

Alouette Ferreira

Curriculum vita

Born in Pretoria, South Africa on 16 December 1986.

Had BVA graduate exhibition in 2013.

Studies done through the University of South Africa

Co-founder of working studio/gallery [Imaginarium: the Studio](#) along with Alvira Ferreira

November 2012

Intimacy and Slippage, UNISA Visual Art Third Year Exhibition 2012, Art.B Gallery, Cape Town, South Africa

November 2013

Present suspension, UNISA Visual Art Graduate Exhibition 2013, The Lovell Gallery, Cape Town, South Africa

December 2014

Co-founded [Imaginarium: the Studio](#), St. Francis Bay, South Africa

May 2015

[\(Life\)Like](#) joint exhibition at State of the Art Gallery, Cape Town, South Africa

August-September 2015

Art residency at **Glo'Art**, Belgium

Alouette Ferreira Portfolio

As an artist, I try to paint that which cannot be expressed through words. My paintings are my personal and subjective view of the immediate present. My painting style is both expressionistic and impressionistic. One could say that I am expressing my impression of the present generation. I describe the present generation, creating paintings that describe contemporary people and their things. I am referencing old master's paintings that also depicted the contemporary generation with their things. I address my concerns about my present generation in terms of connection with others, the slippage between reality and virtual reality and the endeavour to live a good life that is beautiful and possible of generating envy. By looking at the way in which the present generation presents their lives online and painting this presentation is a way of making it real and maybe of asking if it is real.



Name: Self portrait with identifying objects

Artist: Alouette Ferreira

Year: 2011

Medium: Oil on Board

Size: W:75.5cm H:122cm D:2cm (unframed)



Name: Self-portrait

Artist: Alouette Ferreira

Year: 2012

Medium: Oil on Board

Size: W:40cm H:80cm D:2.5cm (unframed)



Name: Alvira and I (I)

Artist: Alouette Ferreira

Year: 2012

Medium: Oil on Board

Size: W:80cm H:60cm D:42cm (unframed)



Name: Alvira and I (II)

Artist: Alouette Ferreira

Year: 2012

Medium: Oil on Board

Size: W:80cm H:60cm D:42cm (unframed)



Name: Blue self-portrait 1

Artist: Alouette Ferreira

Year: 2012

Medium: Oil on Board

Size: W:30cm H:30cm D:4.5cm (unframed)



Name: Blue self-portrait 2

Artist: Alouette Ferreira

Year: 2012

Medium: Oil on Board

Size: W:30cm H:30cm D:2.5cm (unframed)



