

Artwork Done by William Braemer Connects with the World in More Ways Than One

By Alyssa Diaz



Well-known coin sculpture, to the left, of a male body lying on the floor, by William Braemer, on the right, showing off one of his proud pieces he has done and loved by countless collectors. (Captured by Alyssa Diaz)

Having worked passionately throughout his life to make his dreams into a reality, William Braemer is a name to remember, with his lately well-known coin sculptures and art works shown across his Art Fusion Galleries and exhibitions around the world. Since the beginning of his artistic career nearly 20 years ago, this Cuban contemporary artist has accomplished it all. His love for art shines through in every work he creates, and he hasn't yet reached the end of his journey quite yet.

William Braemer was born in Weehawken, New Jersey, but both of his parents raised him in New York City. His mother remarried to a German man after his father passed at a young age, and he was given his last name Braemer. During most of Braemer's life, this father figure had a significant influence on him when it came to his career choice.

“He has taught me a lot. He did not want me to be an artist, even though he knew I was creative. He was very much in tune with the arts, and he would take me to the auction houses in New York City to buy artwork and people that he worked with, and it really inspired me. I loved the art, and I knew that I wanted to be an artist,” says Braemer. “He wanted that I learned business because he knew that art is a business and without a business background, I would never make it as an artist. A lot of artists are very talented but have a really hard time selling their works because they don't have a good representative or don't have a business background.”

When it came to finding a suitable professional path other than art, he looked elsewhere to see what he could accomplish. Following his associate's degree in Fashion Buying and Merchandising from FIT, he proceeded to NYU for business studies, then to a culinary institution as it was the closest comparison to art he could find.

"I thought that that would be really close to being an artist because the plate is like the canvas and the food was like the paint," says Braemer.

He traveled to Europe shortly after finishing his education, residing in a variety of countries such as Switzerland, Paris, and Italy for over four years, working in kitchens and experiencing visiting museums and galleries to see other artists' creations. "I knew that in my heart what I really wanted was to be an artist I didn't want to work in a kitchen," William expresses.

William spent the following five years of his life in Puerto Rico, where he ran his own businesses. Despite this, he returned to the United States and decided to open hotels in the Miami Beach area. He recognized it was time to pursue his genuine passion, art, upon having to sell his second hotel.

Braemer began exhibiting his artwork in North Miami and Coconut Grove galleries in 1999. As a result of his lack of experience and a unique style, he had a bumpy start in his career. He didn't open his first gallery, in the Miami Design District until after several months later, and it was a major success!

Following this defining event, many artists sought to present their personal works in his galleries, thus Art Fusion Galleries was created. It all started with a collection of 30 artists, with William serving as the director.



Hallway of William Braemer's Art Fusion Galleries Miami Wynwood location, where is his displaying some art pieces done by different artists, showcasing their talents across the walls of the building. (Captured by Alyssa Diaz)

William states, "We're all inspired by each other. A lot of people think that when there's so many artists, it's like a competition. It's not because everybody's art is different, and everybody is inspired by somebody else."

William's career has experienced significant growth since those early stages. Many local and international public figures have purchased his works, collaborated with many artists around the world, and he also has exhibitions at the Basilica di San Lorenzo in Italy, the Metropolitan Art Museum of Art in Tokyo, the Grand Palais in France, Gallery@OXO in London, Wynwood Art District and Art Basel in Miami, Auditorium Rainier III in Monaco, and Galeria Silvia Sennacheribbo in Spain, to mention a few.

William has even been recognized in Vanity Fair, Luxe Magazine, Wall Street Journal, Florida Design Magazine, Latin American Art, and plenty of other publications. William's artistry has found its way into the hands of a diverse group of collectors and keeps surprising individuals everyday with his creativity.

"I love what I do. I use all types of mediums. I used oil paints and acrylics, colorful, bright colors, as well as a lot of my work is recycled work and product. I do mixed media sculptures and mixed media paintings. I'm all over the place. I have a sculpture with needles as well. I'm known a lot for my coin sculptures, and I use thousands of pennies and dimes and I make live figures with those," William mentions.

He came up with this medium because, "if you look at the commercials in on television what sells. Its body beautiful opulence, money, and sex. So, those are the three things that kind of really sell. I thought that since that's the society we live in, if you look at my sculptures, there physically beautiful, they're made of money, and they're very sexual and people really love that," William explains.



