



## **FOR IMMEDIATE RELEASE**

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### *Trickle Down Theory (detail)*

Mixed digital media, archival inkjet print on canvas  
36" x 54", 2008

## **CHALDA MALOFF DONATES EIGHT ARTWORKS TO THE SCOTTISH RITE LEARNING CENTER OF AUSTIN**

**(Austin, TX)** - Artist Chalda Maloff is donating eight pieces of artwork from her "Pearls" series to the Scottish Rite Learning Center, an institution that provides educational services to children with dyslexia. The artworks will be permanently displayed at the facility.

According to Ms. Maloff, the "Pearls" series was "inspired by sunshine and water, companionship and play." Ms. Maloff started this project by taking digital photographs of children at play. She then uploaded the photos to her computer and began reframing, reworking, and recreating the images, while also brushing out facial features, thereby changing specific children into universal ones. "I wanted the works to convey a spirit of delight," she explains. "I employed methods to boost the luminosity of the colors, lend texture, and add sumptuous visual effects to the surface."

The decision to donate these unique works of art to the Scottish Rite Learning Center is not only extraordinarily generous, but also intriguing. One of the most common traits associated with dyslexia is phonological difficulty with reading, writing and spelling. However, dyslexic individuals are frequently gifted and find a strong connection with visual arts. The artworks will help create a lighthearted atmosphere in which children are more comfortable, as the images are bright, vivid portraits of youth enjoying the carefree nature of childhood. "I'm proud of the way these pictures are transforming a utilitarian space into something inviting and upbeat for the kids and staff," Ms. Maloff explains. Creating an environment that provides a sense of warmth and joy will alleviate Scottish Rite Learning Center's students' apprehensions and help them feel more at ease.

Ms. Maloff has been working as an artist for over three decades and has experience working in various mediums including oils, acrylics, aquatint, clay, and, most recently, digital. Her unique background in both art history and computer science, coupled with years of hands-on experience in the aforementioned mediums, has helped her to develop some of the most unique pieces of digital art in this rapidly evolving field. According to her website, it has taken "decades to bring together in a serious way" her passion for art and technology.

Ms. Maloff has exhibited her work extensively throughout North and South America. Her paintings also reside in several private and public collections. **To learn more about the artist and her digital paintings visit [www.chalda.net](http://www.chalda.net).**

The Scottish Rite Learning Center of Austin, through the charitable commitment of the Scottish Rite Masons, provides dyslexic individuals with a proven research-based, multisensory approach for learning the basic language skills of reading, writing, and spelling. To learn more or to make a donation visit [www.scottishritelearningcenter.org](http://www.scottishritelearningcenter.org) or contact Linda Gladden, Director at (512) 472-1231.

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