

Check Out Alana Fay Giddens’s Story

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Today we’d like to introduce you to Alana Fay Giddens.

Hi Alana Fay, it’s an honor to have you on the platform. Thanks for taking the time to share your story with us – to start maybe you can share some of your backstory with our readers?

I’m a Massachusetts native who discovered a love for art early on, spending much of my childhood immersed in drawing and painting. I went on to earn my BFA in graphic design from Endicott College, where I deepened my skills and creative perspective. While my career began in design, everything shifted when I became a mom. After the birth of my son and twin daughters, I found my way back to painting—and for the past five years, I’ve been devoted to creating art that reflects the beauty and energy of coastal life.

Now living in Ponte Vedra Beach, Florida, I draw inspiration from the sea, light, and landscape around me, working primarily in acrylic to capture the feeling of being near the water. Alongside my studio practice, I teach two fine arts classes and summer camp at the Grace Conservatory of Dance, where I love encouraging creativity in young artists. My work has been featured in The Scouted Studio’s Fall and Spring Emerging Artist Shows and the WAX Art Show, and I continue to balance my love for painting with the wild, beautiful rhythm of family life.

Would you say it’s been a smooth road, and if not what are some of the biggest challenges you’ve faced along the way?

Balancing motherhood and art isn’t always smooth, but it’s incredibly rewarding. There has been a lot of trial and error in my art practice and I am proud to say I have found a groove with my kids, and a flow with my art. I tried too many styles, subjects and techniques that were not authentic to me – but I found my way back and it feels amazing!

Alright, so let’s switch gears a bit and talk business. What should we know about your work?

I’m a visual artist specializing in coastal acrylic paintings that capture the beauty, energy, and calm of the natural world—especially the Florida coast.. My work often blends realism with expressive brushwork, and I’m known for using vibrant-yet-soothing color palettes that evoke a sense of peace, movement, and nostalgia.

I’m most proud of the fact that I returned to art after years away and built a thriving practice while raising three young children. It’s a daily balance of motherhood and creativity, and I think that shows in the emotional depth and honesty of my work. I’m also proud to be self-represented—building my own platform, cultivating a collector base, and staying true to my creative voice.

What sets me apart is my perspective: I bring both formal training in fine art and design, and a lived experience that deeply informs the emotional tone of my work. I paint with heart, curiosity, and a love for the stories landscapes can tell. Whether it’s a wide horizon or a sunlit shoreline, I want viewers to feel something that’s both personal and timeless.

What do you like and dislike about the city?

What I like best about our city is the access to nature—especially the beaches and waterways. There’s something special about living in a place where a quick drive can lead you to sunrise over the ocean or quiet time under the palms. The community is also incredibly supportive, especially for creatives and small business owners. I’ve met so many people who genuinely want to see others thrive.

What I like least is the rapid development and how it sometimes outpaces thoughtful planning. It can feel like the charm and character of certain areas are being replaced by too many chain stores or overcrowding. I’d love to see more preservation of green space and the things that make the city feel unique and grounded.

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