A sculpture made entirely of needles and Swarovski crystals, of the left, and a sculpture made of all seashells and ocean items, on the right side, both in forms of human bodies. (Captured by Alyssa Diaz.)

His well-known coin sculptures, needle sculptures, shell sculptures, pop arts, commission works, and mostly dealing with large size projects are some of his favorites. Interior designers and custom projects account for 45 percent of his sales. He completed a large commission at Rogers Behavioral Center, a non-profit health institution in Wisconsin, where he put 191 paintings for patients and staff.

“They use my work as part of their therapy for the patients, so I received letters from their parents thanking me because it has inspired their children to open up and their behaviors have changed. If I could just touch one person how wonderful is that,” says William.

William adores all of his creations, so choosing just one to feature is difficult. He has Art Fusion Galleries in Miami and St. Petersburg for this reason. The Miami site not only shows William's incredible works, but also various other artists from across the world. This includes Arturo Pacheco, Stefano Sanna, Albert Schmidbauer, Alia, Linda Stella, and Joshua Wingerter. His gallery is also about to introduce three new artists: Kiki Zonari, Arminda Palacio, and Andy Alain on October 9th, at the Art Fusion Galleries Wynwood location for Gallery Night.

“I want to help other artists, and I'm living proof that you don't have to be a starving artist. You can make your life important, and you can make a difference with your art. It's very rewarding when I see an art of one of my artists selling their works or having a great exhibition or producing something spectacular. That's why I love representing other artists. I think I have a rewarding life,” says Braemer.



These photos are some of the featured artists at the Wynwood Miami Art Fusion Galleries area. On the left side, is a collection of pieces featured by Linda Stella, and on the right, is art done by Joshua Wingerter. (Captured by Alyssa Diaz)

When it comes to William's motivation, it's when people purchase his work. That indicates how many people enjoy it, and it encourages him to consistently make more. Coming from a background in business, he believes selling and marketing is the way to go. This describes the meaning of his particular style. He may not have a specific style; instead, he broadcasts what he believes will have an influence on others.

When COVID-19 struck, he created his recent sculpture, which was built entirely of discarded rags and jeans, and depicted the pandemic's difficulties. Although visitors couldn't attend to the galleries in person, he began using Facebook Livestreams to get through challenges of the pandemic. Even though he had operation just a few weeks ago, it inspired him to get back in the game and simply live his passion every day. He doesn't let obstacles get in the way of his success; instead, he transforms them into possibilities.

"I think I'm so motivated is because I'm living my dream. I'm doing something I love and when you do something you love, it's not really work," says William.



This art piece was created by William Braemer, made up of rags, jeans, and all sorts of materials in his studio to create a person-like figure full of colors and expressions. (Captured by Alyssa Diaz)

William's future appears to be even brighter moving forward. He had planned a world tour, but it had to be postponed because to COVID-19. As a result, one of his objectives is to get it back in operation again. William's life ambitions are to simply have more.

He continues to say, "More is better. I want to do more art, I want to have more art galleries, I want to help more artists. But mainly I want to have good health. I realized that you know I'm a workaholic, and I run myself down so I have to really be careful, and I have to make sure that I take care of myself first so that I can take care of my artwork."

Consequently, if you're ever in the Miami Wynwood Area, take the approach of stopping by Art Fusion Galleries, where they host a number of gallery nights, and you might just run with William Braemer, who will undoubtedly tell you all of his experiences and adventures.

William is a true inspiration and role model to many individuals, and his journey is far from over. William will overcome above everything with more pieces of art to create, more ideas to produce, and just continue to live his dream career. He has had many gratifying memories and experiences, demonstrating that if you work really hard for what you really want, you will eventually get that what you've always wanted. He demonstrates to his clients that anything is achievable, so once you find your passion, you must pursue it to the end. That is what distinguishes him as an excellent, authentic, one-of-a-kind Cuban contemporary artist.

Visit his website here to view more pieces: <http://williambraemer.com>

Follow William's social media to find more about upcoming Gallery Nights, his artworks, and more: @williambraemer @artfusiongalleries @williambraemerfineart