

MONARCH
S T U D I O

presents

the human factor project

by multimedia artist jojo corväiá

press kit

opening may 7th 2009
312 S. Washington St., Suite A
(in the Tashiro-Kaplan Building)
Seattle, WA 98104

show closes june 28th 2009

for immediate release

the human factor

project to open at monarch studio in pioneer square

SEATTLE, April 10, 2009

After making its inaugural debut in Miami in 2008, Monarch Studio is pleased to announce the opening of The Human Factor Project by multimedia artist Jojo Corväiá. The project consists on a series of interviews, portraits, pray recordings, and video recordings, of a group of seventy individuals of different background and ethnicity. Through this exhibition, Mr. Corväiá generously shares a personal revelation of human commonality, allowing us to better understand ourselves and each other.

Exhibition runs May 7 through June 28th.
Reception: Thursday, May 7, 6-8 PM.

MONARCH STUDIO

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Open: Thursday - Saturday 11am-5pm & by appointment

We are pleased to present information regarding the artwork of Jojo Corväiá for your perusal. For further information and/or image requests please contact Benito Rangel de Maria at art@monarchartstudio.com or call 206.682.1710.

project statement

I will always remember February 12, 2007.
I was thrown into a universe where the story of my life swung between horror and profound sadness.
My beloved partner Eddy committed suicide.

We lived together and our home was filled with love. We returned every night to have dinner together. In sleep, we dreamed the same dreams. We shared the sun and the moon. We talked a lot, but never of death. In fact, we were a few weeks away to fertilize a set of embryos to have our baby. He suffered from depression, and the disease took over his mind.

After he passed, I lingered in silence for a long time. Maybe I was waiting to find the proper words, the proper place, the proper melody, or maybe even the proper silence to describe my experience - to understand it.

In a quiet way, my partner taught me that whatever we receive we must share. When we endure an experience, the experience cannot stay with us alone. It must be exposed to the air; it must become an offering; it must be given and shared.

A trip to the Himalayas brought me face-to-face with human beings who possess a powerful spirit and put me in touch with myself. I was blessed by so many moments, in so many ways, by so many people. My experiences inspired me to think about the ways in which people are alike and to explore the deep feelings we share.

In honor of Eddy McIntyre's memory, I present this collection of photographs and interviews, with the intention of showing our commonalities and the universality of the human experience. It represents my story, our stories, all of which are essential and basic. We all have stories to tell and live with one desire: to share them.

Jojo Corväiá

the artist

Jojo Corväiá ,Caracas 1965



Visual artist with a studies in architecture, graphic design, photography, and music.

His art work focusses on a social statement through multimedia projects.

His commercial work covers an extensive list of corporations, small firms and businesses as well as individuals. He had worked independently

for advertising agencies in the commercial photography postproduction area for over 19 years, time in which he had collected many international recognitions and awards. Among others: two times Cannes Awards, London Festivals, FIAP; four times New York Festivals, eight times ANDA first price (Venezuela's graphic standard) and one Colatingraf. He resides in the City of Seattle since September 2008.

the artist statement

"...dimensions are in feet and inches, followed by meters; height precedes with precedes depths. Mono sound refers to sound played from a single channel source, it can be sent to one or more loudspeakers. Stereo sound refers to sound played back from two-channel source intended to reproduce the spatial separation between individual sound elements in the recording. It is played back on two speakers, respectively, from left and right channel sources. Very well our intellect had determined these facts.

I intend to explore the human intellect and mind through the creation of sound and multidimensional visual projects (conformed in a variety of forms) focussing on the way we act and think as a group, and the way we impact each other's life and our environment; meaning socially, as this contemporary tribe we are conformed in. I call it social psychology..."

reviews

Miami New Times

http://blogs.miaminewtimes.com/riptide/2008/05/corvaias_human_factor.php

Walking down Lincoln Road not too long ago, I overheard a snooty conversation about art. A man and a woman carrying shopping bags stood in front of a gallery with their heads tilted to the side, like a couple of trendy philosophers.

"Installations," the woman said through her nose. "These are the hottest thing in art right now."

I'll bet you my tiny New Times paycheck they weren't from Miami. Take Saturday night's Wynwood art walk for proof. The walk was a chance to see everything from mixed media crochet to abstract video shorts. But one thing - thank God - was missing: artsy pretentiousness.

No name dropping. No noses in the air. In the small, overlooked Miami art scene, there seems to be more comradery than competition. The whole thing was much less hoity-toity than I expected.

Jose D. Duran

Which brings me to Jo Jo Corvaia's "The Human Factor," showing through June 10 at In-Dependant on Northwest 22nd Street. The Venezuelan artist has a simple, straight forward concept.

Three of the gallery walls are filled with portraits of people with different ages, nationalities, races and religions. The photos are all taken using the same pose and lighting - just a clean shot of the face and his or her bare shoulders.

