food service distributor, led to the launching of L.A. Foods, the wholesale company he formed in 1990; selling primarily to schools and prisons, it’s grown into an international firm doing business in over 40 countries. While Gold considers L.A. Foods his ‘day job,’ he’s especially passionate about the philanthropic efforts he conducts through its auspices, working with food banks and charities to donate what has so far amounted to countless tons of food to the homeless and impoverished across the United States.

Throughout the '90s, Gold continued to experiment with traditional media, both sculpting and painting. “Art is the core of my being,” he says, “I don’t have a choice about it.” He traveled the world to gain inspiration, and with his discovery of Fusion Art, felt ready to once again take his artwork into a public arena. Since launching his online gallery [bymaxgold.com](http://bymaxgold.com) in 2000, and gaining notoriety with the 2001 bricks-and-mortar premiere of Fusion Art in NYC, Gold has gone on to exhibit at over 100 major art festivals and expos. In 2003, he was named one of the country’s “Top Emerging Artists” by *Décor Magazine*, and in 2004, the leading art & framing publication featured him on the cover.

The emotional directness and saturated coloristic and visual intensity of Gold’s pieces elicit an almost tactile relationship with the viewer. His trademark use of iconic symbols—including hearts, flags, butterflies, and religious totems—both universalizes the work by creating subliminal connections to the timeless nature of the imagery, and personalizes it with the vivid presence of powerful forms and shapes we’re all intimately familiar with.

One piece, “Musical Thoughts,” uses an alphabet that Gold invented using a different configuration of notes for each letter, spelling out elemental words with them to create a wholly energized composition layered with meaning. Another, “Living Nation,” uses the American flag to suggest that the country is a living entity, moving with the energy of each of its individual parts. Whether with letter-forms or symbols, though, Gold says, “I don’t like to burden the observer with any sort of guide to the visual language, and logic, that I use. People see things I never intended, and I wouldn’t want to invalidate their experience.”

Most of Gold’s images take shape fully blown in his mind’s eye. “I see the art before I paint it, or draw it,” he says. “Emotions and feelings combine to create images that are so clear, it’s beyond photographic. I can see it, play with it, and, like a computer file, reopen it later.” Continuing an analogy particularly relevant to Fusion Art, he adds, “It’s almost as if you could stick a plug into my brain, and download a new piece.”

Dyslexic, and diagnosed with ADD and hyperactivity, Gold doesn’t see those challenges as obstacles, but rather another element about himself that he channels into his creative expression. “It gives my art a unique perspective,” he says. “I experience things differently, which makes for a form of communication that’s completely my own.” Combined with his ongoing exploration of the spiritual nature of existence, Max Gold’s Fusion Art is without doubt highly singular and extraordinary. As Gold goes through life transforming his thoughts and feelings into art, he reflects, “I’m blown away by everything. A crowd, a sunset...I can convert a traffic jam into a painting. An artist doesn’t create with his hands, but with his mind.”

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