

Westchester & Fairfield County Business Journals



Artist Marla Beth Enowitz poses with her latest work, a large-scale mural titled Gumballs, at The Westchester.

NEW MURAL, POP OF COLOR FOR WESTCHESTER

Marla Beth Enowitz, the abstract expressionist artist of Marla Beth Designs, is on a mission to put a little sparkle into homes and businesses this holiday season. Shoppers at The Westchester can enjoy Enowitz's latest work, a large-scale mural titled "Gumballs," which uses the 600-square-foot windows of the former Justice store in the shopping center as a canvas.

With bold colors and a message of positivity, Gumballs features large jumping dots – some glittered to evoke

movement – that brighten and transform the otherwise blank storefront.

"The window acts as a glass bowl, holding the gumballs and essentially creating a larger-than-life gumball machine," explained Enowitz. "Many gumballs are settled, but others pop up. Seeing all these colors alongside each other felt, for me, like a metaphor for what happens when we work together. It's fun, hopeful and meant to inspire good vibes. It also makes a perfect selfie backdrop."

A Rye Brook mompreneur, Enowitz turned her love of painting from hobby to business once the pandemic hit. Her designs, described as equal parts whimsy and sophistication, are often inspired by the imaginative minds of children. Through her work, she seeks to find the rainbow lining of quarantine and uplifting those around her in the process.

"We couldn't be more excited to welcome Marla and her 'happy art' to The Westchester this holiday

season," said **Paula Kelliher**, director of mall marketing for The Westchester. "Gumballs is a must-see for shoppers. We're sure everyone will enjoy taking a photo in front of this fun, winsome mural."

Working with clients from concept to completion, Enowitz is available for virtual consultations on her commissioned art. For the latest news and updates, follow Marla Beth Designs on Instagram (@marlabeth_designs) or visit www.marlabethdesigns.com.

Follow us on Instagram [@MarlaBeth_Designs](https://www.instagram.com/MarlaBeth_Designs) or visit us at MarlaBethDesigns.com

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RYE BROOK ARTIST MADE VALENTINE'S DAY BRIGHTER AT CHILDREN'S HOSPITAL

Marla Beth Enowitz, artist and founder of Marla Beth Designs, donated 90 of her XO, Marla Beth love-themed canvases to staff and patients at Maria Fareri Children's Hospital in Valhalla for the past Valentine's Day. The donations fit the hospital's Child Life and Creative Arts Therapy program, which helps children and their families understand and adjust to illness and hospitalization. Enowitz's designs, described as equal parts whimsical and sophisticated, are featured in some of the most beautiful homes and businesses throughout the region. A curated selection of mini-works from the limited series are available online at marlabethdesigns.com.

