



Where Art Meets Business: A Conversation with MJ Dowling Art and BBX Capital

What happens when businesses invest in original artwork? They create spaces that inspire creativity, spark conversation, and leave a lasting impression. This month, we're shining a spotlight on MJ Dowling Art and BBX Capital to explore how BFA Broward's Art Curation Program is transforming workplaces while supporting local artists, and why more businesses are discovering the value of bringing art into the office.

BFA: What inspired BBX Capital to incorporate original artwork into the workplace?

BBX Capital: Our goal is to create a workplace that people enjoy being part of and inspires creativity, sparks conversation and supports associate well-being. It also provides an opportunity for us to support talented local artists and introduce our associates and guests to their work.



MJ Dowling's exhibit on display at BBX Capital

BFA: One of the unique aspects of BFA Broward's Art Curation Program is that we rotate exhibitions two to three times a year. What impact does regularly introducing new artwork have on your associates, guests, and workplace environment?

BBX Capital: Our associates really enjoy being exposed to different artists and artistic styles throughout the year. The rotating artwork keeps the office feeling fresh and gives our associates and guests something new to discover and explore with each exhibit. We also hope it encourages our associates to support the many talented artists right here in Broward.



BFA Board Member Chanda Young, FPL takes "a turn" with MJ Dowling's piece "The Color of Cocktails"

BFA: What would you say to another business that is considering participating in the Art Curation Program?

BBX Capital: The program is an easy way to bring original artwork into your workplace while supporting local artists. BFA Broward makes the process simple by handling the curation and rotation of the artwork, making it easy for businesses of any size to participate.



MJ Dowling working in her studio

BFA: MJ, your work invites viewers to become active participants rather than passive observers. What inspired you to create artwork that changes with every encounter?

MJ: It actually began with a simple design challenge. I had created a square painting but couldn't decide which orientation I liked best for displaying it. Rather than choosing just one, I designed a way to easily rotate the artwork so it could be viewed from multiple perspectives. When I exhibited that piece in a museum show, the enthusiastic response inspired me to explore the concept further. That led me to develop my current collection of participatory sculptures, where individual panels rotate to create countless new images, messages, and compositions.

I've always believed art should be more than something we simply look at—it should be something we experience, explore, and remember. I want people to slow down, become collaborators in the creative process, and leave with a sense of curiosity and discovery.



BFA Board Members enjoy MJ Dowling's artwork

BFA: MJ, what reactions have surprised you most as you've watched people experience your work?

MJ: I remember a man telling me he had walked past one of my pieces several times because he assumed it was meant only to be viewed. Then he noticed someone across the room rotating the panels and was convinced she was going to get in trouble for touching the artwork. Curious, he walked over to find out what was happening and was delighted to discover the artwork was actually meant to be touched and explored.

I've watched parents work alongside their children, coworkers brainstorm together, and complete strangers strike up conversations they probably wouldn't have had otherwise. One of my favorite moments is watching someone's face light up with a smile when they suddenly discover a hidden image or message—that unforgettable "aha!" moment makes creating these pieces incredibly rewarding.



Visiting artist Gabby Shephard interacts with MJ Dowling's "Blooming Revolution", 36 x 60 x 4 in., \$6,100

BFA: Many companies invest in artwork to strengthen workplace culture and create memorable experiences. How can participatory artwork transform a business environment?

MJ: Traditional artwork certainly enhances a space, but participatory artwork creates an experience people remember. It encourages employees, clients, and visitors to pause, explore, and connect with one another. It becomes a conversation starter, a creative outlet during the workday, and often a destination that people return to again and again. Artwork that invites participation naturally supports those goals by encouraging curiosity, shared experiences, and creative thinking. Rather than becoming part of the background, it becomes an active part of the workplace environment.



"Explore", 58 x 54 x 5 in., \$12,000

BFA: One of the unique aspects of your work is that it is never exactly the same twice. Why is that continual change important to you, and what do you hope visitors discover each time they interact with it?

MJ: Life is constantly changing, and I wanted my artwork to reflect that reality. Every rotation creates new possibilities, reminding us that perspective matters. Depending on how the panels are arranged, viewers may discover hidden words, recognizable images, or entirely abstract compositions. There isn't always a single "correct" answer—and that's intentional.

Every arrangement becomes a unique composition created by its owner, so the artwork is never truly finished. Businesses and collectors aren't simply acquiring a work of art—they're investing in

an experience that can be rediscovered and reimagined for years to come. Each new arrangement invites fresh discoveries and allows the owner to become an ongoing collaborator in the creative process.



"The Heart in U", 35 x 35 x 4 in., \$4,900

BFA: MJ Dowling Art donates 100% of artwork sale profits to charitable organizations. How does that mission influence your work and your vision for future partnerships?

MJ: My mission extends beyond creating artwork—I want every piece to make a positive impact in more than one way. Through MJ Dowling Art, 100% of the profits from artwork sales are donated to charitable organizations supporting causes such as wounded veterans, hospice care, historical preservation, and environmental conservation.

That purpose inspires every piece I create. Businesses that choose to

display my work aren't simply investing in an engaging art experience for their employees and visitors—they're also helping support meaningful causes and strengthen the communities they serve. It's incredibly rewarding to know that creativity can spark conversations inside a building while making a lasting difference beyond its walls.



MJ Dowling with "Floral Rhapsody" at BBX Capital

BFA: Looking ahead, what excites you most about the future of participatory art, and what kinds of projects would you love to bring to businesses or community spaces?

MJ: I believe we're only beginning to explore what's possible with participatory art. I'm excited about creating larger installations for corporate campuses, hotel and restaurant lobbies, healthcare welcome spaces, and community gathering places—transforming everyday environments into memorable destinations where people naturally pause, interact, and connect. My goal is to create environments where people don't simply pass by art but become part of it.

I'm grateful to organizations like Business for the Arts of Broward that believe art belongs where people work, gather, and connect. Through BFA's Art Curation Program, businesses have the opportunity to discover how engaging artwork can enrich their spaces while giving artists like me the chance to reach new audiences. If my work encourages someone to slow down, connect with others, and leave with a renewed sense of curiosity, then it has accomplished exactly what I hoped.

Learn more about MJ Dowling and her artwork by visiting her website!

[Click Here](#)

Interested in Becoming Part of our Art Curation Program?

Follow the link below to learn more about opportunities for artists and businesses.

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