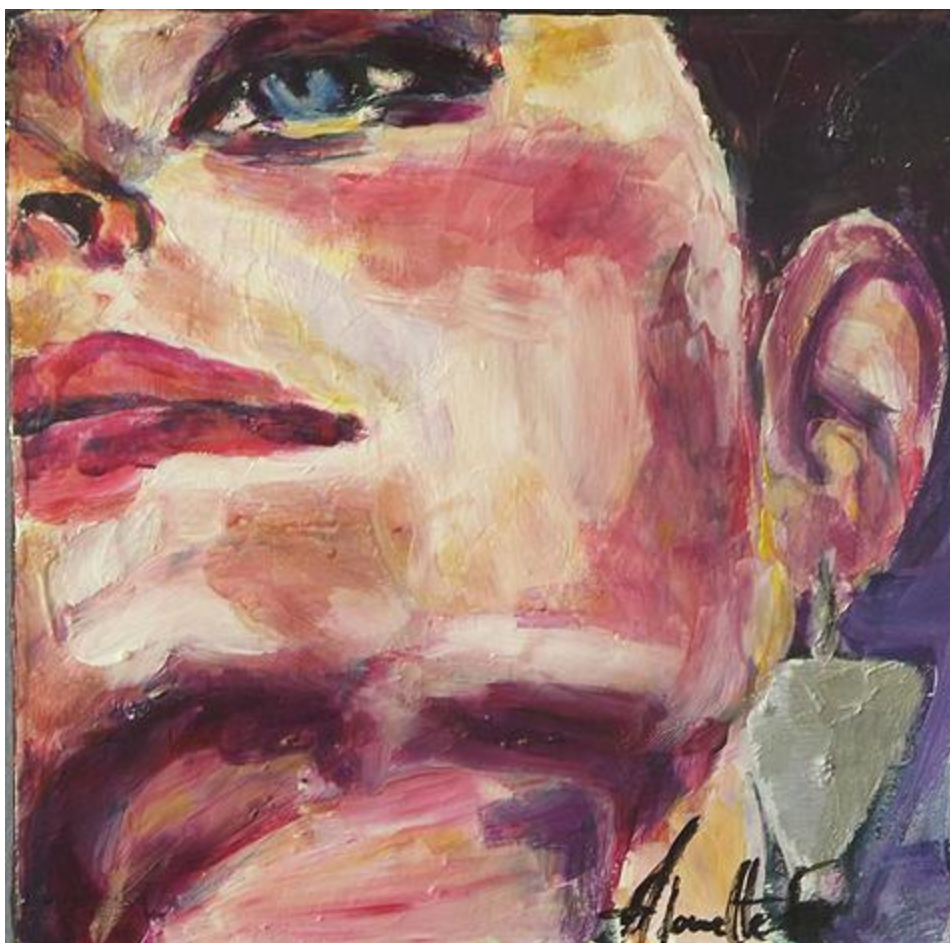
Name: Alvira and I

Artist: Alouette Ferreira

Year: 2012

Medium: Oil on Board

Size: W:60cm H:100cm D:4cm (unframed)



Name: Alvira 2

Artist: Alouette Ferreira

Year: 2012

Medium: Oil on Board

Size: W:20cm H:20cm D:4cm (unframed)



Name: Yeager

Artist: Alouette Ferreira

Year: 2012

Medium: Oil on Board

Size: W:60cm H:80cm D:42cm (unframed)

Present suspension

The immediate present is a place also referred to as “the floating world” by the Japanese (Gayford 2010). In this day and age, present reality is magnified through the internet, giving us up to date data from all around the world (Gayford 2010). This immediate media chronicles the developing identity of the global world. Numerous global identities have emerged, shared by likeminded people who come from diverse locations around the world. Just as Alex Katz has stated that he wants to paint the immediate present of his own reality, so too, I want to deal with my immediate reality, a global identity born of street style photographs and perpetuated every day through the internet on Pinterest (Rubinstein 2003: 2). Like Katz, I am not searching for deeper meaning, but am focusing on the surface details such as hairstyles, makeup, clothing, and accessories that are the tools that speak of who we are in the ephemeral and immediate present (Gayford 2010). I interpret the immediate present, as mediated through street style on Pinterest, in my search for identity.

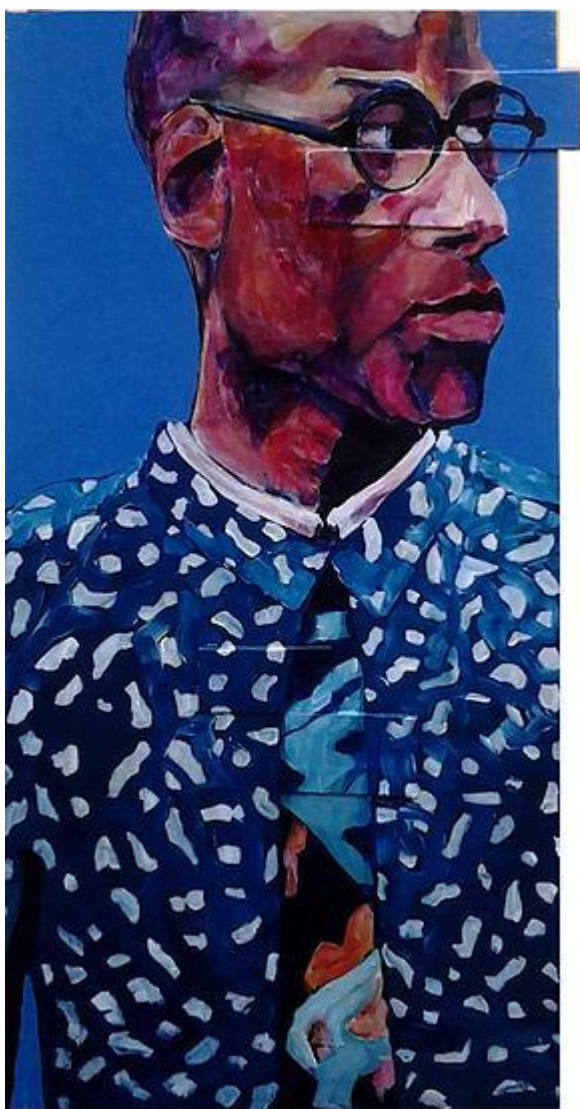


Artist: Alouette Ferreira

Year: 2013

Medium: Oil and enamel on Board

Size: W:40cm H:160cm D:4cm (unframed)



