

## *Brooke Trace*

Brooke Trace is a photographer best known for her nature landscape images. Brooke is the owner of North Beach Art Gallery and has been a Gallery owner for over 19 years. She has been in the art industry for all of her adult life.

Brooke's younger years were very artistic. When her father was stationed in Korea her family spent 2 years there among the many places her father was assigned to move. She was featured in the Pacific Stars and Stripes publication with her kite making and artistic design. She was fascinated with photography and started her passion for shooting photographs in elementary school. She followed through with photography classes from high school and college. Attending college at Florida Atlantic University Brooke majored in business and minored in photography. Brooke then attended the Art Institute of Fort Lauderdale earning her Associate of Arts degree which enabled her to further develop her artistic side of her creative talent.

She landed her first job in the arts with Art Finds International as Art Coordinator. She put together groupings of art by subjects requested by the art consultants, tracked inventory and sent sold works to framing and shipping. After they acquired a local frame shop they relocated her there and added custom framing design to her skill set. She ambitiously learned as much through the on the job training until her skill set was ready to be the Custom Frame shop Manager for Ritz Camera Centers. Having greatly built up the business to nearly double the gross she was ready to take the next step. She ventured out into her own art gallery and picture framing studio. She took the leap of faith with her creativity, confidence and business acumen and continues building a successful career.

Digital technology was a creative new medium in photography at the time Brooke was learning. She was fascinated with it and dove into self teaching in this new digital medium. She is self taught in the digital medium. Once she mastered that she began to use settings when shooting to create her own style. Finishing the process of creating her style is done through editing the images once downloaded from the camera. Recognizing this she began developing unique camera settings when shooting and then created a stylized process through editing the image. She created her own style through this.

Through shooting photographs at the break of day she has created an extensive collection of surreal, beautifully inviting seascape images. She has them printed on canvas creating a traditional look of a painting. She also has very modern look when she has Archival Giclee prints under acrylic or laminated on board.

Brooke has exhibited in numerous galleries in Fort Lauderdale. She has had her works on public display including Fort Lauderdale City Hall, Holy Cross Women's Center Art Gallery and Pompano Beach Air Park Lobby. She has participated in Art & International Marine Shows; juried into Boca Raton Museum of Art Festival, Las Olas Annual Art Festival and Beaux Art Festival. Brooke has also been commissioned by private and corporate collectors and published in magazines both commercially and for her fine art photography including Go Riverwalk "Artist Profile" 2016. She was selected and commissioned to create the artwork for the Seminole Hard Rock Winterfest Boat Parade 2019.

Her latest venture, North Beach Art Gallery has evolved to a high end refined art gallery with art brokering, appraisal services, graphic design photography making it an artistic service center. The sheer size and scope of her gallery, as well as how finely the framing operation is equipped, is an impressive achievement. It speaks volumes of her business management ability. She thinks big with her business artistry, yet handles the financial risk involved very adroitly. Recently she took on the biggest art deal of her career involving, a one of a kind extensive Erte Collection. This large risk taking and management of the Erte deal is a testament to this ability. It is definitely not for the faint of heart.

Brooke has a strong sense of community that reflects strongly throughout her career. She has mentored students from the Art Institute of Fort Lauderdale and the H.O.M.E.S. Inc. She has supported many

organizations through her “Art & Charity” events. She pulls from her college experience on the Program Board at Florida Atlantic University where she booked the entertainment and promoted events on campus. She supports local musicians and artists alike putting events together that are supported by the local business community by their donations to the silent auction. Recently she established her first nonprofit, North Beach Art and Charity 501C3, that supports the arts. It’s intended to create a forum for artists to exhibit their work with the goal of providing cultural enlightenment and additionally educate artists and the general community in the South Florida Area.

Brooke is a multitalented artist and business woman. She is a self starter and self made. Her support and contribution to her community speaks volumes. Her passion, tenacity and ability to adapt have facilitated her ability to not only survive but to flourish.