

THE TRI-CITY NEWS

Metrovation Understands Art

Red Bank developer exhibits work of Linda Gayoso

By Jason Thomson | October 2005



Monet's Guitar By Linda Gayoso

You read the headline correctly. Red Bank developer exhibits work of Linda Gayoso.

When some hear the word developer, they get scared. When we hear the word developer followed by Metrovation, we get excited.

Because it's not often you find a group that cares about the arts the way Metrovation/Terranomics, a retail and commercial developer based in San Francisco, Seattle and Red Bank, does. They're the ones proposing the West Side Lofts project (next to the Two River Theatre) which we've written about extensively and are behind 100%.

Metrovation is proposing 110 lofts – with six being designated as live/work space at below market rents for artists - and retail space including a parking garage with 23 spaces. Our only demand is that they increase the number of artist spaces to about 20, and thus instantly create an artist colony.

The building itself is being designed by one of the most progressive, innovative and cool architects in the country, David Baker of San Francisco. His work on the Westside Lofts project will help change the image of Red Bank held by many as one big upscale shopping mall.

Some town residents and council members think the project is too dense. We say THEY'RE too dense to understand the significance of this project. Instead, these locals

should be joining with us to demand an increase in the number of units for artists in the building, as well as for even more dramatic architecture.

I wish people could see David Baker's architecture in the San Fran area like I did (visit his website, www.dbarchitect.com). Then and only then would these naysayers understand why this project could help culturally turn Red Bank around and solidify it as New Jersey's premier arts community.

But to the naysayers, having a building in Red Bank that caters to artists and creative types, owned by an incredibly design sensitive and artist friendly developer like Metrovation and designed by a nationally renowned, environmentally friendly architect like Baker, doesn't matter. They don't care that this project will make Red Bank the envy of every town in New Jersey.

Because they obviously don't want that recognition – of being a haven to the arts and a community with amazing architecture of all types. And they don't want anymore people coming to Red Bank.

The naysayers think that with the addition of 110 residential units to the community brings more congestion to the town and more traffic. Like that many units is going to make a difference in Red Bank – especially because they'll all have their own parking spaces.

The bottom line is there aren't many developers with the type of sensitivity to the arts that Metrovation has.

Most of the buildings they own house artists, arts groups, non-profits, graphic & web designers and any other types of creative business you can think of. In other words, you won't find crappy, unoriginal businesses in any of their spaces.

So when we spoke to artist Linda Gayoso of Oakhurst, whose artwork is being displayed in Metrovation's 17 East Front Street building, we couldn't help but raise an eyebrow. This is yet another example of their dedication to the arts.

Gayoso's work was first seen by Metrovation's Marketing Director Natalie Carola and now 20 of her pieces hang in their space, on display for the public through the end of

October. In fact, Metrovation even paid for and hosted an opening reception for Gayoso – complete with food, wine and music by pianist August Landi.

The purpose for exhibiting Gayoso is to promote local artists as well as create life in a vacant space. Their goal is to use all of their vacant spaces for the same purpose - to give exposure to the art community. Now how many developers would do that?

“Metrovation has opened up many doors for myself as an artist”, says Gayoso. “Although they presented this project to me, Natalie allowed me to collaborate and have input into the project. They’re really supporting the arts in our community”.

Gayoso, who comes from a heritage of artists and musicians, expresses her passion for art through paintings of flowers, nature and musical instruments. Her amazing use of unique textures, color, and free energetic brushstrokes as she puts it, are amazing and a wonder to look at.

Her style is contemporary yet reminiscent and inspired by the Impressionistic period. She embraces life through her work – her passion obvious to the viewer. Gayoso’s art covers a broad spectrum and very diverse audience.

Her simple approach to painting is to allow her soul to interpret the images she paints on canvas.

So far Linda Gayoso’s experience with Metrovation has been great. “They believed in my work and invested in me as an artist”. And Metrovation is interested in working with Gayoso in the future.

Walk by 17 East Front Street to see Linda’s work or call Metrovation, 732-933-8382, to make an appointment.

For more information on Linda Gayoso, call her at 732-567-6070.

So now you see one of the many reasons why we love Metrovation and why the people of Red Bank should embrace them.