Artist: Alouette Ferreira

Year: 2013

Medium: Oil on Board

Size: W:60cm H:80cm D:4cm (unframed)



Name: #Red #Guy #StreetStyle

Artist: Alouette Ferreira

Year: 2014

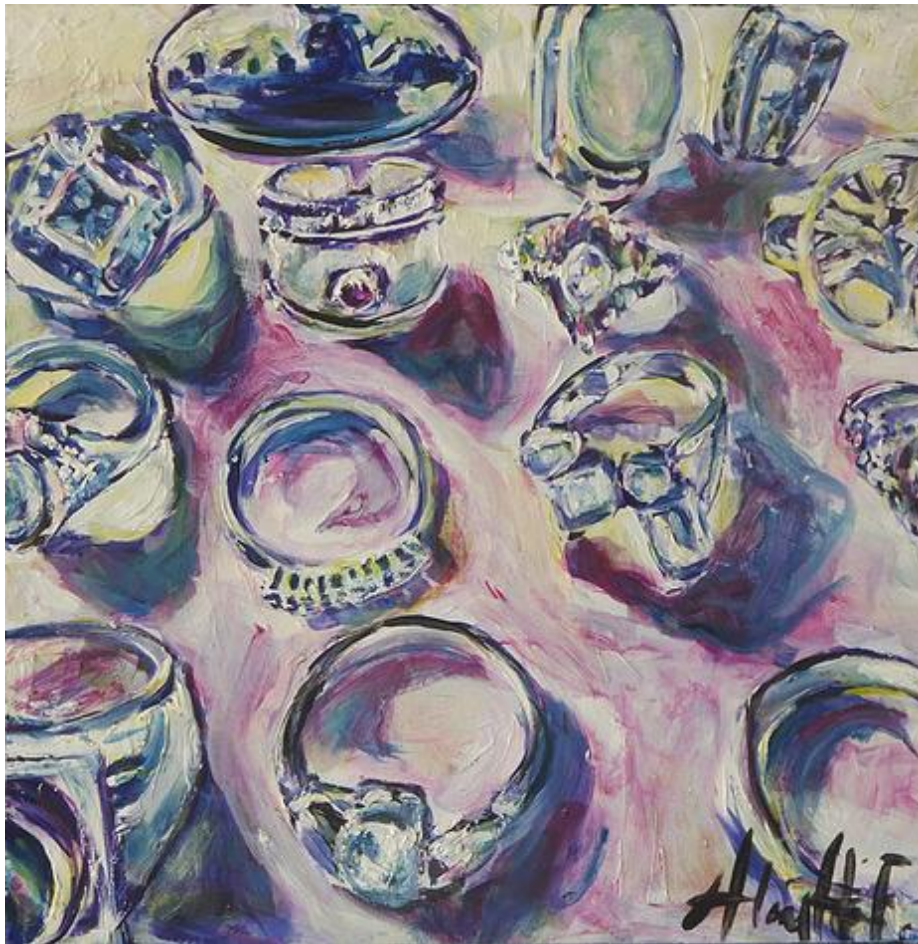
Medium: Oil on canvass

Size: W:20cm H:25cm D:3.5cm (unframed)

(Life)Like

Art by Alvira and Alouette

This body of work explores the oscillating relationship between the real (physical) world and virtual reality, focusing specifically on the social media platform of Instagram. The aim with this body of work was to paint contemporary images that have not been captured in the medium of paint before. To this end, I have focused my attention on internet meme versions of age old genres. The portrait or self-portrait has been replaced by selfies and groupies. I look at new ways people move and hold themselves, unlikely to be found in portraits by the old masters.



