



Princess-like jewellery and dynamic arts

Being creative by nature and having a background in educating school children, she knows how to surface your own creativity as well. José Loeviera is an all-rounder. Her paintings and sculptures are sold all over the world, she developed a stuffed animal to benefit women and children in need and she supports talented and upcoming jewellery artists from Ukraine by representing her art in all of Europe.

TEXT: JANINE STERENBORG | PHOTOS: LOEVIERA

The most important ingredients for every piece of art Loeviera makes are experience, layeredness and dynamics. “When I am painting a person, I do not just make a static portrait. For me it is important to look into his or her soul. To find the one thing that characterises the person in that moment, by taking the conversations to a deeper level.” Loeviera does this the same way when she paints animals. “Just like with humans, the eyes are the reflection of the soul. But since they do not talk, I look at their movements and feel the heat of their skin and their musculature.” Both ways of interacting result into a characteristic portrait of the portrayed person or animal. You will see the big picture: the posture and the character, whether it is happy or powerful. And Loeviera’s approach to industrial arts? It is the same. In the recent

portrait of the shipyard IHC Merwede you see all layers of the yard: the inside of the factory and the harbour, including all characterising facets for which the shipyard is famous.

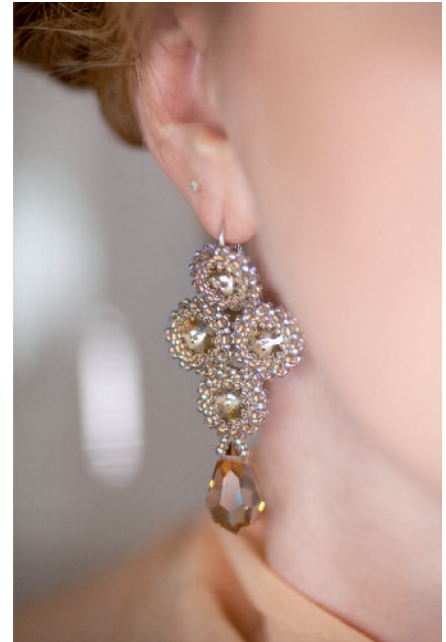
Jewellery like oriental fairy tales

If you want to experience what it is like to feel like an oriental princess, jewellery from Nina Vitiuk might just be what you are looking for. Loeviera immediately loved the designs as soon as she laid eyes on them and is now Vitiuk’s agent in Europe: “She is a talented rising star from Ukraine. In her jewellery she uses real gold and silver, gems and real Swarovski crystals, which she combines and transforms into a breathtaking piece of jewellery.” And what makes the jewellery even more outstanding: Vitiuk makes each piece by hand,

which means that every piece is unique. This combination of high quality in material and handcrafts has given way to internationally acclaimed fairs in cities like Kiev, London and Tokyo and they even caught the attention of various royals who were seen wearing Vitiuk’s art.

Conceptual citydressing

While Vitiuk dresses you up, Loeviera dresses up the city with conceptual art. “A rising number of companies asked me to design a piece of art as part of their advertising campaigns.” Instead of a light box on a lamppost with an advertisement, the companies prefer to have their name on a piece of art in the public space. “Recently I developed ‘art seats’ in Rotterdam. They are shaped like a bollard and will be painted by a talented artist. This way of



These pieces are by Nina Vitiuk, a rising star from Ukraine, who makes beautiful, princess-like jewellery as from an oriental fairy tale.

advertising can mean a revolution for the relationship between public space and advertising!" Who would not prefer a beautiful piece of art over a flickering neon sign in their streets? The material Loeviera will use for the bench is also revolutionary: "I will use polymer concrete with artificial resin. This is an upcoming material: It has all the features of regular concrete, but because it does not have a steel skeleton inside, it will not rust."

Sustainable knitting

Being a former teacher, Loeviera will always love kids. She published an illustrated children's book about 'Streep de Beer' (Stripe the bear). In the story the bear gets socially isolated because of his secret: his length doubles when he goes swimming! Streep was created by the foundation Kenana Knitters in Kenya, where local women make funny animals from sustainable wool, cotton and natural colourings like carrot juice. "Streep is a real character," explains Loeviera, "just like the horse Karelkje, who is now the mascot of Parapaard." Parapaard (para-horse) is a sports foundation that helps disabled people to practice sports with horses or take on horse therapy. "Karelkje has a way too big head for its body, so it keeps falling over. It is adorable." Kenana Knitters em-

ploy women from a rural area in Kenya and the profit raised with Streep and Karelkje goes straight to the knitters. "They get half of the profit as a wage, the other half is used to develop health care and the living environment in their area." To Loeviera corporate social responsibility is important. "With the money the women make, they can take on a micro credit. With that, they can buy a sheep. That

means they have more wool and can keep knitting.

"This is only the tip of the iceberg though. You can also visit Loeviera for creative leadership workshops, teambuilding workshops, tailor made art, or simply to learn how to paint a cow.

www.loeviera.nl



Experience, layerdness and dynamics are key in all of Loeviera's arts