

Final Design

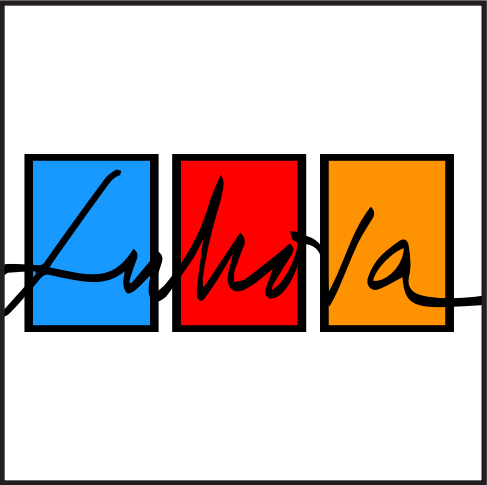
SOCIAL JUSTICE

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.

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 - Mouse Trap
2 - Health Coverage
3 - Ball and Chain
4 - Ecology
5 - Inmigrant
6 - Run 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"



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.

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 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.

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

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First Draft



THE ARTIST HERSELF



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ACCOLADES

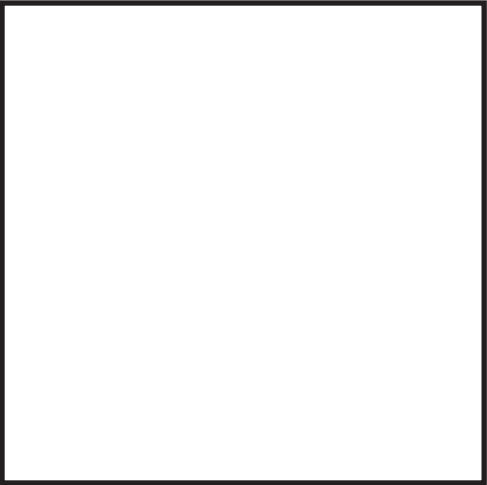
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INTERNATIONALLY RENOWNED

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PERMANENT COLLECTIONS

- COLLECTION
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Second Draft

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garia shaped her graphically powerful style before she moved to the US at age 29. Ute mendo, nis, quam auctus, num te am tesserit sercetem inti, tenatus es oc, cons arist rebus nis



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Eblitatur simagratia quatum ant omnis volent il evarie volupta tatus, est, qui cuantiam es- quistent, cullantis ne nocissat. Doll- etum rimagni mutasperem labo- rumqui de in re, senque sequearae sim simi, sequa- sit et fugares rem fuga. Quis maio velerimus. Met, sarmus volapga di omnulorum velli- busanlur assequias

quid ut et late est, alis accepta as eosa quatur aut labor ad que velesitat. Sedt facietem esti consequi corum, sero quassic tem aligae dolut doly- ta simperr orian- daerum vendae- chiltore, omni aria nis agenda quia qui temle quam alitis ciutum qui- atem qui



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AWARDS

- The Grand Prix Savignac – International Poster Salon
- The Gold Pencil – The One Club
- Honor Laureate – International Poster Exhibition
- Honorary Doctorate – Art Institute of Boston
- Grammy Nominated – Verve Records
- Gold Medal – AIGA

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GLOBAL RENWON

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Dolitur smagnata quatum art omnis vellent il earis volupta latus, est, qui cquantiam equatent, cullantis ne noxostat. Dollestium rimagni musapen-em laborumqui de in re, seque se- quaneque sim simi, sequisit et fugias rem fuga. Quas maso veteramus. Met, sumus volupta di omniclorum velibusatur assequas quid ut et late est,



