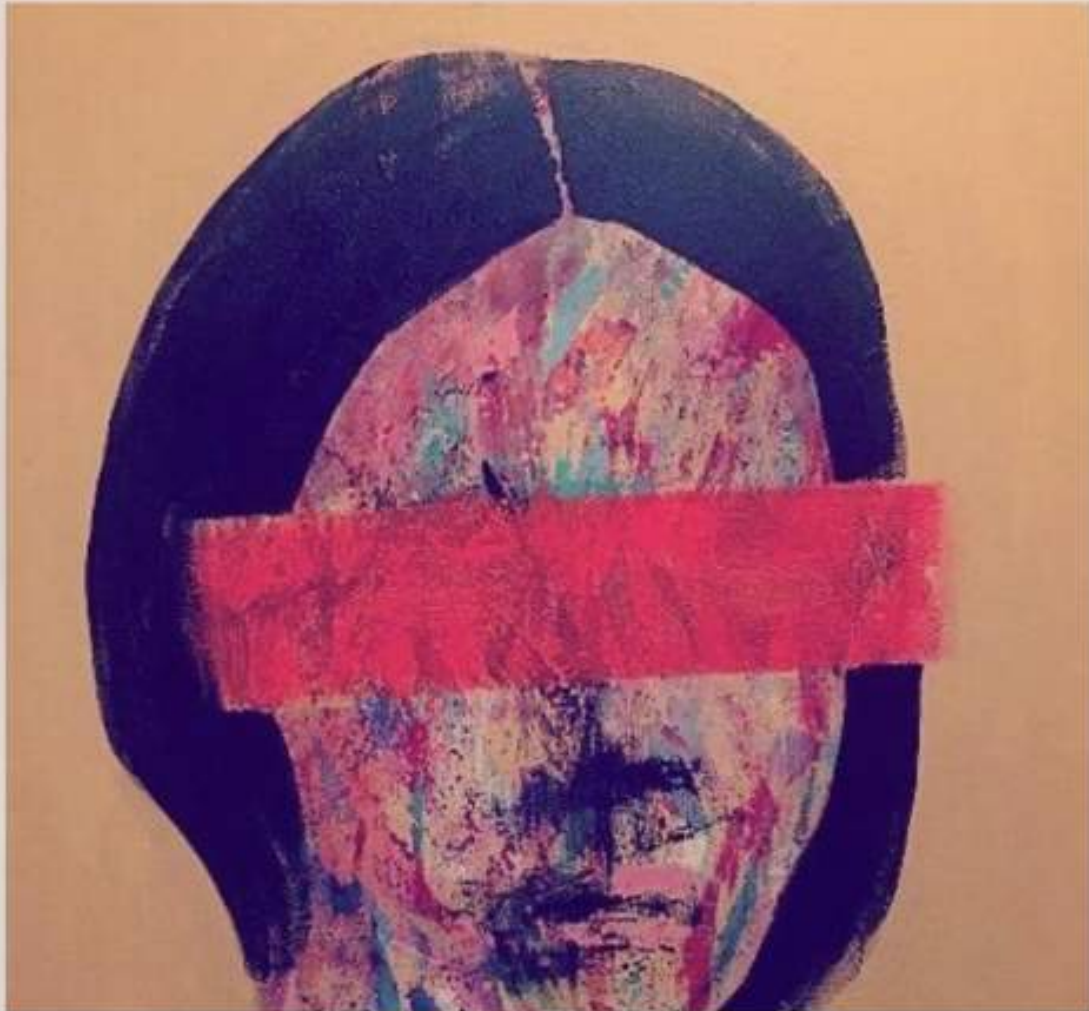


BROAD STROKES / ART WITH A HEART



I'm thrilled to introduce you to multidisciplinary artist Hrair—a true translator of color and abstraction, who has mastered the art of peeling back the layers of human emotion. Currently residing in New York City, Hrair's journey through the world of art has been nothing short of extraordinary. With roots in London and experiences spanning Tokyo, Spain, and Paris, his global perspective infuses every stroke of his brush with a sense of depth and richness.

What drew me to Hrair's work from the very start is his uncanny ability to capture the essence of the human soul amidst the chaos of everyday life. His bold and vibrant palette of colors serves as a window into the hidden emotions lurking behind society's masks—a poignant reflection on the corporate rat race, the weight of expectation, and the universal longing for authenticity. With pieces showcased in collections around the world and collaborations with prestigious galleries like the Maddox Gallery, Hrair's impact on the art world ripples from one continent to the next. From the bustling streets of New York to the tranquil shores of the Bahamas, his work transcends borders and speaks to the universal human experience. Let's find out what makes this talent tick...



