

HEIDI FIELD-ALVAREZ

BIOGRAPHY/ARTIST STATEMENT

Name: Heidi Field Alvarez

Email address: fieldalvarez@gmail.com

Phone number: 804-387-8401

Address: 7510 Broach Dr. Richmond, VA 23225

Website: website - <http://www.heidifieldalvarez.com>

Heidi Field-Alvarez is a mixed media artist with a focus on textiles, digital art and watercolor. She has shown in; CraftForms 2011, Wayne Art Center, PA and Outside/Inside the Box, FiberPhiladelphia 2012 and Main Art, Richmond, VA. She has participated in various gallery shows including ArtSpace, White Canvas Gallery in Richmond, VA and the Textile Art Center in NYC among others. Heidi has had work printed in Lark Books: 500 Art Quilts, Richmond Home magazine, the Surface Design Journal and Studio Art Quilters Journal. She has been invited to exhibit at Western Carolina's Fine Art Museum and to the Textile Forum at Arrowmont School of Arts and Craft. Most recently she has gone commercial with REDBUBBLE and is selling lots of fun products based on her art. Check it out at HeidiFart on REDBUBBLE.COM

Her work is in the collections of: Sheila Gray of Richmond, VA; Ben and Maureen Field of Toano, VA; Robin Ryder of Richmond, VA; Susie and Will Hudgins of Richmond, VA; Kara and Lee Parker of Richmond, VA; Brigitte and Jeremy Pugh of Richmond, VA; Amy Ford and John Hessian of Richmond, VA; Diane and Tony Brozna of Richmond, VA; Jen and Ash Thakkar of Richmond, VA.. Ron Gatto, PA, Carlos Alvarez, Richmond, VA

STATEMENT

I am a mixed media conceptual artist. I use what feels appropriate to the concept of the piece but recently focus on the juxtaposition of vintage textiles associated with womans' domesticity with more current graphic imagery such as barcoding. I play with fusing fiber with printmaking, painting and drawing. I love the idea of fiber in motion, reflective qualities, and playing with the different "states" of textiles. I enjoy achieving a visual balance between mediums and exploring what each material will do in order to work it into new forms. I have used only string to complete some pieces and in some works have used up to four or five mediums. Sometimes my work is installation based and other times pieces stand alone. There is a strong feminist component in the conceptual framework, material choice and method of construction to my pieces. I appropriate images of a famous male work to draw attention to what I view as an entitled male gaze and combine this with modern social/cultural imagery, words and ideas to illustrate how conditioned and engrained the male view is on how and what art is portrayed and brought to the viewers attention in our cultural institutions.