

WILLIAM JOHN COSTELLO

EXUBERANT FINE ART

PREVIEW

and

GUARANTEE

Artist Statement

- Thank you for contemplating my art.

It is my sincere desire to add a note of enigma, and ebullient enjoyment to your design scheme. *Exuberant!*

My background is in health care and business. From health care I learned to be meticulous. The business world taught me organizational skills. My art reflects those two paradigms. I start each image with an extremely specific palette. Then the images fall into one of these categories. Dynamic, flowing, and colorful. Or static pools of color. In the first instance the effort is to arrive at a harmonious composition of color and movement, a rhythmical whirlpool of color. In the second, to evoke a contemplative mindset in the viewer. In either case my images command attention when entering a room.

Art in the abstract. As Picasso said in his 1923 dictum, " *We express what nature is not.*"

And as my muse, Kazimir Malevich, the pioneer of abstraction, said in relation to his iconic *Black Square* " *Free yourself from the tyranny of objects.*" Additionally, Malevich, with his *Woman at a Tram Stop* declared his intention not to render objects, but to make a picture.

Consequently, when I observe the world, I attempt to dissolve concrete objects into richly orchestrated motifs based on enigmatic forms of circles, arches and lines with surfaces that overlap each other to coalesce into evocative forms.

In addition to Malevich and Picasso these artists have influenced how I approach communicating with my art.

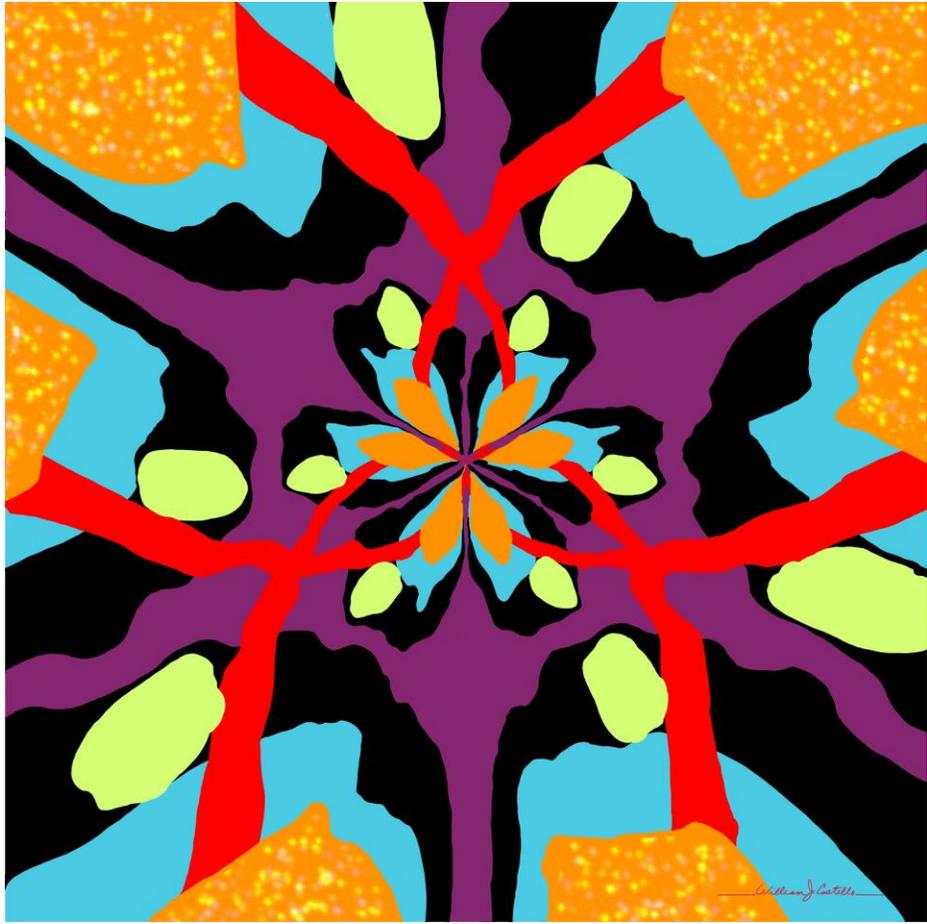
Pierre Soulages
Robert Motherwell
Mark Rothko
Ernst Wilhelm Nay

