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SMART ART / Paul Smart

Vivo

“Woodstock is pulsating with positive, creative energy,” is how Vivo Fine Arts co-owner Marco Ferrero explained the genesis of his and partner Jennifer Glickman’s new gallery in the barn next to Cucina in press materials sent out to announce the new art venue’s opening party last Saturday, July 24. “It’s the perfect place to showcase dynamic art.”



“Contextualizing art and its process deepens the viewer’s experience and appreciation,” added Glickman, a Bard graduate with a Master’s Degree from Pratt in Arts and Cultural Management and former Aperture Foundation employee, who’s curating the new gallery’s shows.

Glickman and Ferrero, Woodstock residents dedicated to championing the work of “vibrant artists from around the country,” chose the name Vivo, for its translated meaning, “I live.” The gallery has opened with a show of work by Erica Danielle Franz of Maui, Hawaii; Jill Allyn Stafford of Sacramento, California; and psychedelic pioneer Isaac Abrams of Saugerties.

Given Ferrero’s work creating contemporary light shows for such gigs as LSD inventor Dr. Albert Hofmann’s 100th birthday in Basel, Switzerland, Abrams’ trippy pedigree, and Franz’s New Age murals, including one covering the entirety of the new gallery’s insides, Vivo is fast shaping up to be the airbrushed counterpart to Varga Gallery’s more rough-edged Energy Art across town.

But then there’s the idea that got the two Woodstockers interested in opening their own gallery, based on the example of Glickman’s step sister, Jennifer Hoffmann, who courageously and fully lived with breast cancer for nine years before succumbing to the disease last year at the age of 37.

“The gallery’s name and spirited hummingbird logo are dedicated to her memory,” the press materials for the gallery read. “Glickman and Ferrero plan to support art-as-healing therapy through the gallery’s artists, lectures and children’s workshops...A portion of Vivo’s profits will be donated annually to Susan G. Komen for the Cure.”

Abrams, who made a splash with the big touring Psychedelic Art show that hit the Whitney and other world museums a few years back, is debuting several pieces of etched-glass sculpture at Vivo in its premiere show.++

The gallery, located at 105-A Mill Hill Road at the Gateway to town, directly across from Route 375, is open Monday through Friday, 2 p.m. to 9 p.m., and Saturdays and Sundays, 11 a.m. to 9 p.m. For further information call 679-2162, visit www.vivofineart.com, or follow the gallery on Facebook.