

VIKA KOVA - transdisciplinary artist, thinker and designer / founder of Vika Kova Art & Design.
Born in Vladivostok, 1970, Russia
Lives and works in Amsterdam, The Netherlands from 1996

EDUCATION

1988 - 1993 Tchaikovsky Moscow State Conservatory - Moscow, Russia, Master of Arts,
Contemporary Music and Pedagogy department
1977 - 1988 Music and Arts School & Academy - Krasnodar, Russia

EXPERIENCE

2017 - present Vika Kova Art & Design Studio
2016 - present Video project and research "CrossOvers"
2015 - 2017 Multimedia project and research "sHe"
2014 - present Transdisciplinary project / research "LAND of GOOD"
2013 - 2014 Multimedia project "THEMIX"
1990 - 2014 Singer, DJ, performing Artist

PROJECTS include among others (commissioned):

The Embassy of the Free Mind Museum, Amsterdam, The Netherlands
University of Amsterdam (UvA), The Netherlands
Art Fund Nyenrode, The Netherlands
Art in Motion, Beirut, Lebanon
Winter Olympic Games, Sochi, Russia
Holland Casino, The Netherlands
Duca del Cosma, Italy
Phillip Morris, The Middle East, Russia, Ukraine, Kazakhstan
Heineken | Russian Standard, The Netherlands
Tomorrowland | Mysteryland | Sensation, Belgium & The Netherlands

SOLO EXHIBITIONS

2018 12 / 12 Gallery, The Hague, The Netherlands
2017 Art Space gallery, Amsterdam, The Netherlands
2016 Vroom & Varossieau gallery, Amsterdam, The Netherlands
2016 Space invading performance Stedelijk Museum, Amsterdam, The Netherlands
2014 The YPO, Los Angeles, USA
2014 Ontdek de Kunst van Zuid, Amsterdam Arts Village, Amsterdam, The Netherlands

GROUP EXHIBITIONS & FAIRS

2018 @ Cobra Art Gallery, Amsterdam, the Netherlands
2017 Asia Contemporary Art Buyer, Hongkong, China
2017 Art Fund Nyenrode, The Netherlands
2016 Art In Motion exhibition, René Mouawad Garden, Beirut, Lebanon
2016 Beirut Art Fair: video installation, Beirut, Lebanon
2015 UnderGround|Water exhibition @ MertonD.Simpson Gallery, New York, USA
2015 Art Nocturne Art Fair, Knokke, Belgium
2015 Beirut Art Fair: Art on 56th Gallery, Beirut, Lebanon
2015 @ Dock Gallery, Rotterdam, The Netherlands

COLLECTIONS, among others:

ALBA Museum, Beirut Lebanon
Art Fund Nyenrode, The Netherlands
Art Otel collection, Amsterdam, The Netherlands
Private & corporate collections in The Netherlands, Russia
Private collections, Los Angeles, USA, Lebanon, UAE.



ABOUT THE ARTIST

Gender-asymmetry and striving for balance is the impetus behind Kova's state of artistic mind, her works and projects. Kova's background and experiences have led her to the ultimate exploration of these topics.

Born in Vladivostok (USSR), Vika Kova grew up in Germany. Back to Russia, after graduating from Moscow Conservatory, she moved to Holland becoming a successful singer, DJ, performer and later, a multimedia / video artist. This experience triggered her interest in gender issues within social, and cultural frameworks; and directly influenced her identity as an artist.



Challenging the establishment in a non-aggressive way, pushing the boundaries between reality and technology, Kova emerged in 2014 with her project *LAND of GOOD*, where she raises evocative questions as to what a future gender-symmetrical society would look like. Since then, everything she has been doing is heading towards one same direction: the creation of *LAND of GOOD* that would answer these questions.

Kova's project processes these questions gradually, with care and thoroughness: a fundamental research - based on collaborations with various institutions and Universities - reflects in Kova's artworks: they are all dedicated to one goal - the creation of a "better world" in virtual reality.

Harnessing the power of art to serve as a conceptual tool, her digital canvases, multimedia frames, video installations, space invading performances and soon-to-be virtual reality artworks employ visual and sound simulations to confront social mores in order to bring awareness to a gender-asymmetry and the possibility of sustainable gender-balanced society.

Kova's works are in private and corporate art collections in The Netherlands, Russia, USA, Lebanon, China and United Arab Emirates and in ALBA Museum (Beirut, Lebanon).



INTERCULTURAL:

Vika Kova is not only active as an artist, she is also involved in the actual communications between the regions of Europe, Russia and the Middle East. Because of her previous DJ tours she is widely familiar with all three of the worlds. Having the associates in all three regions, Kova became an important cultural ambassador through music and visual arts.

In today's world, where the situation of migration and immigration plays the key role in the global coexistence, the message of openness to other cultures becomes particularly significant and deserves support from all fronts.

In the recent past, Kova delegated and was artistically engaged in the "Peace in the Middle East" project in Holland and Egypt (2008-2010).