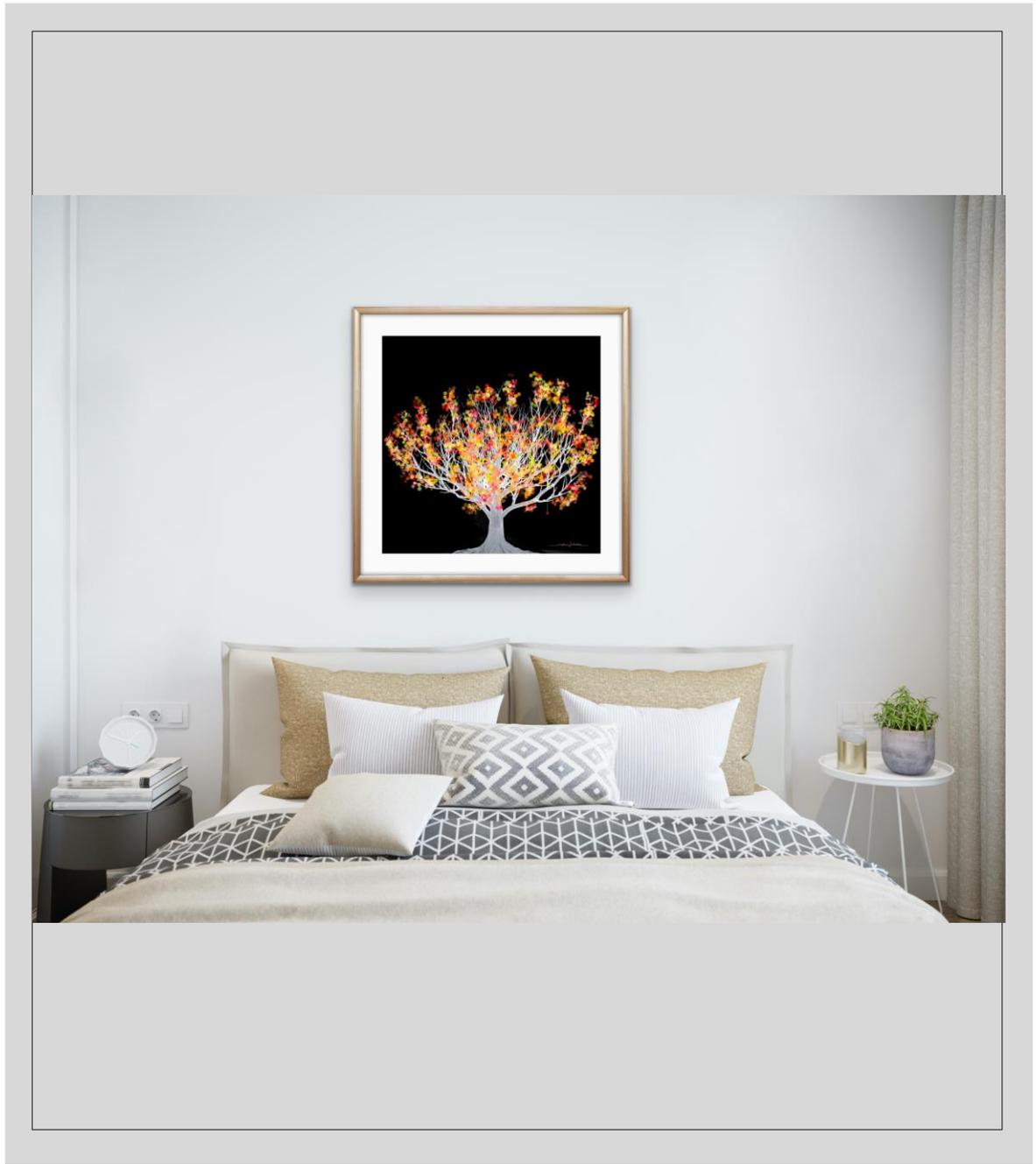


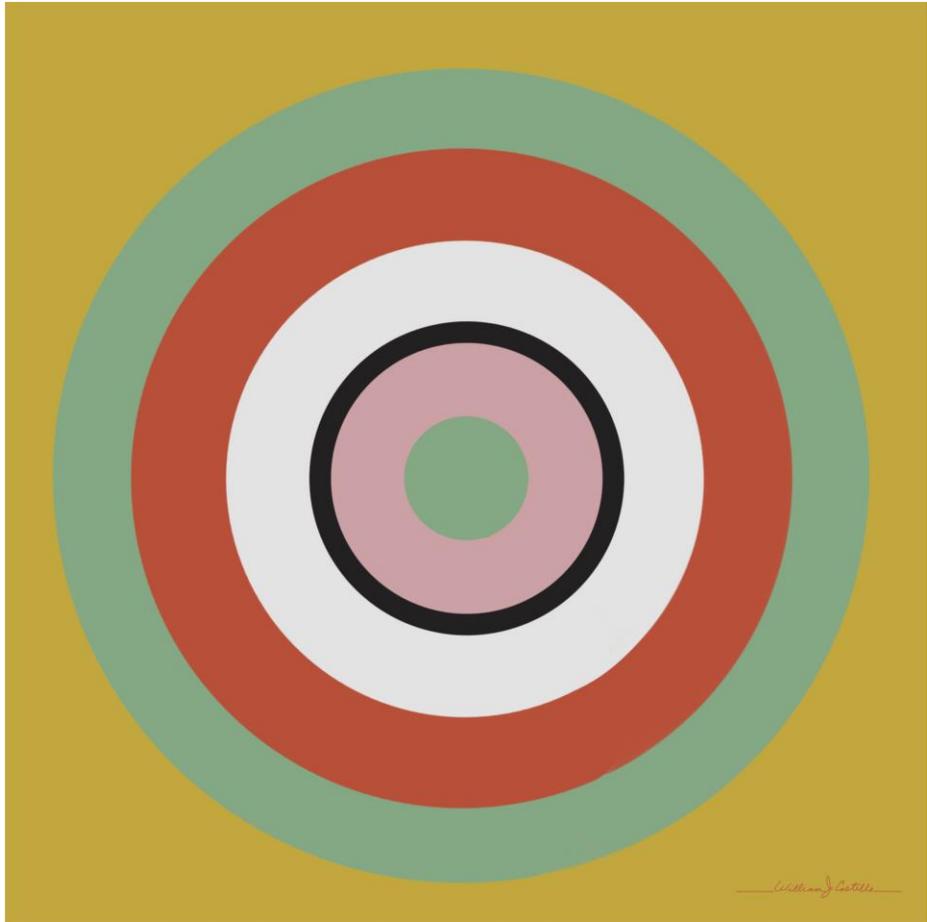




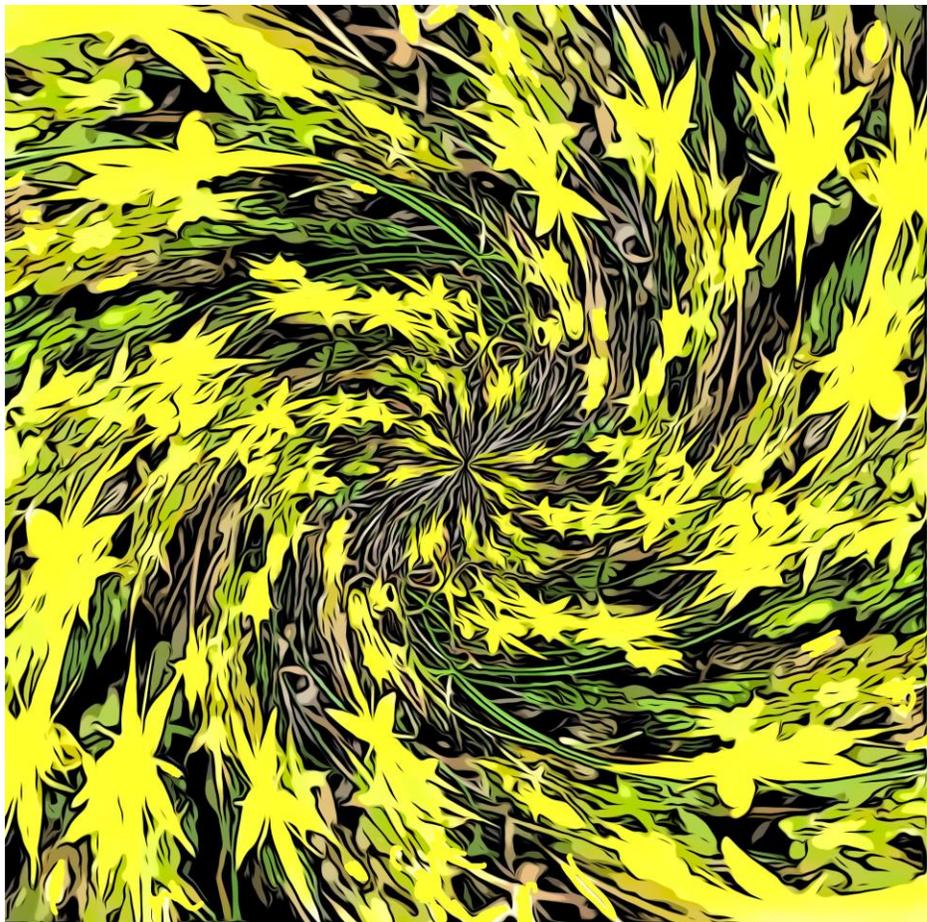




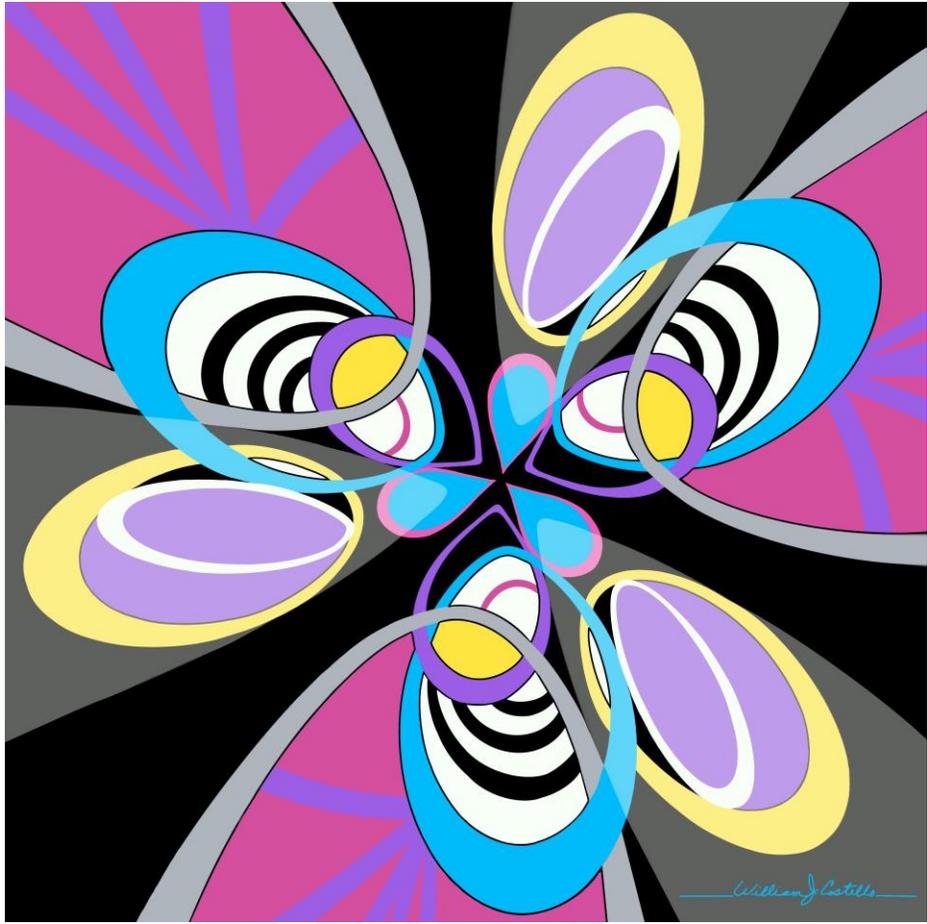




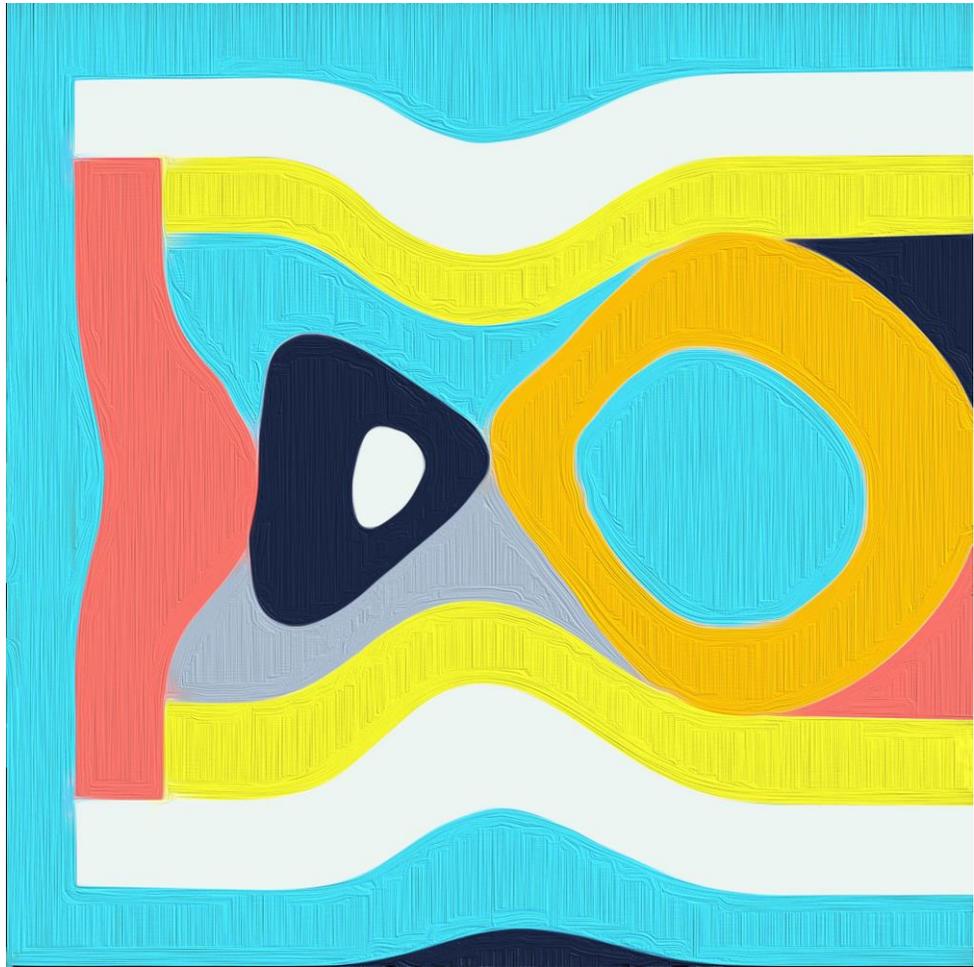




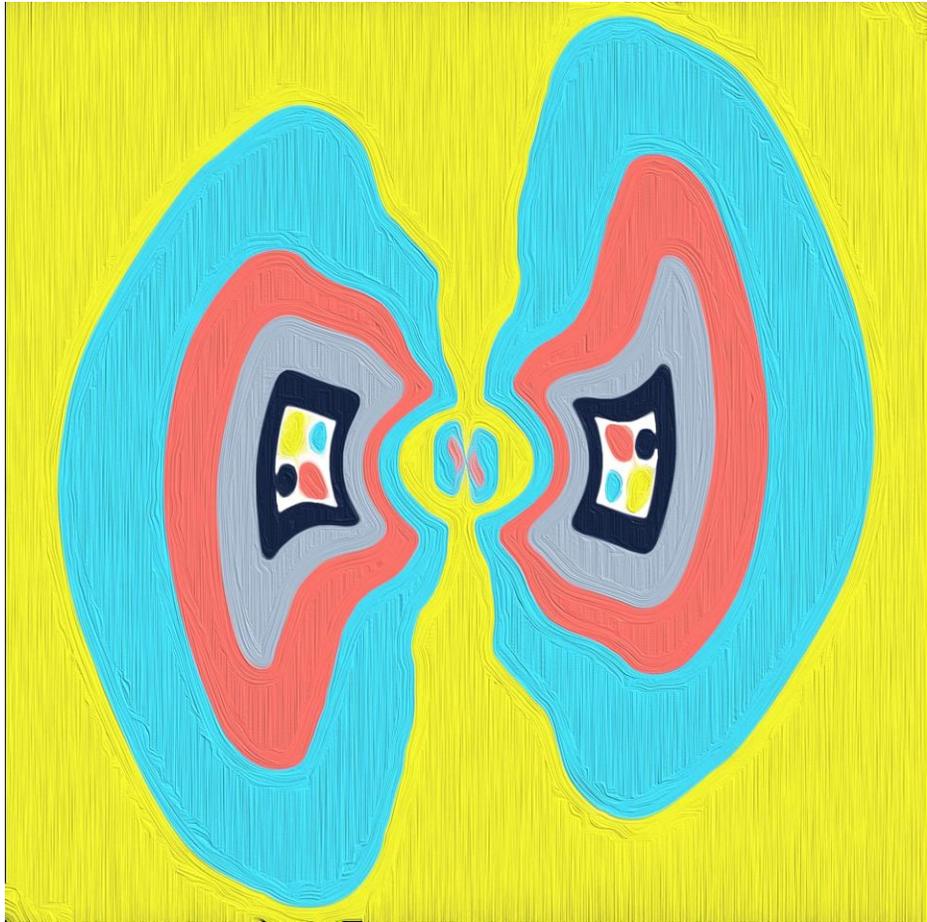






