

Kuhla

# SOCIAL JUSTICE

Reflecting on complex social issues has been Lukova's career-long focus because of her firmly held belief that **art is central to human existence and that morality and creativity are aligned**. In 2008 she released her Social Justice portfolio, addressing themes such as peace, censorship, immigration, ecology, hunger, and corruption. The twelve iconic images soon became **a best-selling publication and requests for exhibits and reproductions** in magazines,

newspapers and books came from around the globe.

The collection was included in the prestigious art exhibition at the first inauguration of President Obama in Washington D.C. and has been exhibited widely in the U.S., France, Turkey, Greece, Israel, and Mexico. More than a decade since its publication, **the series is as relevant as ever** and the artist continues to create new social commentary work.

1



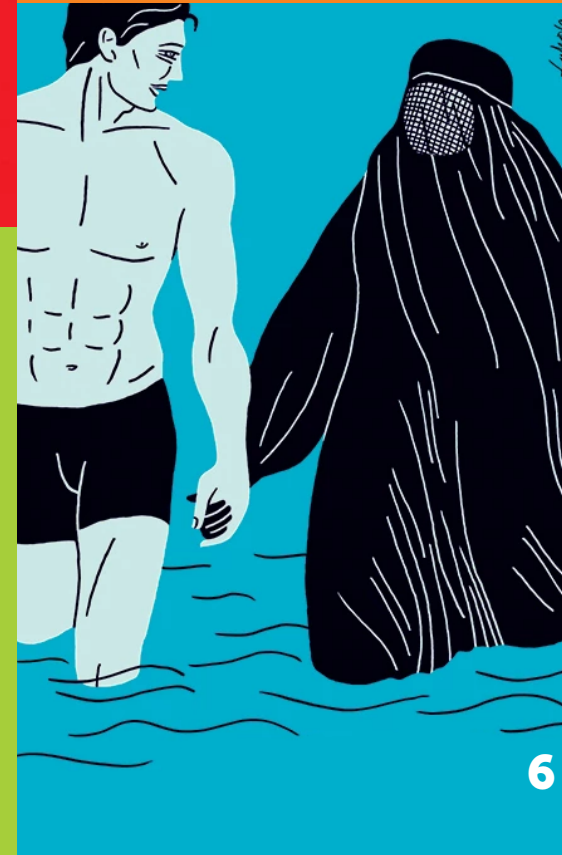
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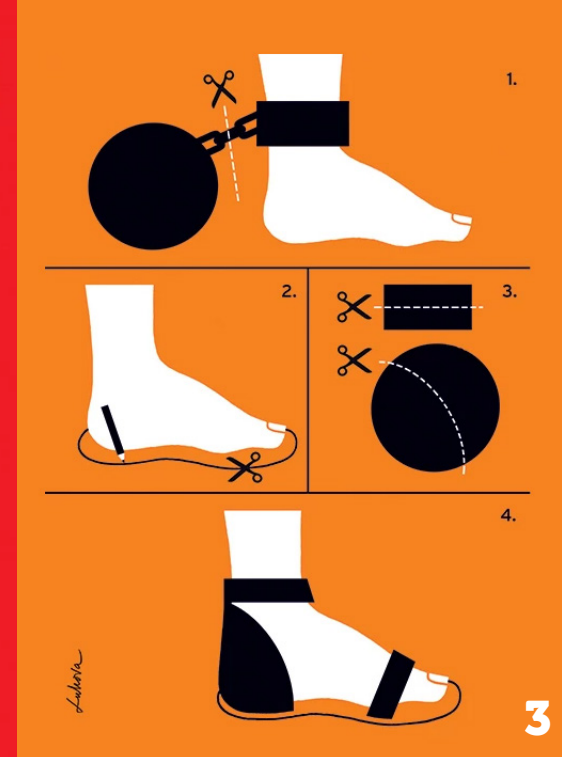
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- 1 - Mouse Trap
- 2 - Health Coverage
- 3 - Ball and Chain
- 4 - Ecology
- 5 - Immigrant
- 6 - Fun in the Sun
- 7 - Dialogue

***"This project is my cry for action. We have to change things for the good of the entire world, not only for America"***

2

# The Artist

Lukova was born in Plovdiv, Bulgaria, where she studied at the National Academy of Fine Arts in Sofia. After graduating she moved to Blagoevgrad where she began designing posters for a local theater. This experience and the oppression she faced as an artist in Communist Bulgaria shaped her graphically powerful style before she moved to the US at age 29.

**“Art can change the world; I believe that. If it weren’t true, there wouldn’t be censorship”**

## Less Is More

In Lukova’s art, less is more. More effect, more message, more expression; all while doing it with less. The graphic elements are bold with few fine details, but the intent is clear. Yet while it is easy to focus solely on the messages of her provocative works, **it is important to take a step back to appreciate the artistic merit in her simplicity.** She has mastered the art of balancing simple form and complex ideas.

But while her works are simple in form, they are anything but simple in conception and execution. Her

work plays with metaphor and word play, strong messages with a sense of whimsy. **Lukova creates a jungle gym for the mind to play on,** exploring both the superficial aspects of her work as well as the deeper, more complex social messages that come with it. She expertly toes the line of remaining minimal enough to be understood by all and being complex enough to hold a viewer’s interest and send them deep into contemplation.

***“Art always has a message even if the artist doesn’t intend it. The viewers interpret what they see and that becomes the message.”***

## Art As Metaphor

Lukova’s work has a characteristic finishing that provides a sense of fun and play. She adds a sense of whimsy that strengthens her message and provides **juxtaposition to her deep metaphorical and conceptual pieces.** Her use of striking, metaphoric images gives the viewers art to not only appreciate visually

but intellectually. With all her pieces, there are **puns and double entendre that force the viewer to contemplate the ideas.** This whimsy also allows the viewer to not be weighed down by the subject matter while still not shying away from the realities of the disparities she is often highlighting.

To see more of Lukova’s work and hear from the artist herself, head to **lukova.net**

## Awards

### Gold Medal Laureate

American Institute of Graphic Arts

### The Grand Prix Savignac

International Poster Salon

### The Gold Pencil

The One Club

### Honor Laureate

International Poster Exhibition

### Honorary Doctoral Degree

Art Institute of Boston

## Powerful Ideas

Her messages reflect the **human condition, fundamental fairness, and justice.** In her most famous Social Justice collection she explores these themes in a series of 12 simple posters. Each poster is depicted to a different issue ranging from healthcare to brainwashing from the media. She never shies away from topics and has a special worldview due to her lived experience. This wide perspective she has allows her to **spread her voice across boundaries and cultures,** no matter the viewpoint of the viewer.

Lukova’s work has been recognized and housed all around

the globe. This more than anything else is a testament to **her ability to deliver a strong and powerful message, regardless of language or literacy.** Her simple yet effective communication allows all viewers to interpret her work and consider her message. **Her identity as an immigrant has had a major influence on her desire to have an internationally understandable** aesthetic. She knows what it is like to see art that was not made for her, and she learned how to make art that invites every viewer to contemplate it and consider its value.

**"I was inspired by the  
desire for change in  
our society, by the  
enormous activity of  
the people and their  
will to make a  
difference"**

*Luhova*