

Heidi Kidd

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Artists BIO

I am a professional Textile Designer by trade working for Sharon Young Inc in Dallas. I have been working in women's wear as a textile designer since the mid 1990's. My painting technique reflects aspects of my design work. I'm an expert at using the adobe suite such as photoshops and illustrator utilizing both digital art and hand painted designs. I was trained to use watercolor, gouache, and luma dyes for hand painted textile designs. I paint and draw on the weekends working in watercolor and soft pastel in my studio and outside painting from life. My style weaves together design elements of impressionism and realism. My love for nature shines through my landscape paintings. I found a passion for En-Plein Air painting landscapes in and around North Texas. To me this is a refreshing change compared to working digitally using the adobe suite during the week.

I graduated college from (F.I.T.) The Fashion Institute of Technology in NYC earning my degree in Textile Design and a semester at The Winchester School of Art in England. I attended The Art Students League in NYC and learned classical painting, drawing and sculpture.

I started painting in soft pastel in 2021 taking classes with Alain Picard. Over the past two years I have continued to learn and improve my techniques as a pastel painter. I'm inspired by the brilliant pigments of pastel and what is possible when building the painting up in layers of color and textures. I'm intrigued with direct painting and bold mark making. I like to work from life in my studio and En-plein air. I start with a value study designing the composition then move to the painting stage. I develop a watercolor underpainting using Lux Archival or UArt400 paper with a mix of soft and hard pastel working from dark to light. The biggest challenge in pastel is knowing when to stop because once you get started it's so much fun!!

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