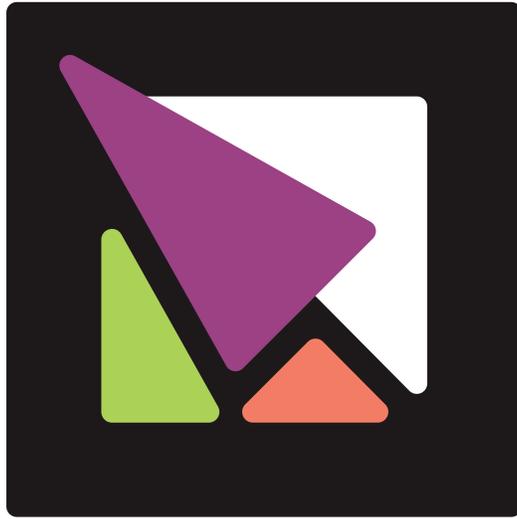


Howard Schoor Art



MEDIA KIT

It is what it is.

**“My art is happy art.
I hope it makes people
feel good. Don’t look
for a deeper meaning.
It is what it is.”**

HAPPY ART

Bold colors and precise shapes motivate a nostalgic happiness within us all.

“My art is happy art. Just enjoy it.”

Howard Schoor creates using acrylic paint, spackle paste and markers applied by brush and palette knife.

Fusing color and shapes, with always at least one triangle, he uses texture to create depth and character. The attributes combine to form their own distinctive visual effect.

**Happy is
enough.**

*“Pleasure is
my barometer.
If the art pleases
you, it is valuable.”*



HOWARD SCHOOR ARTIST, TRIANGLIST

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At 80, Howard Schoor has had too many life acts to assign a number to this one. Trianglism is his movement. Schoor is a self-taught originator, existing apart from the art world establishment. Schoor's paintings embody inescapable purity. The art is unsullied. His medium is acrylic paint, spackling paste and markers on canvas. It is happy art.

Howard Schoor is a classically trained and licensed professional engineer. He built and led one of the nation's largest regional engineering firms from 1967 to 1992. He worked with the triangle daily. Today, the triangle remains the focus of his art conscious. Schoor leverages their angles to shape and deliver compelling, recognizable art. His Trianglist works evidence his love of architecture, forms, angles and shapes, and his belief that "less can be more."

Howard Schoor was an art consumer long before he was an art creator. For a long time he, too, succumbed to the machinations of the "insider" art world. As a consumer of important works, he learned quickly the arbitrary nature of the contemptible phenomenon called "art value." He was driven to, more than merely arriving at, the decision to return art value to its rightful place. "Pleasure became my barometer. If the art pleased me, it was valuable." Emboldened, he began to create.

Schoor began seriously marketing his art two years ago. He has built a substantial brand and is steadily carving out a niche for his art and his inspiring story. After a successful showing at Artexpo New York in 2018, Howard debuted his vast body of work to Asbury Park, New Jersey's more than 150 local artists, politicians, business owners and branded collectors. Schoor recently completed a five-week artist residency (the first of its kind) at Asbury Park's Parlor Gallery. A mainstay in New Jersey's art community, Parlor Gallery features original work by breakout and established, internationally collected artists.

Howard Schoor was born and raised in Staten Island, New York. He made New Jersey his home until a decade ago, when he established his Florida residence. Today, Howard lives and creates in Jupiter, Florida, Bethel, New York and Asbury Park, New Jersey. His artwork is available through the online gallery, howardschoorart.com.

BUY THE ART

Every work offered through howardschoorart.com is guaranteed as an original, or as a museum quality Giclée reproduction. 25% of all sales is donated to a recognized 501(c)(3) non-profit designated by the purchaser or by the Artist.



