Linda Lagzdina '91 / LV

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I have always been interested in conceptual human portraits. Based on observations and my personal experience I came to conclusion that cosmetics (or makeup) is a form that represents a person too. I don't paint the face or body of a person, I paint the makeup this person chose to wear. An individual can hide, highlight or create what he wants to see and how he wants to appear to others.. It truly is something very personal and intimate, this "unnatural" look can appear alien, beautiful but also ugly and sad. For others it's always a mask of some sorts, although a very sincere one that mirrors a part of individuals inner world.

I am sure that western societies obsession with makeup (it's at least 445 billion \$ industry after all) carries deeper meaning and conditioning throughout history, it provides instant gratification and control over something. It can play a vital role in interaction with the outer world, like in my own case - I never leave the house without a full face of makeup, so most people have never seen my bare face. I've always seen this "hobby" as something harmless, but I definately feel that it can have a dark side too. It's a psychological expression that can play a role in confidence, gender expression, ability to fit in or manifest fantasy in real life.

I've always noticed the way people, mostly girls and women wear makeup, it does seem sentimental or even banal to me, often times it's awkwardly put on, or the chosen styles indicate ambition to be trendy or to obtain similar "beautiful" features. I myself cringe over my past "makeup looks" that to me at the time seemed beautiful. It's like drawing something for hours at a close range only to step away from the image and suddenly see the whole picture with all the mistakes an disproportioned parts.

Foundation, mascara, eyeshadow, blush, bronzer, contour, highlight, lipstick, concealer etc.... all of these tools and techniques create individual's look, the kind of look that is controlled and chosen by the person. The visual qualities of todays makeup trends – glitter eyeshadows, metallic shimmers, satin finish blushes, matte lipsticks and much more have unique look and texture and the varied transparency levels of the products create interesting visual effects depending on the lighting. Tools used to apply decorative cosmetics leave different marks with their own set of aesthetical qualities, so putting on makeup never seemed much different from painting on canvas to me. In the end of the day washing this layer of colors away leaves the feeling that the face has been dirty and stained, the portraits resemble that exact "feeling" the makeup wearer has.

Education:

2016- currently Latvian Academy of Art, Visual Arts; Graphic Art (Printmaking) 2012 - 2016 Bachelor of Arts. Latvian Academy of Art, Audio-Visual Media Art; Stage Design 2007 - 2011 Riga Design and Art school; Fashion Department

Group Exhibitions:

13.02.2018 - 10.03.2018 Printmaking exhibition "99.ZIEMA". LMS Galerija

08.12.2017 - 26.01.2018 Leporello book exhibition "Stereotips". Ojārs Vācietis Museum

05.12.2017 - 22.01.2018 "Grafiķu kalendārs 2018" callendar illustration exhibition. Neputns Gallery

15.11.2017 - 17.01.2018 Printmaking exhibition "99.ZIEMA". Jurmala

15.11.2017 - 02.12.2017 Art Future/Future Revolution exhibition

05.09.2017 - 01.10.2017 Printmaking exhibition "Shadows"

12.04.2017 - 10.06.2017 Children's picture book exhibition "Grūti audzināmas grāmatas 2017"

1.12.2016 - 14.01.2017 "Grafiķu kalendārs 2017" callendar illustration exhibition. Neputns Gallery

16.11.2016 - 15.01.2017 "RUDENS 2016. KAS IR MĀKSLINIEKS?" Fine art exhibition. The Artists'Union of Latvia Gallery

06.10.2016 - 29.10.2016 Brederlo - von Sengbusch - Kunstpreis 2016 12.11.2015 - 03.12.2015 SEB Stipendija glezniecībā

14.06.2015 - 28.06.2015 Mākslas akadēmijas dienas

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