

David Krovblit Artist Statement

KRō(crow)-V-BLIT - IT'S HARD TO SAY, HARD TO SPELL, BUT HARD TO FORGET! I am equal parts artist and beach bum: super passionate about art and surfing! After many years as an award winning commercial photographer, I traded in a glorious career for autonomy as a visual artist. My collages reflect the beauty I find in art, society, nature and day-to-day life. I build my concepts by mashing up genres and vintage images. My art capitalizes on the beauty that exists in the world. I do this by repackaging and recycling the beauty I see around me to tell a new story. I consider myself a curator of lost visual history (botanical illustrations, medical anatomy, sci-fi to name a few). It's an honor to share images that might never be seen again. My work has deep roots in both the analog and digital worlds. I build all my layers digitally - cut and augment their size, shape and design. The digital file is my blueprint that I use to make an analog maquette - a base for my larger hand cut collages.

Artist Bio

David Krovblit is a Canadian visual artist based in Southern California. He studied photography at Ryerson University in Toronto. He worked professionally as an award winning commercial photographer. In 2016, Krovblit decided to trade in his illustrious career in the ad world. He relocated with his wife and daughter to the land of sun and surf in 2018...and hasn't looked back. David finds himself equally at home perched on a wave as he does in his studio making art everyday in Capistrano Beach.

Specializing in analog collage, Krovblit borrows imagery from vintage books and magazines to build contemporary collages rooted in pop and historical pop culture. The asymmetrical layers explore nature, life and death, science fiction, mythology, consumerism and consumption. He references 19th century botanicals, vintage medical anatomy, pop surrealism, pulp and retro futurism to build his layers. Krovblit curates images lost in time. Krovblit's techniques are ever-evolving and progressive, combining traditional and new methods. He favors a digital-analog process that begins in photoshop - using it to concept and sketch - a kind of maquette that ultimately becomes his guide to create the final hand-cut collage. He prints the full collage to any scale, cuts all the layers by hand, then re-assembles and glues them onto custom birch panels. A coat of resin seals the work and adds dimension.

Krovblit's work has been displayed in galleries and museums and held in private collections throughout Europe, Asia and North America. He has participated in juried exhibitions and solo shows throughout North America, including Los

Angeles, Laguna Beach, Newport Beach, Palm Springs, Miami, Toronto, Philadelphia, Santa Fe and New York. His work has been featured at The Laguna Art Museum (*California Cool Art Auction 2020 & 2021*), The Foosaner Art Museum (*RobotLove, 2021*) The Museum of Art and Design at The Miami Dade College (*Strange Paradise Solo Show, 2019*) and Brea Gallery at The Brea Civic and Cultural Center (*36th Annual Made in California Juried Exhibition, 2021*) where he was awarded First Place.

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