

**NEWS FOR IMMEDIATE RELEASE****MEDIA CONTACT**

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**INTEGRO EXHIBIT TO FEATURE BRENDA HEIM AND AURORA RINCON****An exhibition of abstract and figurative expressionism  
in celebration of the human spirit**

ORLANDO, FL (October 24, 2002) – Brenda Heim and Aurora Rincon will be showcasing their work during the month of November at *The Grand Bohemian Gallery*, with the opening reception to be held **Sunday, November 3, from 10am to 4pm.**

The *Integro* exhibition, as it is entitled by the artists, encompasses the energy, expressions, attitudes, feelings, dreams and frustrations from each artists' life experience. Both Heim and Rincon see their art as a spiritual experience for themselves and the viewer. Although they work in different mediums, Heim in paint and Rincon in sculpture, both captivate the viewer with similar interpretive philosophies which focus upon primitive spirituality. This shared focus cultivated a unique relationship that has given birth to this exhibition, one in which their parallel spiritual paths compose forms from which viewers reap the rewards.

"I grant the viewer his or her own interpretation, so the canvas may become a mirror of their own soul". "Each canvas reflects a tantric dance of sensuality, graced with uninhibited spontaneity and unbridled passion of child's play", says Heim. Being self taught she draws on her 20 plus years of calligraphic studies and relies deeply on intuitive creativity for inspiration. With over 40 combined solo and group exhibitions to her credit, her focus remains the same, inviting viewers to embrace the colorful dance of life.

"My work can best be defined as a construction of layers derived from my own psychological, physical and spiritual experiences as a woman", states Rincon. "This journey of my soul, from one experience to another, have come to represent my present and truthful being". Since graduating from The Cocoran College of Arts, she has had numerous solo and group exhibits. Her work resides in both public and private collections throughout the world. Rincon's work shows a deep commitment to women's issues and her Venezuelan heritage. This commitment to the human spirit flows through the female figures and exude heartfelt encounters that entice us all.

It is then understandable why so many are continually interested in their work and are considered to be social and spiritual catalysts. You can contact the artists for further information: Brenda Heim, via phone (352) 357-4838, via email [brenda@heimart.com](mailto:brenda@heimart.com) and via web <http://heimart.com> and Aurora Rincon, via phone (407) 897-1271, via email [Auroritarr@aol.com](mailto:Auroritarr@aol.com).

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Photos available upon request

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**INTEGRO EXHIBIT TO COMBINE MEDIUMS, COUNTRIES, AND MIXED PERCEPTIONS**

**Featured Artists Brenda Heim and Aurora Rincon are considered artful activists  
with their own approaches to social change**

**ORLANDO, FL** (October 30, 2002) – During the month of November these spiritual catalysts will be showcased during the month of November at the **Grand Bohemian Gallery**. The opening reception is to be held **Sunday, November 3, from 10am to 4pm.**

The seeds for this exhibit started as each artist explored what spoke to their spirit of integrity and how it could express their life experiences. The Integro exhibit strives to be a vehicle of inspiration, foster creativity and influence perceptions that celebrates diversity of the human Spirit.

Brenda Heim's paintings are a calligraphic abstract expressionist style with layers of provocative thoughts. It was after twenty something years of combined studies in calligraphy, commercial art, photography and a life changing quest of self discovery, that Heim gave light to her inner voice. "Painting uninhibited revelations of her inner voices and emotions, allows the viewer to trespass and share, or find another path to nirvana", says Henk Hoppener of Tensho Gallery, Vancouver.

Finding, embracing and living ones full potential is a core concept of Heim's work. This is most evident in her painting workshops. From corporations to recovery programs to elementary classrooms, participants are invited to paint outside of the lines of societal limitations and live life passionately, purposefully and peacefully. Heim states, "It is our responsibility as human beings to be spiritual, to be of service with whatever our life work is and to keep that light shining bright with integrity, forgiveness and a sense of humor!".

With over 13 years of exhibiting and having numerous individual and commercial commissioned works in North America and Europe to her credit, Heim continues to venture on her path celebrating the simple joys of life.

Aurora Rincon's sculpture expresses her concern about women's issues. "My art is encouragement for women. I've seen women discriminated against and have to fight to regain their freedom", states Rincon. The roots of inspiration were derived from the creativity of her mother and aunt. After formally studying art in America, Rincon developed her unique style of using varying textures and unusual scale. It is this unique style that has made Rincon a part of many notable exhibits, including "Women of the World" where she represented her native country, Venezuela.

The global traveling exhibit opened in New York at the White Columns in 2000. It's currently on exhibit in Midland, Texas. This exhibit showcases women artists, while giving its auction proceeds to women's charities, keeping with Rincon's artful purpose of helping women. As Rincon continues to create, she gives us a view into her mind's eye and challenges our perceptions.

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