Name: #ringselfie

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on canvass

Size: W:30cm H:30cm D:4.5cm (unframed)



Name: #orchids

Artist: Alouette Ferreira

Year: 2014

Medium: Oil on Board

Size: W:40cm H:60cm D:4.5cm (unframed)



Name: Regram painting #Steelingtheshow

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on canvass

Size: W:40cm H:40cm D:4.5cm (unframed)



Name: Regram painting #yawn #itstooearly

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on canvass

Size: W:40cm H:40cm D:4.5cm (unframed)



Name: Regram painting #tbt #Paris

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on canvass

Size: W:40cm H:40cm D:4.5cm (unframed)



Name: Regram painting #pandaphoneselfie

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on canvass

Size: W:40cm H:40cm D:4.5cm (unframed)



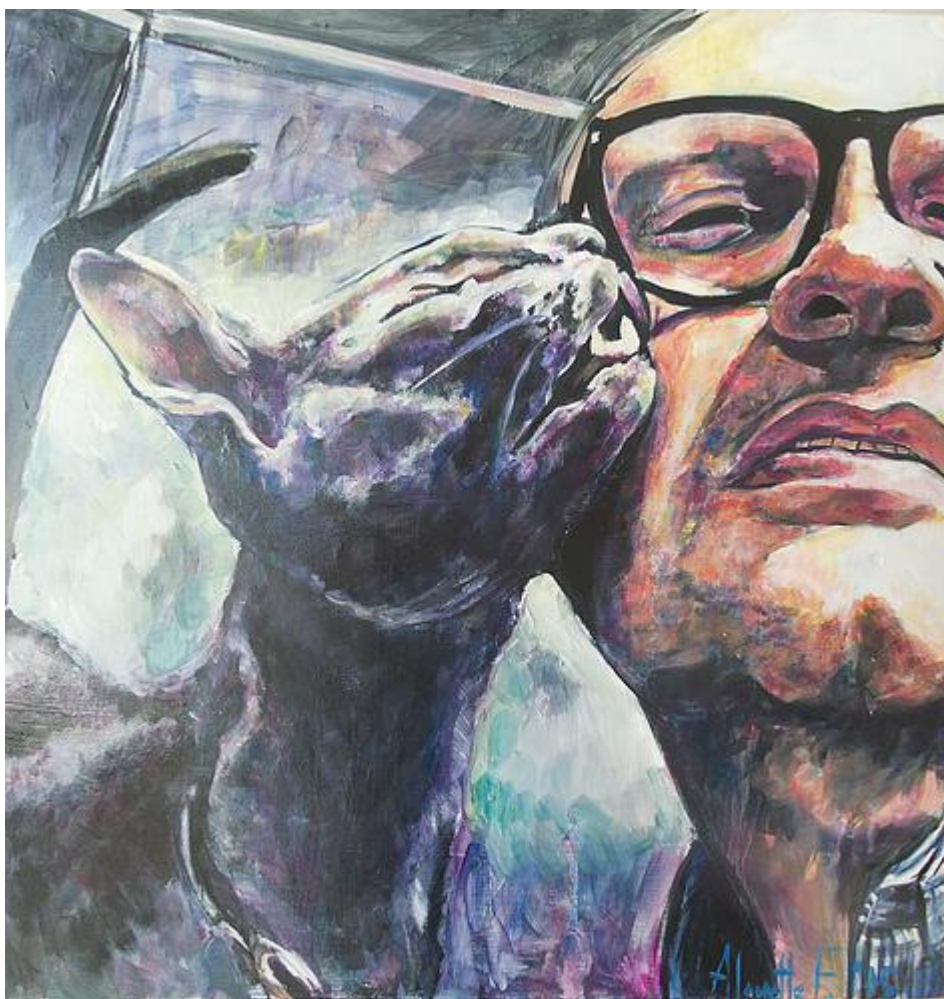
Name: Regram painting #Iforgotmysunglasses

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on canvass

Size: W:40cm H:40cm D:4.5cm (unframed)



Name: Regram painting #Dries

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on canvass

Size: W:60cm H:60cm D:4.5cm (unframed)



Name: Regram painting of @luisaviaroma

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on canvass

Size: W:60cm H:60cm D:4.5cm (unframed)



Name: Regram painting #selfie #KarlaDeras @karla_deras

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on canvass

Size: W:40cm H:40cm D:4.5cm (unframed)



