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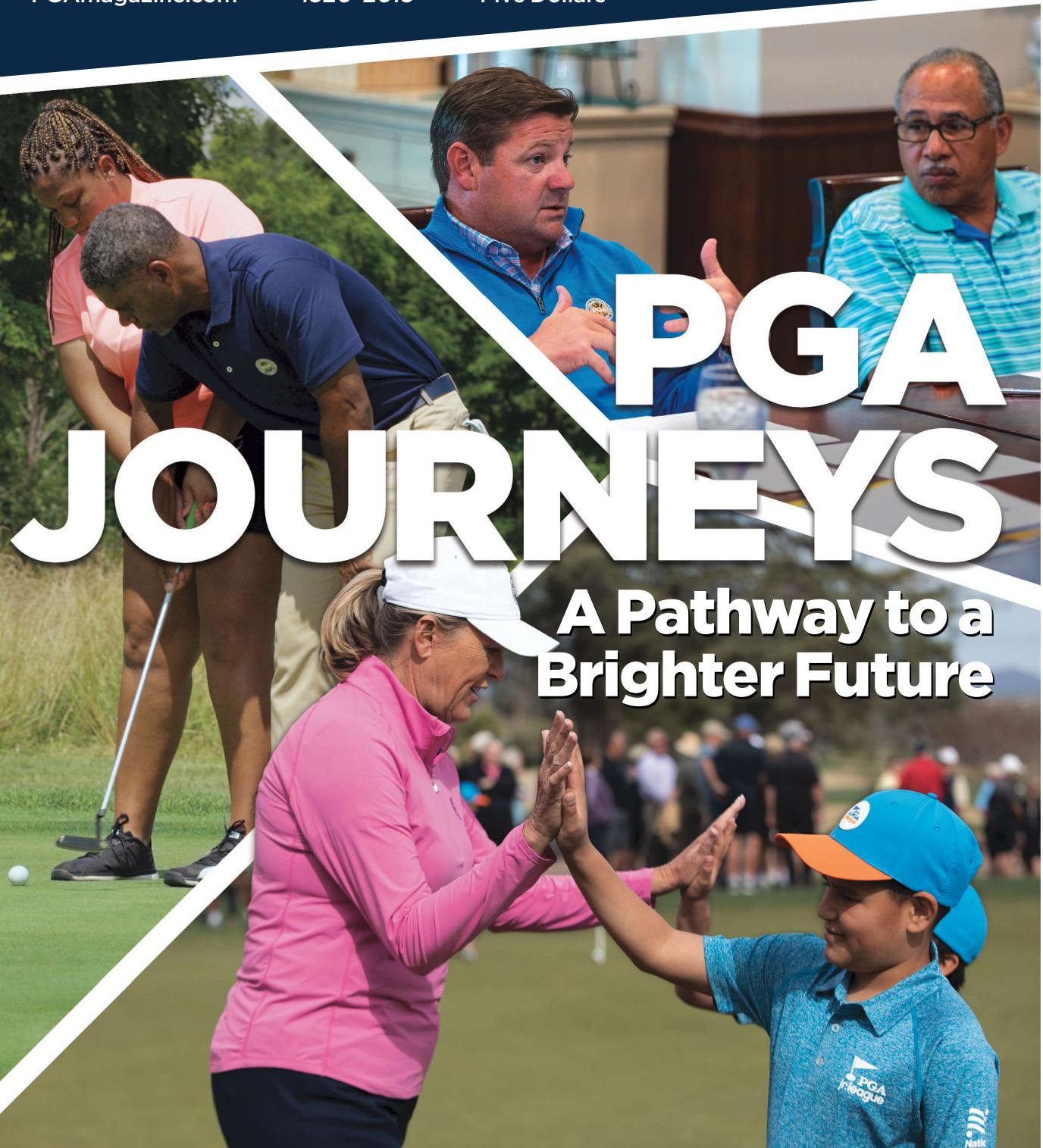
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PGA JOURNEYS

**A Pathway to a
Brighter Future**

Growing the Game on Canvas

Thanks to a passion for art and golf, Amy Lourie is creating unique pieces that help people understand golf in a different way

By Ryan Adams, PGA

Imagine: You stand over your golf ball in the lush, green fairway, ready to strike what will hopefully be a gorgeous 7-iron approach that lands within feet of a yellow flagstick, one placed on a perfectly manicured green.