BEDROOM
BLUES #9
16" X 12"



SIMPLICITY IN RED
AND BLUE #115
40" X 30"

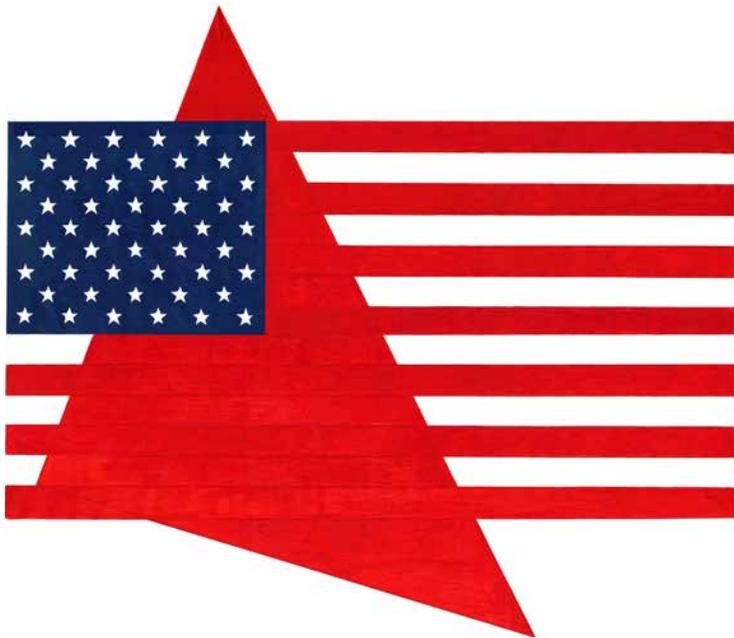


LIVING ROOM #21
24" X 20"



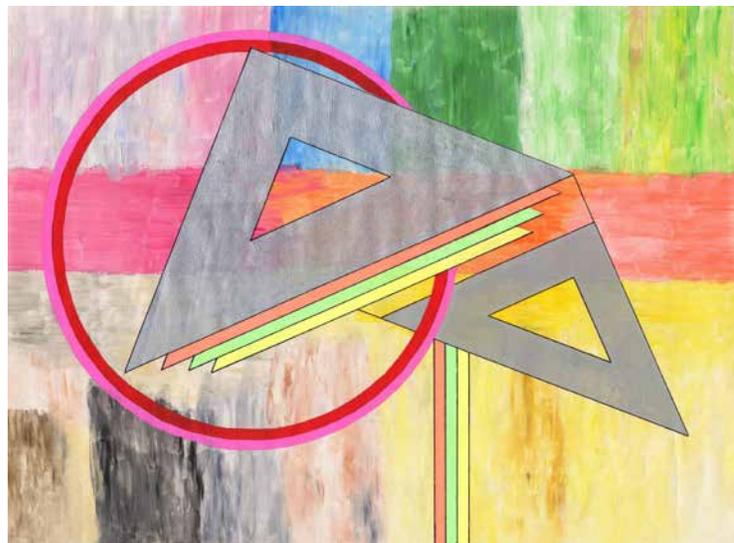
SHADES OF BLUE #19
20" X 16"

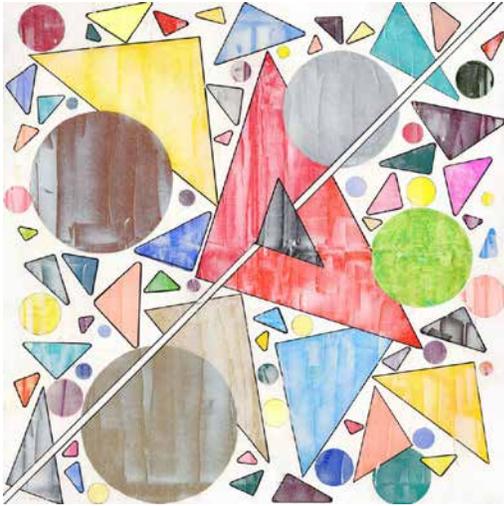
PLAIN AND SIMPLE #38
24" X 36"



JASPER #53
40" X 45 1/2"

NEON BRIGHTS #180
36" X 25"





