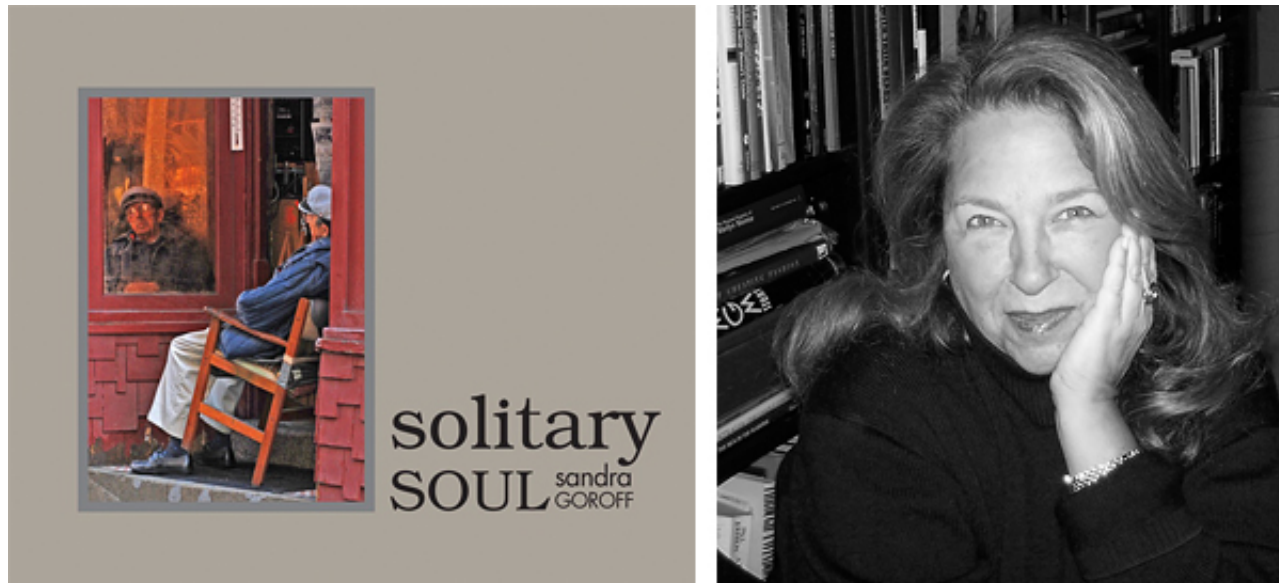


Solitary Soul - A New Collection by Sandra Goroff

By admin : 12-02-2013

<http://www.colortekofboston.com/solitary-soul-sandra-goroff-photography/>



Our December Featured Artist, Sandra Goroff, has spent her thirty year career working within books and language as an award-winning art and literary publicist at Houghton Mifflin and (within the last eighteen years) at Sandra Goroff & Associates. Goroff is no stranger to the arts. She studied art in school and is a design enthusiast and watercolorist. Although she has been photographing her entire adult life, it wasn't until these last ten years that Goroff took her talent seriously. Her love for photography fully ignited with her first publication of photographs, [Solitary Soul](#).

As a person who spent a career working with books and language (and who had to talk all the time), I find relief (and joy) being able to express what I see and what I feel through images vs words. I say in the introduction to my new photography book, SOLITARY SOUL — I am my most honest behind the camera, because these images tell my story too.



Tire Swing © Sandra Goroff

Goroff studied photography at the [Maine Media Workshops](#) with local legend [Alison Shaw](#). While learning the basic fundamentals, aided by mentors to help hone her eye, Goroff focused mainly on composition and tone within her photographs. Goroff creates experiential works referring to the quiet mundane, moments in time often overlooked in everyday life, presented in new light. The summer light cast upon a porch, a little girl running on the beach, an elderly man gazing at his reflection in the street - these are all moments we have experienced yet haven't seen as so.

We all take this journey with mentors along the way whose acts of kindness and confidence help us think "maybe I can do this."



Summer Porch © Sandra Goroff

Goroff is a digital enthusiast, craving the immediacy that allots for producing her natural scenes. She shoots with a Nikon D90 and has her printing done here at Colortek of Boston. [Walker-Cunningham Fine Art](#) in Sudbury, Massachusetts (formerly of Newbury Street, Boston) is having a holiday sale and includes some of Goroff's works. The gallery's "[Small Works. Big Joy! Holiday Exhibition & Sale](#)" will feature several of Goroff's works from Solitary Soul. Goroff will also be signing copies of the book at Walker-Cunningham on Saturday, December 7th from 2-5pm.

My photography is spontaneous; I do not pose my subjects or scenes, and sometimes, I do not plan; I am not obsessed with equipment or settings though I am completely seduced by light. I call my work empathic observation -- an emotional and artistic response to my inner life and very personal world view.



Girl on Beach © Sandra Goroff

All images are available as prints (matt and framing also available) from Solitary Soul. Four of the images are already up for sale on [Goroff's website under "Prints"](#). In addition to the Holiday Exhibition in Sudbury, Goroff is currently planning a two-person show with another artist for a gallery in Kennebunkport, Maine for Spring 2014. More information once available will be posted on her website.

A well known painter, with whom I once worked, confided in me, that artists, are born with an ache; for her, painting satisfied and soothed that ache. For me, it is photography.



Flower

Box Sandra Goroff

Sandra has promoted such legendary artists as the late Roger Tory Peterson and Maurice Sendak, bestselling authors such as Clive Cussler, Thomas H Cook and Steven Callahan, author of *ADRIFT: 76 Days Lost at Sea*. She has also worked with world class children's authors Chris Van Allsburg, Margret Rey and David Macaulay. In addition, she has publicized art-related projects for The Museum of Modern Art, The Museum of Fine Arts in Boston and the Smithsonian Institution.

In addition to running her own public relations company, Sandra Goroff & Associates, she also writes about photography for the online magazine and lifestyle website [The Daily Basics](http://TheDailyBasics.com). See her latest post "I am thankful for..." [here](#).

SOLITARY SOUL is Sandra's first book and was published by Lorimer Press in November of 2013. She lives in Boston with her fiancé Burt Peretsky and two cats, Benjamin and Lucy.

[Small Works, Big Joy! Holiday Exhibition & Sale](#)

Book Signing - Solitary Soul

Saturday, December 7, 2013 : 2-5pm

Walker-Cunningham Fine Art

10 Concord Road

Sudbury, MA

Buy the Book! **SOLITARY SOUL**

[Amazon](#)

[Amazon UK](#)

[Lorimer Press](#)

Solitary Soul is available for purchase at Colortek of Boston!

Books are \$18.95 + MA sales tax

Sandra Goroff

www.solitarysoul.net

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