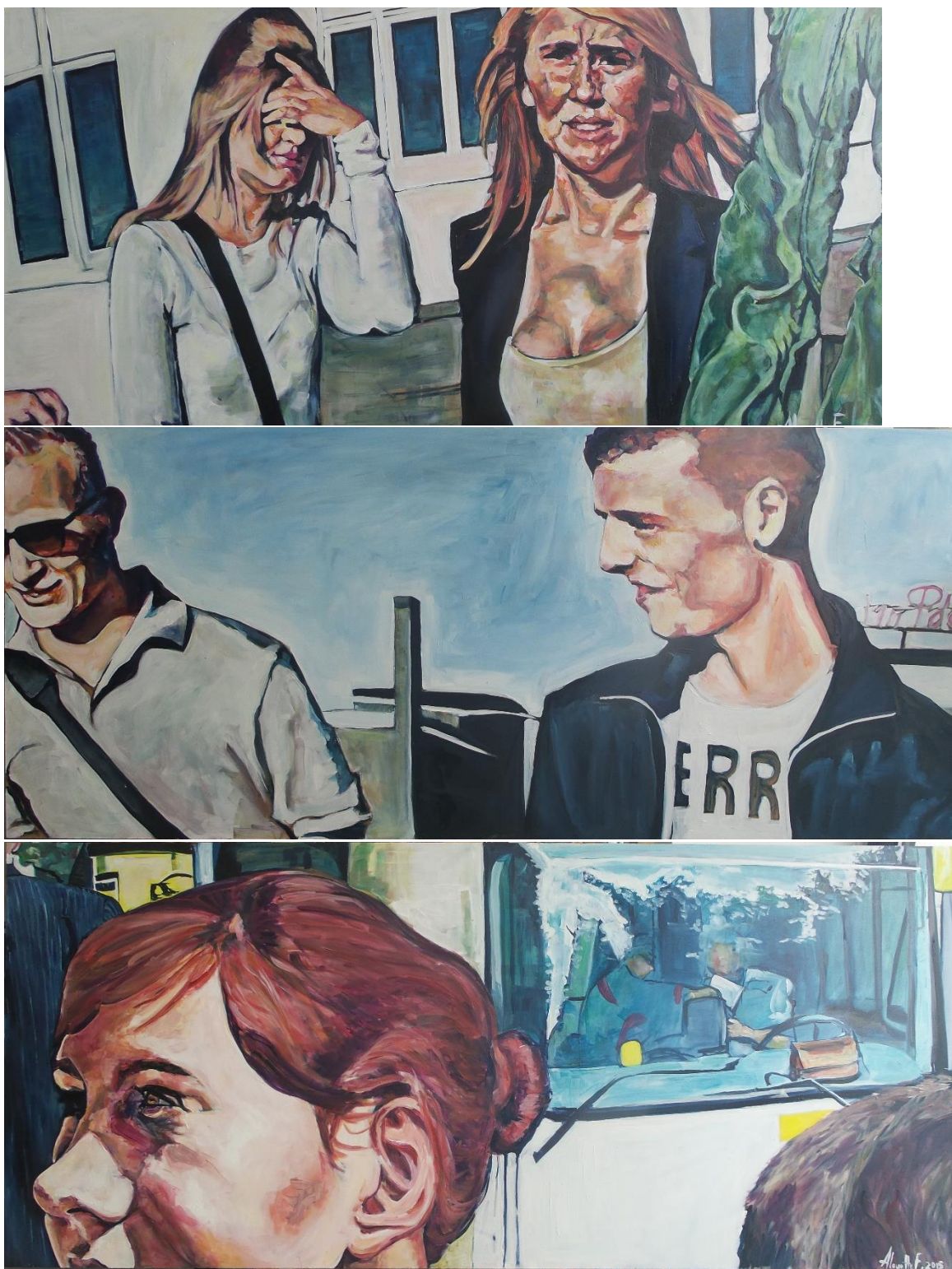
Name: #preoccupied #OlaRudnicka @ola_quetal #Erdem @erdemlondon

Artist: Alouette Ferreira

Year: 2015

Medium: Oil on Board

Size: W: 40cm H:60cm D:4.5cm



Name: Moments in passing, Maastricht

Artist: Alouette Ferreira for Glo'art

Year: 2015

Medium: Oil on Board

Three parts of one work made at my art residency at Glo'art in Lanaken Belgium.