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Interdisciplinary Artist – Grimanesa Amorós

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Interested in starting your own entrepreneurial journey in fine arts but unsure what to expect? Then read up on our interview with **Grimanesa Amorós**, owner of **Amoros Studio LLC**, located in New York, NY, USA.

What's your business, and who are your customers?

I am a multidisciplinary artist creating monumental sculptures using light as a medium. Amoros studio LLC is a working artist studio. A large portion of my work comes from commissions from private collectors, museums, cities, and developers.



GOLDEN ARRAY 2021 Mumbai, India LEDs, diffusive and reflective materials, custom light sequence, electric hardware 210 ft x 25 ft x 70 ft

Tell us about yourself

I began my journey as an artist on the shores of Peru. The tumultuous waters would create bubbles and foam, and I would sit and observe how the light played on the iridescent forms, which inspired my later work. I came to New York in the 80s to pursue my career as an artist. My work began in painting, which is a solitary process. As I moved into sculpture, my studio grew. Watching others interact with my art never ceases to amaze me and motivates my practice.

What's your biggest accomplishment as a business owner?

I do not consider one of my artworks more important than the other. However, recently, I installed my most extensive project to date in India, GOLDEN ARRAY. GOLDEN ARRAY is three blocks long and four stories high. It took significant coordination for both sides of the team to complete.

What's one of the hardest things that come with being a business owner?

It is essential to know what you want and to have solidified goals to move forward. Making the right decisions is critical, but you also require the nerve to take chances and risks every day.

What are the top tips you'd give to anyone looking to start, run and grow a business today?

The three components of success are love, passion, and perseverance. Whenever I face hardship, I remind myself that there is no other way to be or live than as an artist.

I also believe in conducting oneself with kindness and precision. Leaving no room for confusion makes effective coordination possible.

Is there anything else you'd like to share?

Even outside of the Artworld, it is imperative that we tap into our creativity to drive any business. When all humans make an effort to live through life inspired to think purposely and creatively, it will be a wonderful world.

Where can people find you and your business?

Website: <https://www.grimanesaamoros.com/>
Facebook: <https://www.facebook.com/GrimanesaAmorosStudio> & <https://www.facebook.com/grimanesaamoros>
Instagram: <https://www.instagram.com/grimanesaamoros/>
Twitter: <https://twitter.com/grimanesaamoros>
LinkedIn: <https://www.linkedin.com/in/grimanesa-amorós-ab0a285/>

If you like what you've read here and have your own story as a solopreneur that you'd like to share, then email community@subkit.com; we'd love to feature your journey on these pages.

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