Back, “thwack” and through, the shot sails high into the partly cloudy sky and with a “thud,” lands to tap-in range – just like you envisioned it.

For PGA Professional Amy Lourie, that 7-iron swing is a perfect shot to illustrate on a blank canvas. She could emphasize the “strike” and how you got there through the Nine Ball Flight Laws. Or perhaps she’ll concentrate on all the shapes, humps and bumps of the golf hole itself. Maybe she could “trace” the flight of the ball through the air, highlighting its path from start to finish.

What matters most is delivering a new way for people to understand golf – and get better at it.

“Golf and art both bring out the best in me,” says Lourie. “I’ve always loved the visual aspect of golf, and how all the colors, shapes and patterns come together to create something simple. As an artist, I then take those qualities and make someone interested in knowing more – like how to play the game.”

Like a lot of PGA Professionals, Lourie has been around golf her entire life. Growing up in Grand Rapids, Michigan, she played with her parents and older brothers, and took lessons from PGA Professional and Michigan Golf Hall of Famer Lynn Janson.

Lourie then decided to stay in the Grand Rapids area and attend Kendall College of Art & Design – now part of Ferris State University, home of the oldest PGA Golf Management University Program – and earn a Bachelor of Fine Arts degree in 1988.

Well known for its furniture design program, Kendall was heavily influenced, according to Lourie,

Amy Lourie has a number of golf-themed paintings in her collection, including one on the Nine Ball Flight Laws.



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For an expanded version of this story on PGA Professional Amy Lourie, log onto pgamagazine.com.



by mid-century modern era art and many Finnish designers.

“Plus, Grand Rapids was furniture city, so a lot of the design I saw at Kendall, and in furniture throughout my hometown, really influenced me,” says Lourie. “A lot of my style comes from that part of my life.”

While in school, she worked at a club in Grand Rapids and, after graduating, took a job as a sales rep for Ashworth and Firethorn. The position gave her the opportunity to build relationships with PGA Members across the state of Michigan, and eventually led to a job at Pine Tree Golf Club in Boynton Beach, Florida.

Lourie then got married and moved to Washington, D.C., and Congressional Country Club, where she worked as an assistant and PGA Associate. Not too long after, she found herself back in Florida, this time in Jupiter as an assistant at Trump National Golf Club.

In 2004, she was elected to PGA membership and by 2013, she began working at The First Tee of the Palm Beaches, where she discovered the program’s Nine Core Values – and an opportunity to explain them in a different way.

“I was going through The First Tee training and thought, ‘Nobody has really described what these values truly mean in a painting,’ ” says Lourie. “I figured that I could, in a way, bring them to life.”

So not only did Lourie paint each of the Nine Core Values, she also created a personal spin on the program’s Nine Healthy Habits, which were developed by World Golf Hall of Famer Annika Sorenstam. Additionally, Lourie also worked with Tim Kremer, President and Founder of Peak Performance Mind Coaching, on 24 unique paintings for Kremer’s book, “Peak Performance Through the Power of the Infinite Mind,” which pairs Lourie’s creations with a summary from Kremer for an impactful read.

Another golf theory that Lourie wanted to take a stab at was the Nine Ball Flight Laws, a critical part of coaching that can be found in every PGA Teaching Manual.

“As a PGA Professional, I find them to be so helpful in understanding how impact works,” says Lourie. “To turn them into art, I think, gives people a different perspective and might make them more curious as to how a golf swing works, which is music to my ears.”

Today, Lourie wants to begin getting her unique collection – available on www.aimsart.com – out to those who might find it beneficial: fellow PGA Members, golf aficionados and even those who are just looking for unique art pieces.

“Becoming a good golfer is like becoming a good artist – it takes repetitions and time to become so talented,” explains Lourie. “You get focused on that and everything else falls away for you to enjoy what’s ahead.” ■