Next to the photos, Corvaia hung a sheet of questions person had answered. The questions, meant to be vague and universal, are along the lines of, "What is happiness?" and "What's your statement of belief?"

There's something really personal about reading the responses - in each person's own distinct handwriting - and then looking right into a close-up of his or her face. A middle-aged Jamaican woman wrote happiness is "a full belly." A man next to her scribbled happiness is "distraction."

The exhibit sparked a lot of good conversation, at least on Saturday. It's worth checking out.

- Natalie O'Neill

miamimover:
Jojo Corváiá

Written by Lloyd Jackson // Photos by Bo Streeter

IT'S A BREEZY DECEMBER NIGHT IN MIAMI just 24 hours prior to the opening of Art Basel Miami, America's most important contemporary art fair. Artist Jojo Corváiá and I are driving through the Wynwood Art District en route to a warehouse where last-minute touches are being made to his photographs before their gallery installation.

Inside the warehouse, a team of six is laminating prints, cutting glass and mounting Corváiá's verdant, abstract images onto sheets of metal. Venezuelan-born Corváiá studied art and architecture in his native country before moving to London then Miami. Much of his work incorporates amplified perspectives of the natural world, self-portraiture superimposed with organic silhouettes and installations that seek to find



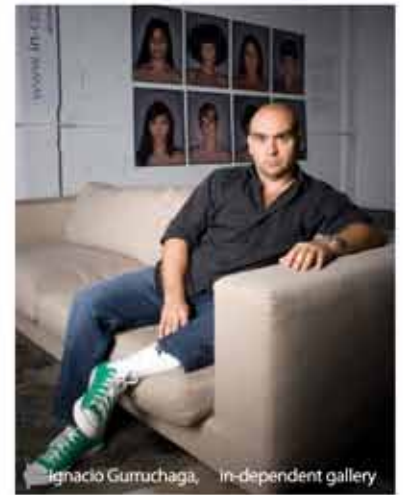
a link between art and sociology. His last show was an outstanding multi-media sound piece called *The Breathing Lessons* where he explored the similarities between musical instruments and the human respiratory system and voice. It was part of the acclaimed Miami Light Project hosted at the Carnival Center for the Performing Arts.

"Let's sneak into the studio next door and see if there's anything worth checking out," Jojo says in his playful, wry tone. Naturally, there is too much to see so we continue on to another gallery in the burgeoning Wynwood neighborhood. It's about 2 a.m. and we're heading back to North Miami. "The last place I ever imagined I'd live was Miami, but this city has so much more to offer than just beaches and nightlife."

An avid kayaker and cyclist, Jojo makes regular trips to the Florida Keys with his dogs and gear in his 2007 Passat Wagon. Corváiá gets a lot of inspiration for his art paddling through the mangroves sounds.



▶ Portrait of Craig Feinberg



FAVORITE GALLERYS:

There is a thriving Miami art scene with some amazing galleries. Here are a few of my favorites.

Wynwood Art District Art Galleries

- Abba Fine Art
- Artformz
- Art Rouge Gallery
- Bakehouse Art Complex
- Bernice Steinbaum Gallery
- Chelsea Galleria
- Curator's Voice
- David Castillo Gallery
- Diana Lowenstein Fine Arts
- Dina Mitrani Gallery
- Dorsch Gallery
- Dot Fiftyone Gallery
- DPM Gallery
- Durban Segnini Gallery
- FIFI projects
- Fredric Snitzer Gallery
- Galerie Bertin-Toublanc
- Gallery Diet
- Gary Nader Fine Art
- Hardcore Art Contemporary Space
- Harold Golen Gallery
- Independent Gallery
- Kevin Bruk Gallery
- Locust Projects
- Luis Adelantado Miami
- Luis Perez Galeria
- Lyle O. Reitzel Gallery
- The Margulies Collection at the Warehouse
- Pan American Art Projects
- Rubell Family Collection
- Sammer Gallery
- Seth Jason Beitler
- Spinello Gallery
- World Class Boxing - Scholl Collection

in·dependent gallery

miami

A photographic exhibit

Exhibit Runed: April 12th - June 10th, 2008

Opening night: April 12th, 7pm

In-Dependent Gallery & District Lab (175 NW 22nd Street) made its turf with JoJo Corväiá, The Human Factor; "70 portraits of human beings regardless of race, ethnicity and credos". After the life changing experience of losing his partner last year, Corväiá examined the things that unite us, using large format photography to explore our personal preferences along with religion, culture and ethnicity.

Curator: Felice Grodin

Watch opening night video at

<http://www.jojocorvaia.com/thehumanfactor.html>

More at

<http://www.in-dependent.com/html/exhibitions/current/galeria.htm>