

Artist

Novo

**Novo(1982)**

Novo is an artist who candidly weaves his life experiences into his body of work across various genres. Raised in a time characterized by uniformity and dullness, he felt a yearning for diversity. He has persisted in his artistic pursuits, drawing inspiration from the objects that surround him, as if those objects were talking to him.

For Novo, drawing his cherished objects is akin to creating a self-portrait, which is why he continues to collect things that bring him joy. He contemplates the surroundings with a warm gaze and translates the objects in the three-dimensional world onto his canvas through compositions with varied colors and sensual forms, elevating the ordinary into the extraordinary.

He blends his imagination with the objects observed from various perspectives and recreates them on his canvas. By viewing respective objects from above, below, and laterally at different times, he freely separates and paints as if cutting and pasting them like a collage. This results in an artwork that portrays a wide range of objects captured from different viewpoints, evoking a personal, distinctive, and unique image. Through extensive observation over a long period of time, the original colors and shapes of objects are transformed into a work that embodies his unique sensibility and imagery. As a result, his work cannot be defined just as a still-life, but rather it is a new form of figurative painting.

He does not comply with one style or category but always try to expand them. His collaborations with choreography scene design and various brands show his passion for challenging existing ideas and developing conversations with the audiences.

## **Selected Exhibition**

### 2023

Group Exhibition <Together> @Paradise Art Space, Incheon, Korea

LA Art Show 2023

### 2022

Group Exhibition <Art Now 6> @Seoul Auction, Seoul, Korea

Duet Exhibition <Still, Life> @PBG, Seoul, Korea

Solo Exhibition <No reason not to be excited> @Noblesse Collection, Seoul, Korea

### 2021

Art Busan 2021

Group Exhibition <Zero Base x Hong Kong> @Korean Cultural Center, Hong Kong

Group Exhibition <A New Way of Seeing> @Atelier Aki, Seoul, Korea

### 2020

ART021 Shanghai Contemporary Art Fair

Art Busan 2020

KIAF Art Seoul 2020

Solo Exhibition <My Favorite Things> @Everyday Moonday, Seoul, Korea

## **Selected Collaboration**

Ami x Novo Capsule Collection Design

Amore Pacific Laneige 2022 - 2023 Global campaign

Helinox Chair Design

Golden Goose Emoticon Design

Market Kurly Goods Design

Farfetch x Gucci – Off The Grid campaign Model

Specialized Bike Shoes Design

Samsung Galaxy Fan Party Key Visual Design

Lotte Style Run Key Visual Design

Nike Free RN Artist Series Design & Exhibition

K i e h l ' s   C l e n d u l a   L i n e   D e s i g n   &   E x h i b i t i o n

Le Rêve Studio

Artist Management

lereve.chu@gmail.com

+82 10 91454354

2F, 179 Jangchungdan-ro, Jung-gu, Seoul, Korea

lereve-studio.com