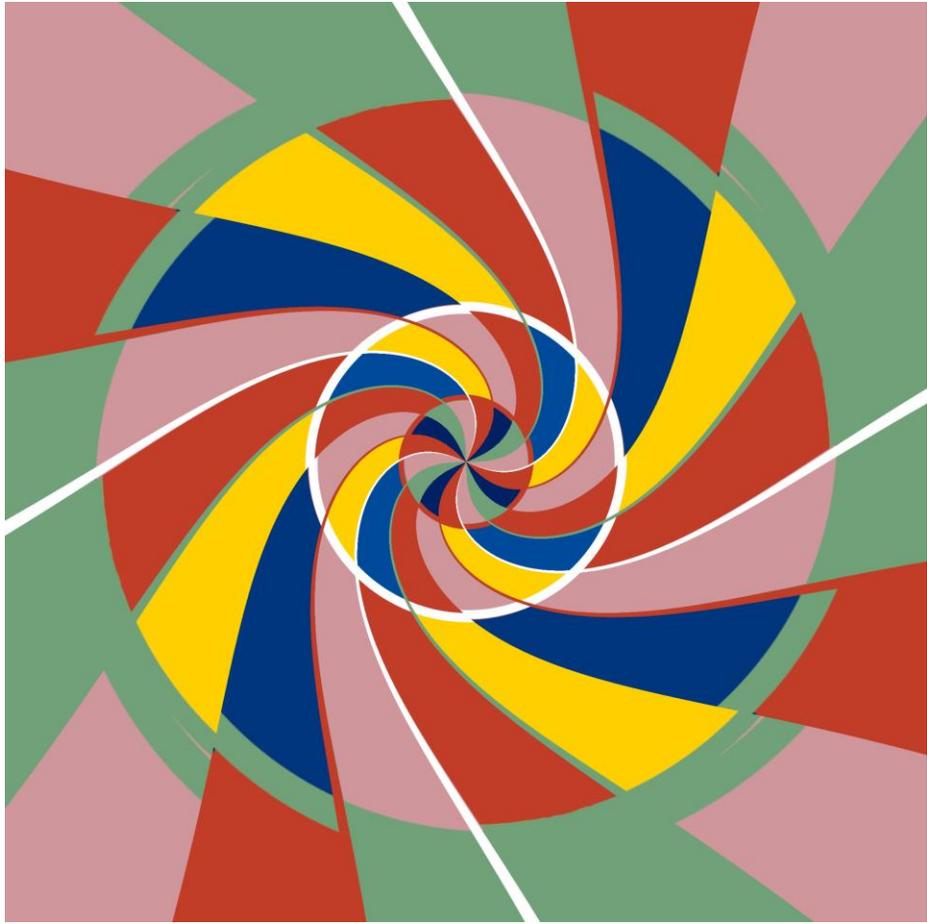




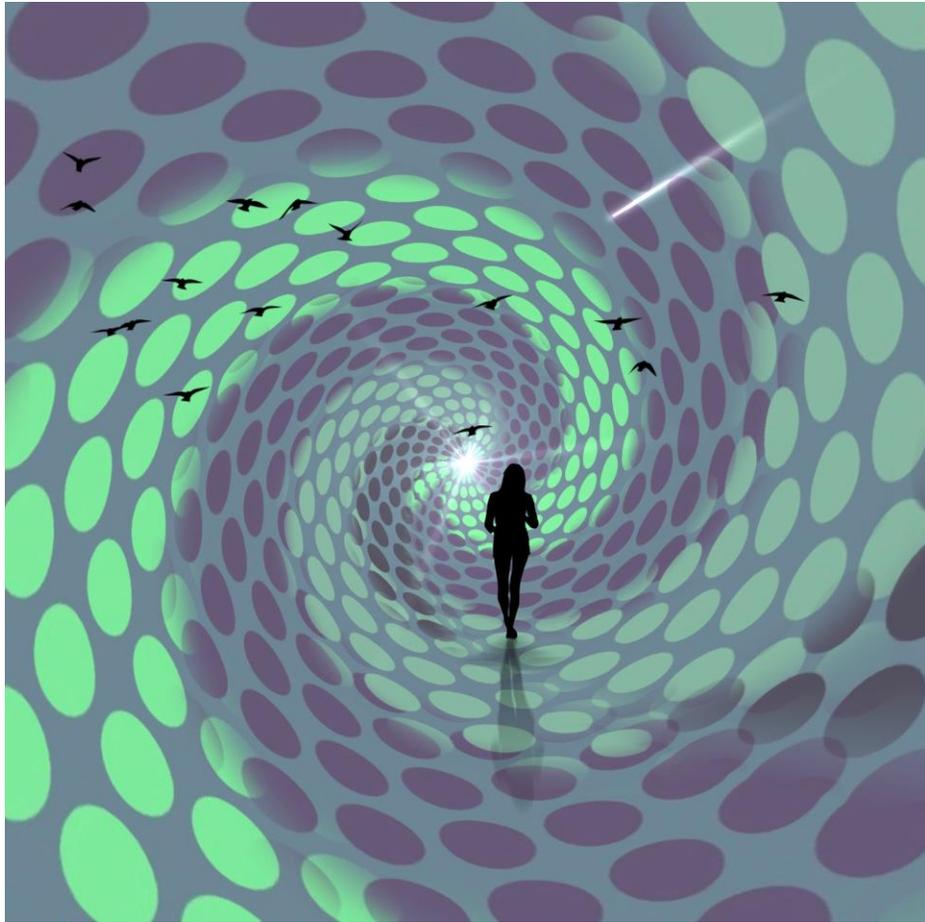


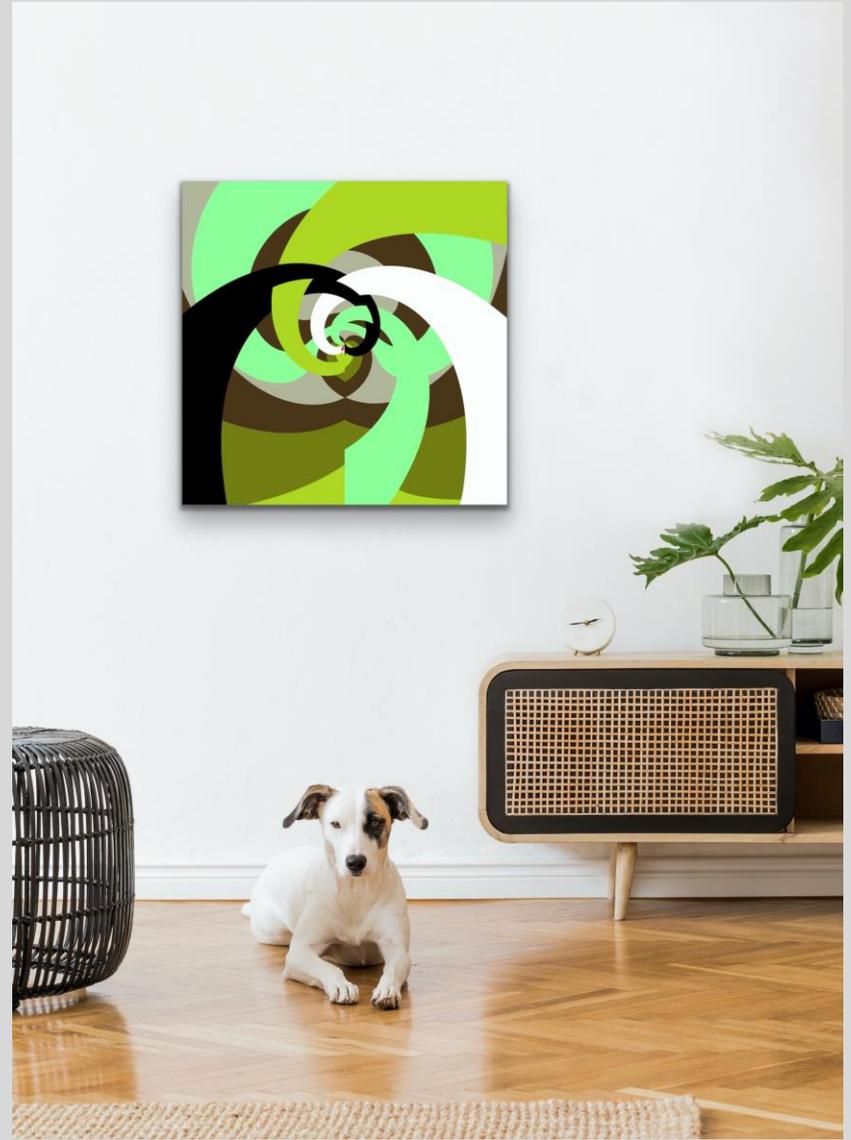






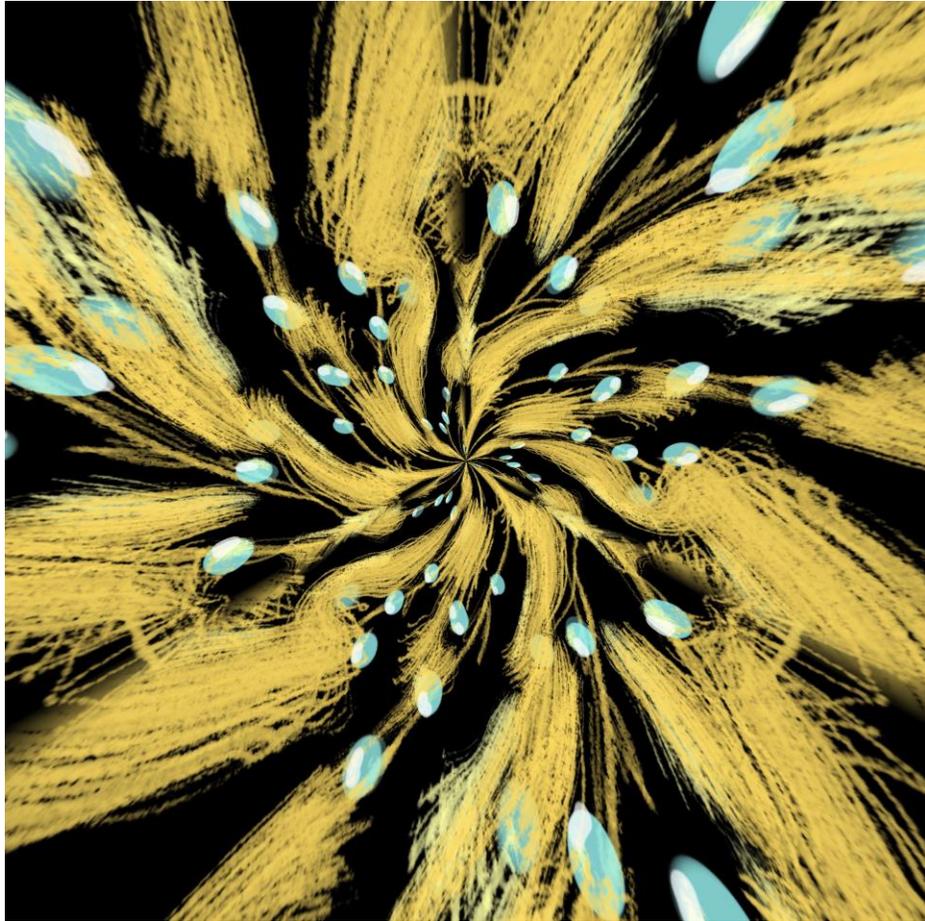






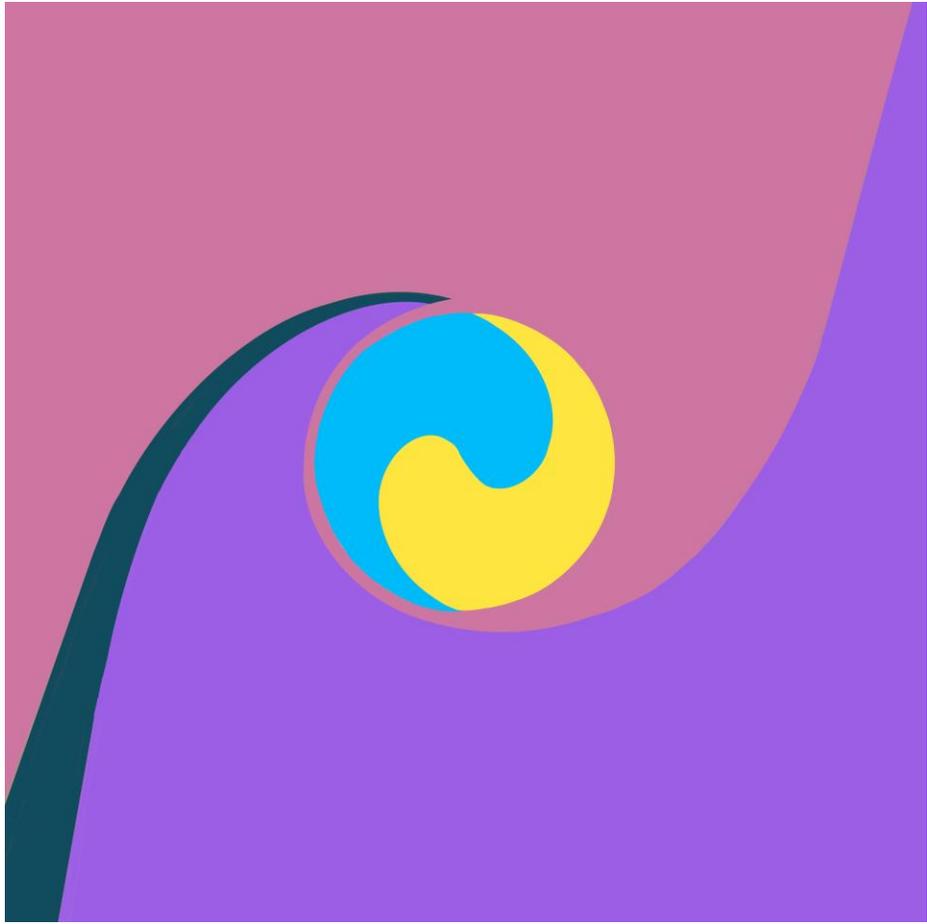








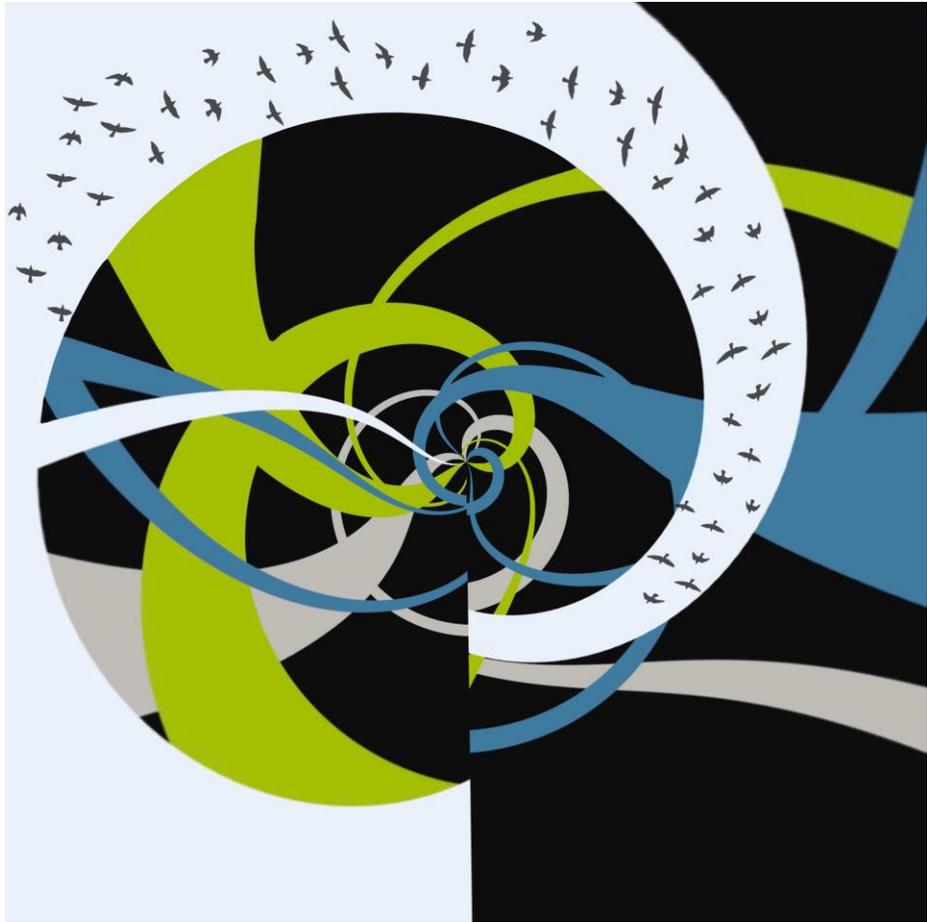










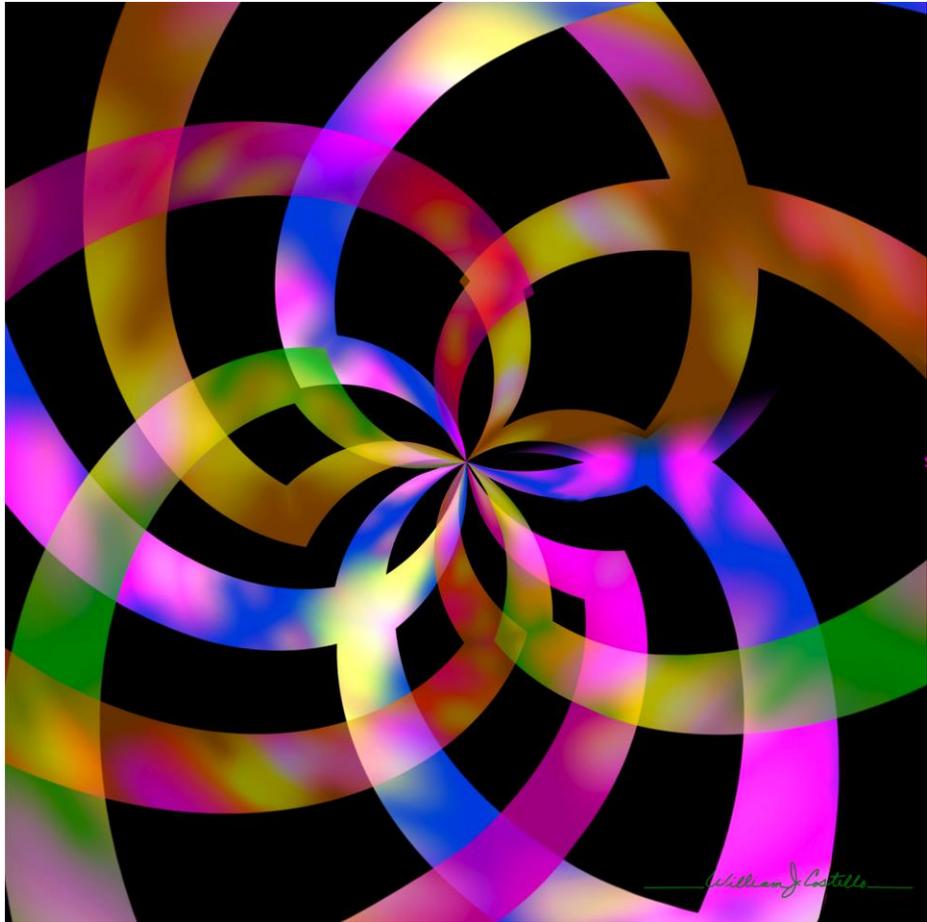




