

2014/15 Worldstudio AIGA Scholarships Coyne Family Foundation Award



DEVON RODRIGUEZ

Illustration
Freshman
FIT



My name is Devon Rodriguez, a Latino teenager molded by my background and natural passion. I was raised in the South Bronx, and while it's pretty tough out here, it inspires me and my work. Being born into poverty in the South Bronx has dramatically changed my attitude about life. For many years, the South Bronx has been plagued by high crime and drug use, but experiences and observations motivate me to lead a better life. Escaping this life of poverty is an extremely difficult task for anyone. Sometimes, I do feel very unfortunate. But ultimately, what I've come to realize is that the struggle to overcome brings me satisfaction. I'm inspired by just leaving my home to go out to the real world. I love to document what I see. With my works of art I want to express a deep love for the modern human and contemporary inner city life. I believe that there's a story behind everything. For example, city scenes can express a lot about humanity. In a cityscape, everything is man made—cars, architecture, sidewalks and roads. Unlike a landscape, where the inspiration comes from the beauty of nature, a cityscape is less romantic; it's a product of the people interacting, and that idea thrills me.



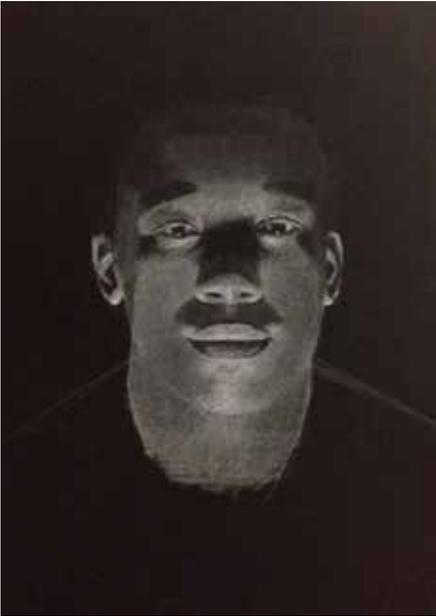
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DEVON RODRIGUEZ

Illustration



Happiness to me is living life doing what I most enjoy, and that's illustration. That's definitely my niche. I enjoy creating something beautiful and it also satisfies one of humankind's basic instincts: to share stories. My upbringing has inspired my artwork and visual storytelling skills. My style is realism, which ties with my love of being able to tell my stories in a visually and conceptually realistic manner. I believe that truth is beauty, whether good or bad. Expressing the impoverished life of the people I see around my neighborhood really makes for an interesting narrative on humanity itself.

As an artist I want to create emotional work about the human condition. Like music, art can change people's lives. Art inspires people, and it can also record history by telling the people of the future about life in the present. I think it also encourages people to be open-minded. Also, it shows us life in a different perspective. Shakespeare once said that the purpose of drama is to hold up a mirror to our nature so that we understand better what we "look like" – what we are. I want to bring to the community another artist who can provoke feelings, inspire others and be recognized by my future greatness.