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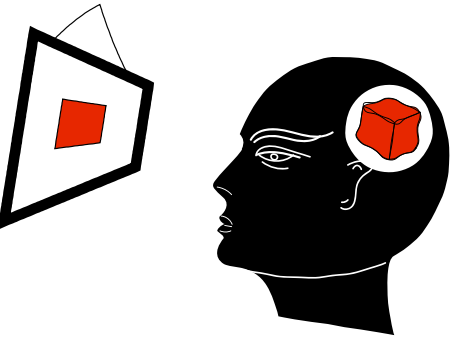
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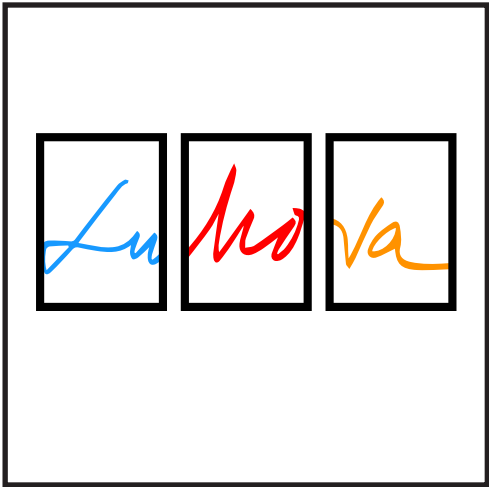
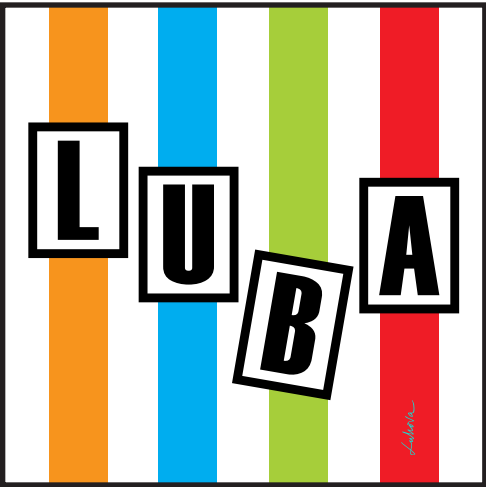
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Luba Lukova is a renowned graphic designer. Most famous for her poster collection Social Justice, she is a master of creating striking visuals with simple forms and color palettes. See more of her work at lukova.net

Fifth Draft

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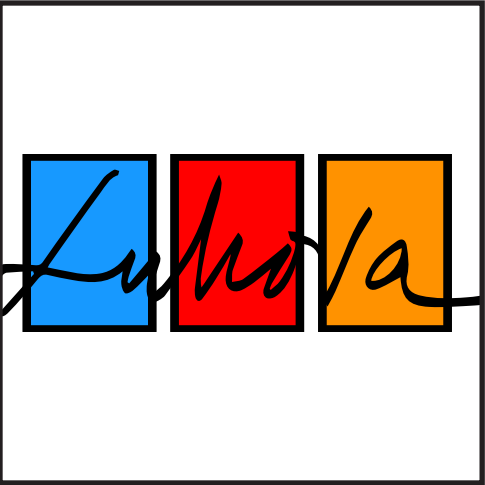
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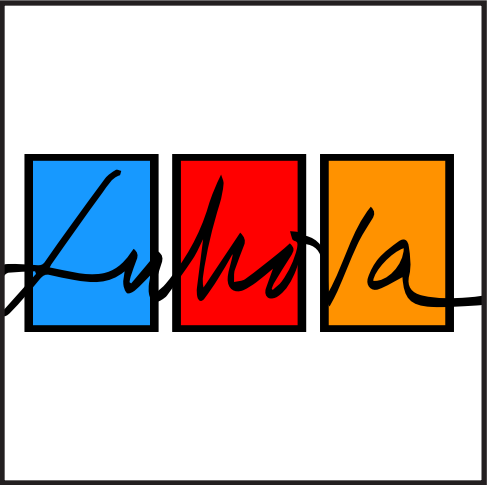
"I was inspired by the desire for change in our society, by the enormous activity of the people and their will to make a difference."

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Luba Lukova is a renowned graphic designer. Most famous for her poster collection Social Justice, she is a master of creating striking visuals with simple forms and color palettes. See more of her work at lukova.net

6

Sixth Draft



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

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

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 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 entendres 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.

Powerful Ideas

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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.

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

"Art always has a message even if the artist doesn't intend it. The viewers interpret what they see and that becomes the message."

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

"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"

Lukova