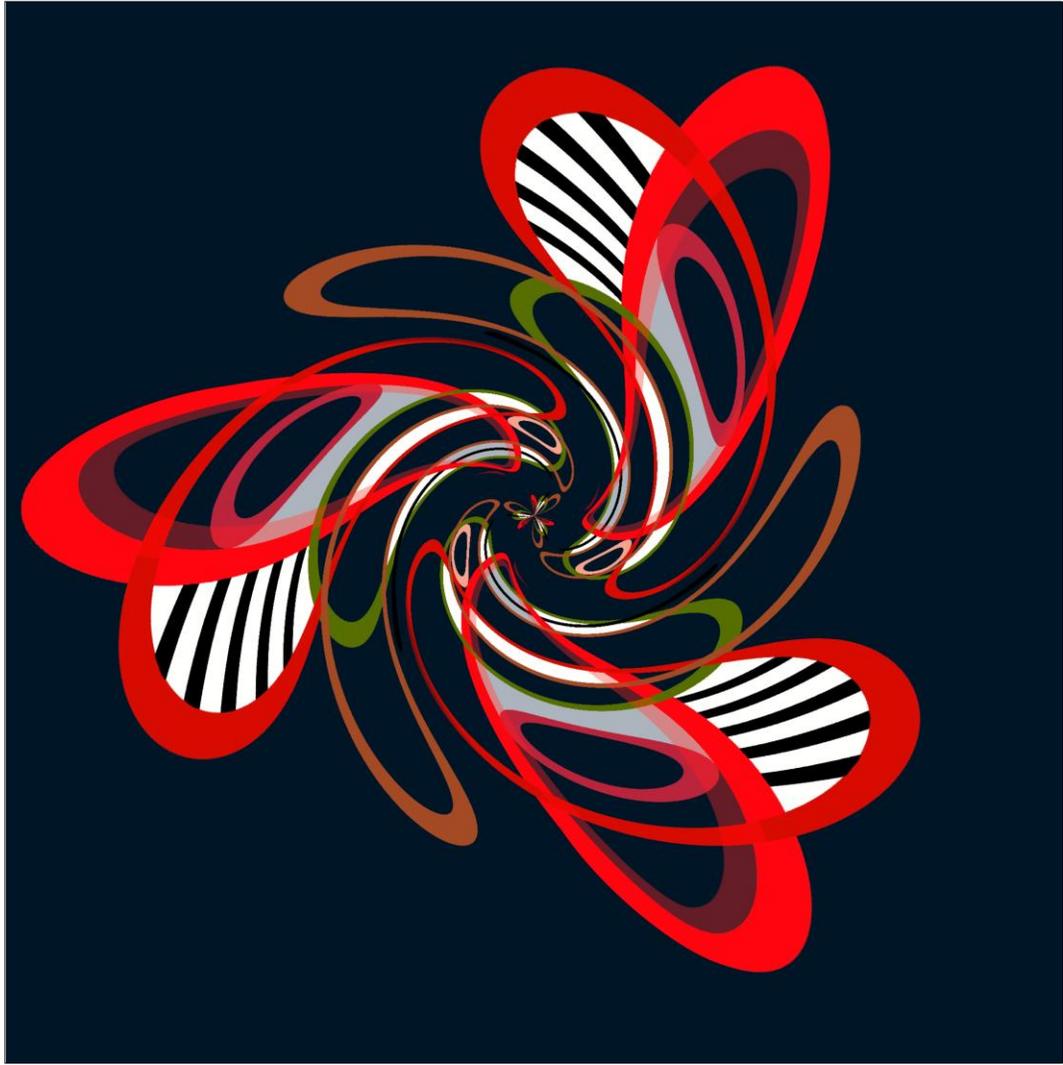


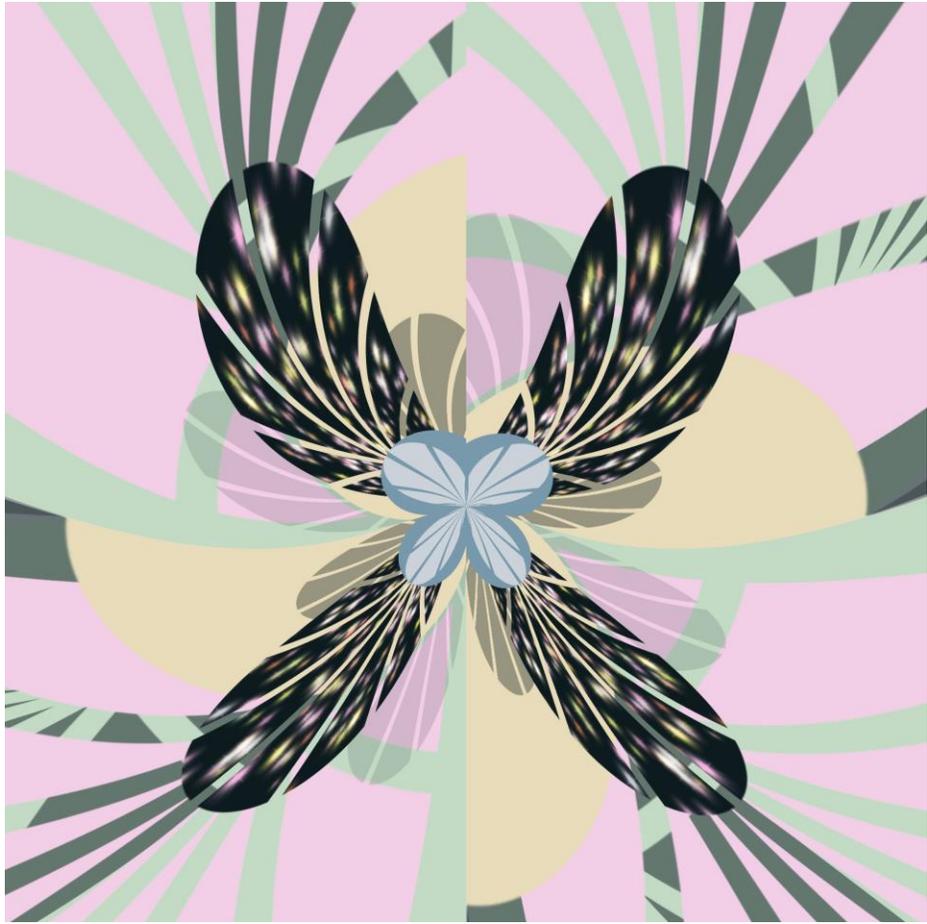


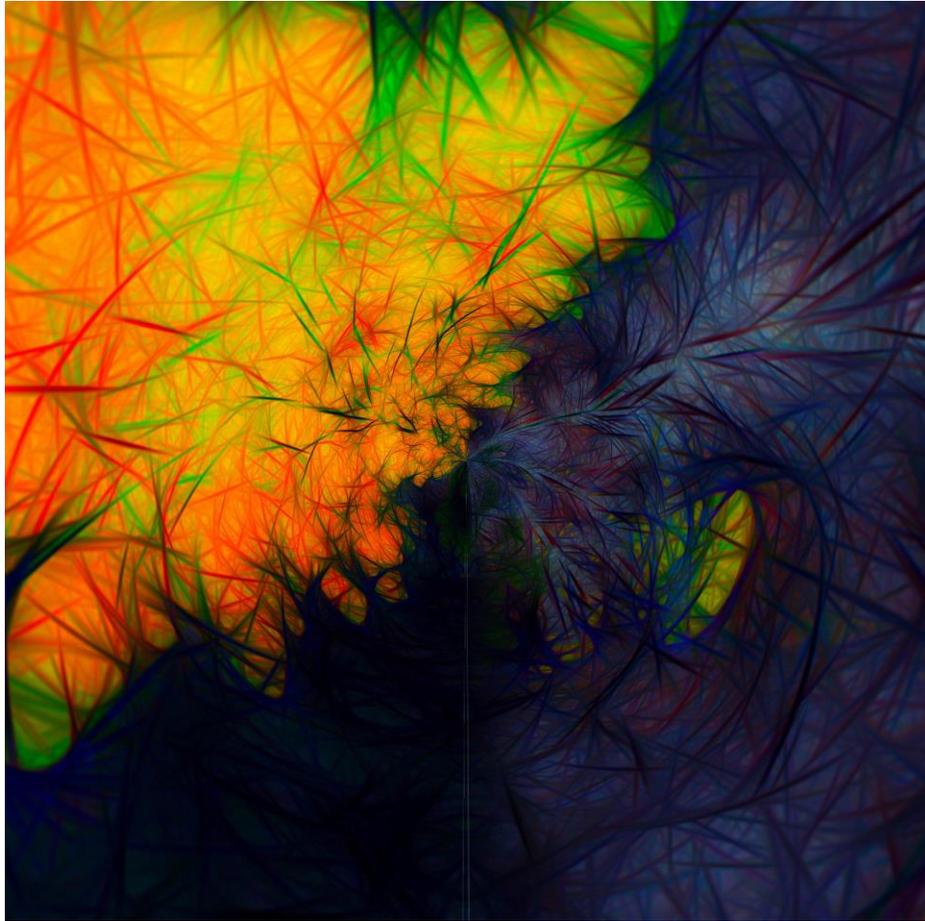


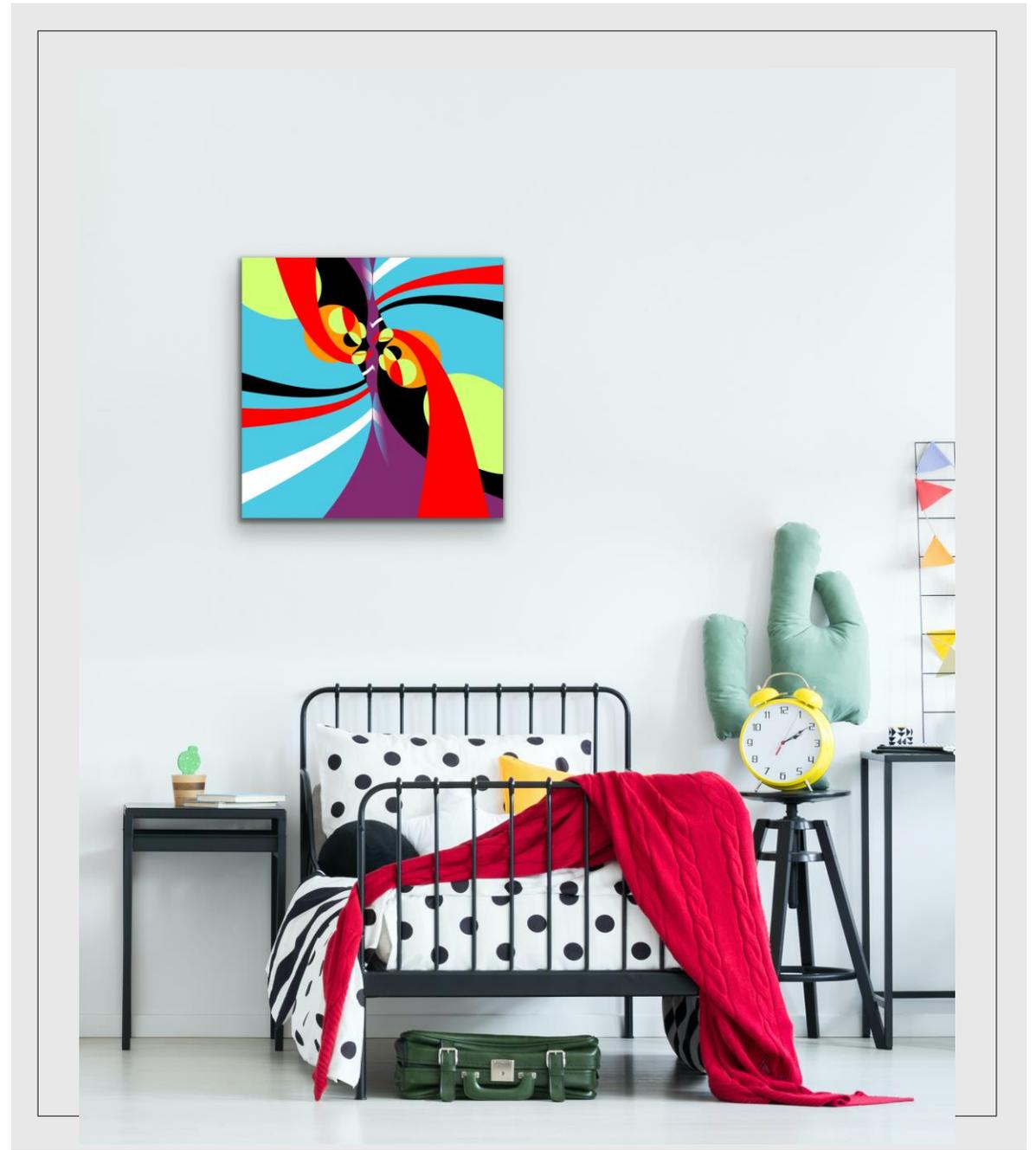




















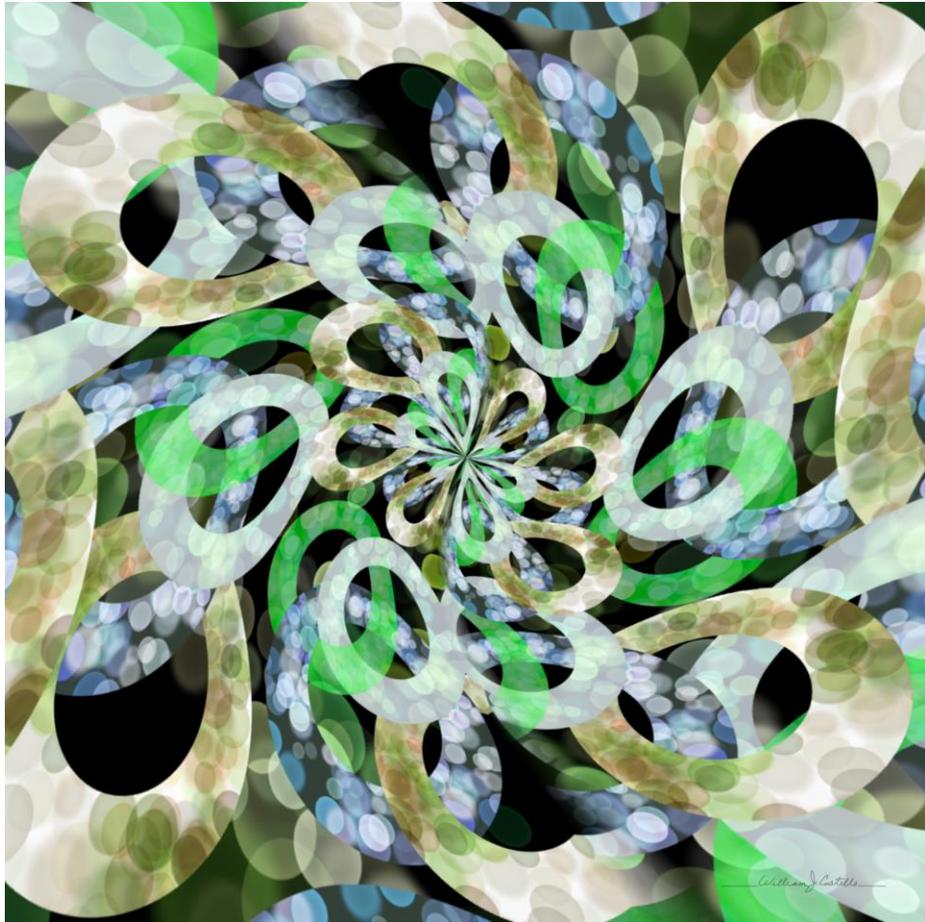


IMAGES CAN BE ASSEMBLED AS A DIPTYCH OR TRIPTYCH ON COMMISSION









As demonstrated in these last two images, the color palette can be specified on commission work.

ULTIMATE

100%

MONEY BACK

GUARANTEED



& 100% NO FROWNS

- GUARANTEE

- Because it is my utmost goal to have people fully enjoy my art without reservation, I offer this ULTIMATE “No Frowns” guarantee. Above all else I value my reputation. If you are unhappy, I will do everything possible to make things right and keep a smile on your face. Including unconditionally refunding 100% of your money.

- This is something that is difficult to find in the art marketplace because of the subjective nature of art. My website offers Augmented Reality to preview my art on any wall using your smartphone. However, only once the actual piece is on the wall can you then determine if it is the right piece. I want you to have the peace of mind knowing that it can be returned for a full refund of the purchase price.

- The thought of an unhappy partner keeps me up at night. I am readily available at william@wjcfineart.com or through the jivochat feature accessible on the lower right of my website: wjcfineart.com



_____*William J. Costello*_____