

Spotlight:

Doris Mady

In the early 1960's, **Doris Mady**, a new Arts member, entered Madison Avenue's "Mad Men" era of advertising where she worked in this very male-dominated field. Working at some of the Top-Twenty Advertising agencies, she was oft times the only female art director, and of course, she worked on accounts that at the time seemed unsuited for a woman. At J. Walter Thompson she worked on PanAm Business Jets and J&B Scotch; at McCann Erickson: Lederle Laboratories, at Erwin Wasey Ruthruff & Ryan: Mack Trucks, American Enka (a fiber company) and at D'Arcy MacManus: IT&T and Celanese Corp. (a producer of acetyl products). Working on Celanese Corp., she had to create abstract fine art, which, after a tour in the US called Art in Advertising, finally resided in their corporate headquarters. Through the years her advertisements won gold & silver awards in the New York, Connecticut, and Westchester Art Directors Clubs.

For twelve years, she worked in the non-profit sector as creative director and assistant to the executive director of the White Plains BID, a business improvement district. As creative director, she created all their media, both print and internet, promoting new events such as Restaurant Week, a 6-day jazz festival, and A Taste of White Plains. Some of the events have been models for other cities nationwide. For thirteen years she has been a member of the White Plains St. Patrick's Day Parade Committee.

However, her real passion for art called to her. The joy of nature and all its infinite variations directed her to be a plein air artist. She has won first place in two juried shows for her oil painting: Doug's Tree (included here). Her hope is to instill that silent sigh that people feel when looking at nature, taking in a deep breath and seeing that joy for themselves.

She has hosted several One-Woman Art shows and been in several juried shows.

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[photo and caption: Doris Mady at Her Easel; paintings and captions: Doug's Tree, Meadow Merriment]