

GoodLife: Pat Fiorello

Life of an Artist

By Lou Mindar



It's a familiar story. A young, bright, ambitious woman attends a good school, gets a quality education, goes out into the job market, gets a great job, and then works her way up the corporate ladder. Then she quits. Okay, that part about quitting isn't part of the usual business success story, but Pat Fiorello's story is anything but usual.

Pat's story starts out like others. She was certainly bright and ambitious. She attended Harvard University where she received an MBA from the Harvard Business School. After finishing her MBA she entered the job market, eventually working her way up the corporate ladder including stints as Vice President of Marketing and Innovation for The Coca-Cola Company and Vice President of Marketing at Nabisco. Then after 20 years of climb-

ing the corporate ladder, Pat decided to follow a different path.

At the age of 35, after not having painted since elementary school, Pat decided to start taking art lessons. She began teaching herself to paint and then took courses, workshops and privately studied with noted watercolorists including Janet Walsh, A.W.S., Joseph Bohler, A.W.S., Margaret

creating art and volunteering with organizations that were more aligned with her purpose, like the Atlanta Botanical Garden and the Atlanta Artists Center. She also began entering her art in juried shows and found venues where she could sell her art. This helped to give her a running start and built her confidence to a level where she could quit her day job and live the life she had dreamed about.

Today, Pat has left the corporate world behind and she now earns her living as a professional artist. She has had her art included in exhibits at the Marietta/Cobb Museum of Art and the Chattahoochee Valley Art Museum, has participated in more than 50 juried art shows, and has had several one-woman art exhibits including an exhibit at Chateau Elan in Braselton this past summer.

Pat's artwork is part of the corporate collections at The Coca-Cola Company and Grady Hospital, as well as in numerous private collections. Her

After 20 years of climbing the corporate ladder, Pat decided to follow a different path.



Martin, A.W.S., and Gail Novak.

But learning to paint was only part of the process. Pat felt her purpose was to create more beauty, love and inspiration in the world, but her lifestyle and self image were tied up in her prestigious job with its good salary and benefits. She was also concerned about being lonely living the unstructured lifestyle of an artist. After all, she had spent 20 years in a structured corporate environment surrounded by co-workers. Becoming a full-time artist would be a marked change from the life to which she had become accustomed.

It would have been easy to continue her corporate career, but Pat felt strongly that her job was not consistent with her life's purpose. So she began spending more of her time





artwork has also been licensed for greeting cards, stationary and home décor items. In February 2006, Pat's artwork will be displayed in the Delta Corporate Gallery in Atlanta.

Pat admits to having a passion for flowers and says her vibrant watercolors are inspired by nature. Pat specializes in expressive florals, garden scenes and landscapes that capture the colors and energy inherent in nature.

Pat paints in her studios in Atlanta as well as Sautee, Georgia. She has also painted as part of her extensive travels to Tuscany, Provence, and Ireland. Pat also paints "on scene" in the mountains of Georgia and North Carolina.

In addition to being a professional artist, Pat puts the marketing skills she learned in her previous life to good use by teaching other artists how to market their artwork. Pat teaches marketing classes for artists at the Atlanta Artists Center. In the course, Pat teaches artists how to identify and reach their target market as well as different ways to expand their art business.

Pat also teaches a course entitled *Artists – Making it Happen* that is designed to help artists turn their dreams into reality. The course helps artists set and achieve goals and

Today, Pat has left the corporate world behind and she now earns her living as a professional artist.

provides tools artists can use to develop their personal vision and plans.

Another valuable service Pat offers to artists is one-on-one personal coaching. Through this service, Pat helps young artists to set individual goals and make workable plans to achieve them. Pat also shares her personal trials and triumphs to help those she coaches to realize that they too can live their dream of being a professional artist.

When she's not creating her own paintings or teaching others how to sell their artwork, Pat spends her time working with the Georgia Watercolor Society. Currently, Pat serves as that organization's President. She is also involved with the Roswell Fine Arts Alliance, Dunwoody Fine Arts Association, Gallery V, Ltd., Blue Ridge Mountain Arts Association, and serves on the marketing council of the Atlanta Botanical Garden.

Pat will be teaching her marketing course for artists on Saturday, September 24 at the Atlanta Artists Center. She will also be teaching the *Artists – Making it Happen* course in November. For more information about these courses or to view Pat's artwork, visit her website at www.patfiorello.com. Additional information can be found at www.atlantaartistscenter.org.

Lou Mindar is the publisher and editor of Natural Awakenings Magazine.

