

The descriptive conception of the competitive artwork:

Safrie Effendi, Title: Cerebrum, Year: 2012, Format: mix media on canvas, Size: 60cmx60xm.

"The cerebrum -- which is just Latin for "brain" -- is the newest (evolutionarily) and largest part of the brain as a whole. It is here that things like perception, imagination, thought, judgment, and decision occur". This "Cerebrum" works is a form of an archetype. W here is emphasizing on the base or fundamental thinking and imaginative thoughts are born, process and generated.

This work is true and honest form derives from one's deep personal thought, mind, and imagination, which is me for the creator for this particular work.

I intended to do this Cerebrum abstract work in a form of painting, because this method will-resulting the final look to be genuinely heavy and compact.

Compact of all the imaginations I was thinking of during the process, which sets the Cutting Edge ambiance for an accompanied a moment in between reality and dreams, as well with influence from Eastern ornamentation by using lines, patterns, and significant symbols adapted from fundamental imaginations generated and accumulated through the ages; the imaginations derived from as well the personal experiences.

This Cerebrum is so called The Brain, the beginning of something significant which cause the possible life on this universe. It's all started from this core, The Cerebrum.

Regarding for the Technique wise, it's started from canvas, then I primed it, applied wall putty to give the raw and roughness texture for the background. Then I let it dried for few days, and I repeated the some process again, until I got the textures that I wanted it. The next step was to spray paint the white background with solid black spray paint. The rest of the process pretty much lots of enamel paints involved to create that boldness characters to the all strokes.

Creative Biography

Safrie seeks inspiration from various cultures culminating east and west, his use of colours and powerful strokes expresses movement and energy. His dedication to expressing through story telling resulted in a 10 meter scroll which was selected by LASALLE College of Arts during his graduation as a feature. Having lived in Savannah, USA, he draws his inspiration from his travels, life in different countries, search for spirituality and music. He is a full time artist and talented musician. He has participated in numerous exhibitions.

1982 Born Indonesia

2000-2008 : Lived, Studied, and worked in The United States

2008-present time : Lives and works in Singapore

Education

Lasalle College of the Arts//2008-2011

Major: Fine Arts

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Savannah Technical College//2005-2006

Major: General Subjects/Studies

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Savannah College of Art and Design//2002-2005

Major: Broadcast Design_Motion Graphic

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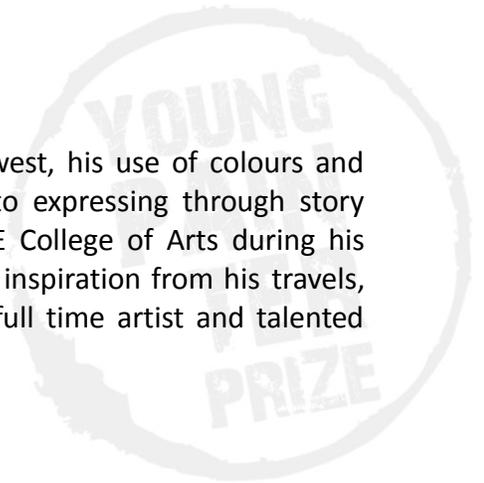
Exhibitions

URBAN BODY The Art Exhibition 2012

at The Orange Thimble

Tiong Bahru

Singapore



Singapore Art Festival 2012
The Lost Poem //Kids Village
UV Light Paintings and body Art
Singapore

Punggol ECO-Art and
Kinetic Mobile Sculpture
with SCYA/2012
Punggol Community Centre
Punggol State
Singapore

Mural Painting Project for Teen "YouthSpirit"
with SCYA/2012
Bedok Community Centre
Bedok State
Singapore

Archetype Asylum//2011 Solo Exhibition
PORT TUMASIK/ STRAITS RECORDS
24, 24A Bali Lane
Singapore 189859

Soo Sketchy, Too Edgy, So Damn what!//2011, 2nd EP Launching Album
PORT TUMASIK/ STRAITS RECORDS
24, 24A Bali Lane
Singapore 189859

Nostra 2//2011, Group Exhibition
PORT TUMASIK/ STRAITS RECORDS 24, 24A Bali Lane Singapore 189859

Nostra 1 //2011, Group Exhibition
Dahlia Gallery 69A Pagoda Street Singapore 059228
www.dahliagallerysg.com

Light Paper Models 2011, Group Exhibition and Performance
The Post-Museum 107+109 Rowell Road
Singapore 209033.
www.post-museum.org

The Lasalle show 20111
McNally Street Singapore 187940+65 6496 5000
Do the Evolution_//Illustration work

EUPHORIA Group Fine Art Exhibition
At The Screening Room_The Studio
9th to 10th of June, 2011
12 Ann Siang Road



Singapore 069692+6562211694
www.screeningroom.com.sg

Lasalle show 2010
1 McNally Street
Singapore 187940+65 6496 5000
The Scroll_//Illustration work

EUPHORIA Group Fine Art Exhibition
At The Screening Room_The Studio 28th and 29th of May, 2010
12 Ann Siang RoadSingapore 069692+65 6221 1694
www.screeningroom.com.sg



Artist Statement

As a single child with divorced parents, I was brought up by my aunt and spent my free time in front of the television watching cartoons, and the early MTV but my Aunt would always give me blank drawing papers, colour pencils and crayons. It was then, my dear aunt, planted the seed of creativity that slowly began to hatch from inside of me. That was the very beginning of my lifelong passion of creative expression, and I knew the future holds many interesting things. Indeed, my life was that of a roller coaster ride. Over the years of being a teenager and having done much traveling, I gained numerous experiences as well by living amidst the various societies and environment. Those moments in my life have been great learning experiences, to be able to go through both pleasant and unpleasant situations. I have always been observant as I ride along these experiences, the issues and satisfactions that I face partly influence my artworks. However, I intend to rebel against the unpleasantness of life.

Travelling is the key to enriching knowledge which I will never stop doing and the experiences of living in other cultures, somehow or another make its way into my artworks and the way I perceive things.

In conclusion, one's interests and passion that influences one's artwork will always be ever-changing as we potter along the years ahead.

www.incoma.weebly.com