

DALLAS CONFIDENTIAL

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PHOTOGRAPHY ANDY LAI



THE ART OF IT ALL: Joyce Goss brings sass and smarts to the family biz.

AVANT GOSS *She's got style, brains and a hot-ticket last name. Running the show at the family foundation is a natural for sister-in-law Joyce Goss*

There is nothing like a new job to charge up those creative neurons. For Joyce Goss, who would seem to have had no small share of inspiration to begin with, her maiden voyage into the world of art has injected extra oomph into her already glitz-filled life. As Executive Director of the Goss Michael Foundation, the gallery-turned-nonprofit conceived by her brother-in-law Kenny Goss and his partner, musician George Michael, Joyce runs the day-to-day workings of the operation, the mission of which is to foster passion for art by promoting and encouraging young artists. Neither her origins—a tiny ranching town south of San Antonio—nor her previous career as owner of a mortgage company, would seem the direct path to overseeing a \$200 million art collection of culturally provocative British artists like James White and Tracey Emin. But clearly, Goss's recognized polish as fund-raiser, party-thrasher and couture-aficionado make her more than qualified. And, who's to say a smart gal can't do anything she decides to do, especially when decked in Lanvin?

How did this come to be? Kenny wanted it to be a family business. I have a business degree from the University of Texas and experience raising money, and we had always talked about it. I can do the back shop. The art? I'm still learning, but fortunately, my on-the-job training includes meeting some of the most well-known artists in the world.

What is the foundation doing here, in Dallas? We've provided \$5,000 scholarships to two students at Booker T. Washington, one in art, one in music. And, we're establishing an artist-in-residency program that will bring young artists

from England here to study. Mainly, we want to expose people. I've heard people say that they feel an inch tall when they stand in front of a painting, if they didn't study art history, so we are trying to make art un-intimidating and informative. We want people to have fun looking at something new.

While you may not have studied art history, you are known for your fashion aesthetic. Where does that come from? I have always loved style. My mom, back in the 50s, sewed clothes for my three sisters and me, made sure we were perfectly dressed going out, nurtured in me a love of fashion. We used to go to a great little Texas store in San Antonio called Frost Bros. I wanted to study fashion design, but didn't think I'd make enough money. By the time I got to Dallas, after college, a friend of mine was working at Lee Lattimore. I'd go in and just try on the clothes, the true couture clothes, thinking that when I could afford them, I'd buy them.

And now, you can. Do you approach your closet as if it were a painter's palette? Well, I guess art and fashion are somewhat related. I like to take risks, I won't wear just what's in style. I wear what seems to suit me, which is classic clothing that's edgy in some great way. I shop at Stanley Korshak, Forty Five Ten, but also at the Gap for Ts. Right now, I'm wearing a great little pair of flip-flops from Tar-jay.

How do you know that you like a piece of artwork when you see it? When something reminds you of something, whether good or bad, it will speak to you. It will grab your attention. Then, when you study about the artist and know how he is thinking, it will just hit you. ■