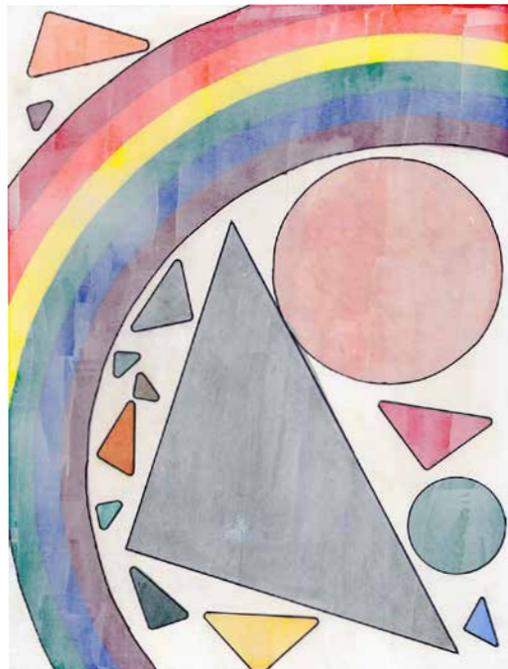
HIGH FLYING
TRIANGLES #39
30" X 30"



THE JOY OF
TRIANGLES #116
30" X 30"



XMAS 2017 - LOTS
OF COLOR #205
32" X 32"



RAINBOW IN
ASBURY #130
24" X 18"

View Howard's complete collection at howardschoorart.com/gallery.

TRIANGLISM

Howard Schoor's vast body of Trianglist artwork is purist in nature. Don't look for meaning in the triangles. Enjoy their frequency and prominence throughout his paintings.

Trianglism is bold, straightforward, visually and emotionally uncluttered. The work is a full-throated acknowledgment of its own simplicity and Howard's creativity.