Where is your studio located?

Downtown Manhattan, New York

Any favorite materials and mediums to work with?

Acrylic on canvas.

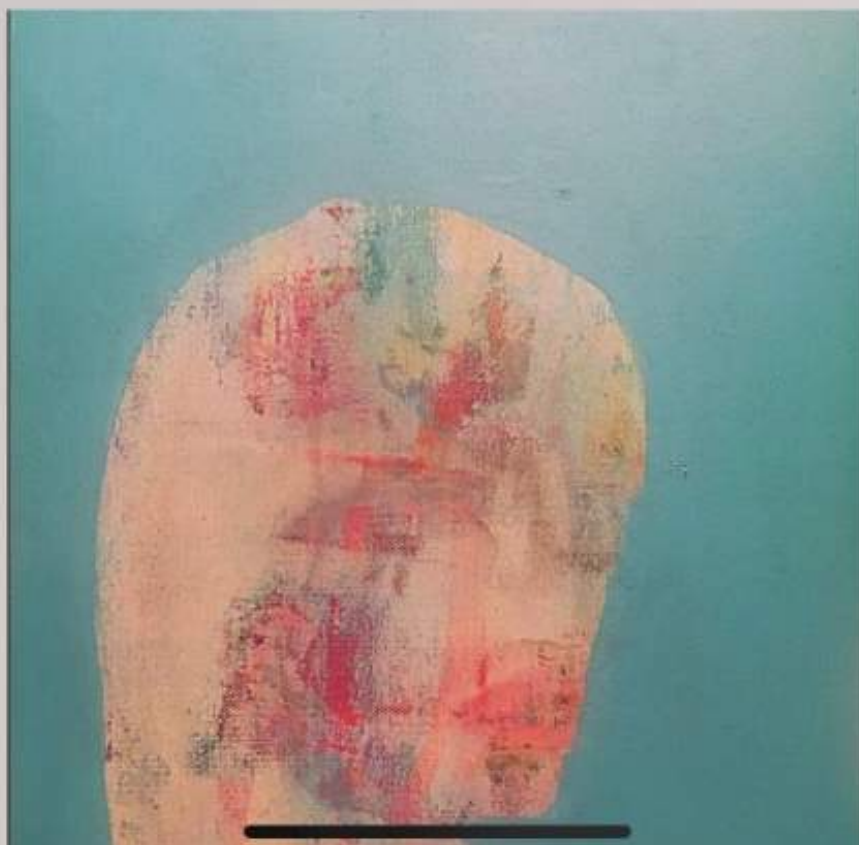
Your art is so identifiable—how did you find your artistic voice?

Initially, it was through sketching and painting at a young age.

When growing up in London, I was surrounded by visual art whether it was Tintin and Asterix books or the album cover art in my parents' record collection and by my teens skateboard and hip-hop culture became massive influences.

DJing and producing sample-based music back in the '90s and '00s greatly informed the eventual texturing and layering of paint in my artwork, the balance and space, what's left out being as important as what's mixed in, those techniques have always been present as my work has evolved.

Then of course new and everyday life experiences continue to shape the outcome of my work. A big example was my becoming a new dad recently, which has certainly led to more loving, warmer themes being introduced and expressed in my pieces now than previously.



Is there a central theme within your work? An observation of our society, scratching the socially constructed surface of ourselves to reveal a glimpse of the true emotions hidden beneath those everyday masks.

Tell me about your creative process when you're conceiving new work. What's the vibe like when you're creating? I approach each piece completely unpremeditated, applying layers of paint to the canvas randomly via a palette knife, all the while interrogating the evolving image until something catches my eye, and then will build on the piece from there. Music is a constant while I paint, which can influence the flow depending on genre, anything from ambient or dub reggae to '80s pop or improvisational jazz.



Our February content drop explores all things passion delving into the tactile experiences that conjure up a lust for life—does this idea speak to the works you create? Yes, much of my work concentrates on a search for positivity in the face of adversity, questioning society's focal points and outcome for true happiness, fulfillment, and love when we may have been unaware those things were right in front of us the whole time.

How do you describe your artwork? Figurative, abstract, and fauvist in style, my work is defined by the use of a bold and vibrant palette of color, sometimes in contrast with the subject matter, the intention is always to capture a feeling or mood within the piece.

Talk to me about color—how do you approach one palette over another? I favor a bright palette and use darker colors mainly as an anchor to allow lighter ones further exposure. Exploring this contrast has always been important to me, the theory and relationship between colors and combinations which has translated to my work in various ways including the mostly block-color backgrounds of my pieces in order to showcase the main subject matter in greater depth.

“I approach each piece completely unpremeditated.”