



About The Artist: Julie Siracusa

FROM COMMERCIAL TO PASSION

YOU HAVE PROBABLY seen Julie Siracusa's work around town without even realizing it. She has been a constant for Lafayette advertising since the early 1990s, but she may soon be shifting her focus to more personal and creative endeavors.

A unique project with Max and Dianne Hoyt, owners of Pixus Digital Printing, inspired Siracusa to delve into her easel. The Hoyt's wanted a wall mural that would reflect a vacation memory for a staircase in their home. Several artist attempts left the couple almost cynical about the vision ever coming to fruition.

"We had used designers before that didn't produce," said Dianne, adding, "We had worked with Julie for years [for commercial business] and were confident in her abilities." Siracusa presented the Hoyt's with three different images based upon the colors and space of the room. After an image was confirmed, a print was made of Siracusa's painting. With the printing technology at Pixus, the print was made

into canvas wallpaper and then installed in the Hoyt's home.

What this technology is capable of doing is limitless. Siracusa stated, "You can even do this on ceilings. There are so many textures available, not just canvas." In fact, there are over 60 different types of wallpaper available through Pixus. According to Max Hoyt, this procedure has been used for many businesses and a few local homes.

This was a first for Siracusa. "She presented a program and was very enthusiastic. She did exactly what I wanted," said Dianne. The Hoyt's agreed it was the rare combination of Siracusa's artistic talent and technological understanding that made the project such a success.

THE ARTIST

Siracusa works from the house she designed, with the company of her spunky, seven-month-old Welsh-Corgi/Jack Russel Terrier mix, Kira. The home is adorned with Siracusa's original

sculptures and paintings.

Over the past year, she began to spend more time in her studio than at her desk. Between work and remodeling, she has created multiple, vivid lizard images and sculptures, which she admits is her favorite amphibian. Her latest works consist of spiritual elements, such as totems, tribal faces, Buddhas, Henna tattoos and crosses by Antoni Gaudi.

This past summer, Siracusa decided to have art days with her friends' daughters, where she taught them how to sculpt. A few weeks later, they reconvened to paint their stone crafts. "Besides the fact that I love my girlfriends' daughters, I want to share art and creativity where ever I can," Siracusa said, adding, "God blessed me with talent. It is my job to develop my talent and share it."

She is in no rush to mass produce pieces, but plans to develop her personal portfolio with detail. "It's the process. It's what's on the easel, not what's next."

BY AGENT ELISE H. PELTIER

"It's the process. It's what's on the easel, not what's next." ~ Julie Siracusa