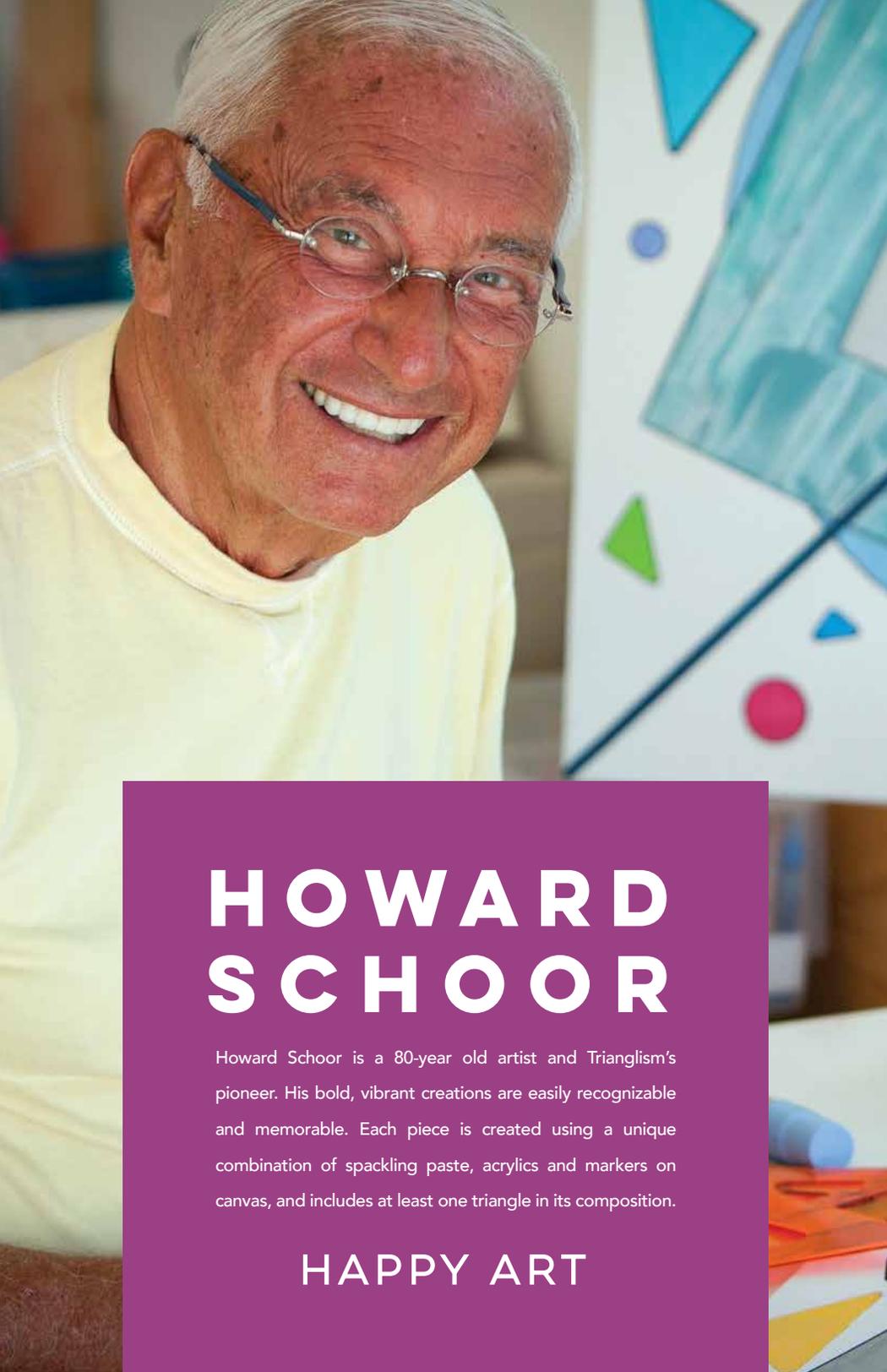
VISIT THE STUDIO

Howard Schoor's studio is located in Asbury Park, New Jersey. Make an appointment for a private studio visit, showing, or simply to meet with Howard Schoor.

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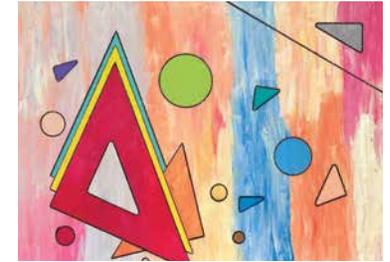
HOWARD SCHOOR

Howard Schoor is a 80-year old artist and Trianglism's pioneer. His bold, vibrant creations are easily recognizable and memorable. Each piece is created using a unique combination of spackling paste, acrylics and markers on canvas, and includes at least one triangle in its composition.

HAPPY ART



Plain and Simple



Beachy Triangles

Following last season's successful showing at Artexpo New York, Howard debuted his vast body of work to Asbury Park, New Jersey's more than 150 local artists, politicians, business owners and branded collectors at an invitation-only event. Schoor also completed a five-week artist residency (the first of its kind) at Asbury Park's Parlor Gallery, a mainstay in New Jersey's art community.

"My time as an artist in residence taught me a lot about my art and its impact on people," Howard said. What he observed most in watching people discern his art was the happiness it seemed to bring them.

"No one walks away from my paintings with that quizzical look that some art inspires. Neither do they adopt that serious thoughtfulness one gets with some deeper meaning and often intentionally darker paintings." Howard continued, "As people lingered and considered a piece, they just smiled. I got to be a fly on the wall. And it really opened my eyes." Happy is enough.

Creating art daily, Howard is most excited about works of art that are

accessible and energetically positive. "My art comes from a happy place." Describing painting as a love and not a chore, it's easy to see the same purity in his approach to shape and texture. Howard has become very intentional about sharing his happy art with as many people as possible. "I've started producing giclées as an adjunct to my larger original pieces. Folks my age who have never owned a piece of art or had the joy of interacting with art daily, I want to reach them. Young people, millennials, many of them buying their first home, are a perfect audience for my art. Starting their collecting journey with a piece of original art is a far more satisfying thing than buying a painting sourced from a big box mall or gallery store."

Collectors of all ages can view and purchase Howard's original art, ranging from large format canvases to giclées, and his growing body of intricate mobiles, directly from the online gallery at howardschoorart.com.



Howard Schoor Art

howardschoorart.com | *It is what it is.*

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