

Ya Laiford



ARTIST

YA LA'FORD

YA LEVY-LA'FORD (b. 1979, Bronx, NY) is a highly collectible, internationally recognized artist whose bold, geometric works explore themes of journey, transportation, transformation, and transcendence. Ya La'ford, the featured 2021 Superbowl artist, was chosen to create artwork for all the NFL Owners. Her artwork is collected by the Tampa Bay Rays, Toronto Blue Jays, Tampa Bay Rowdies, and can be found in the permanent collections of the Bill & Melinda Gates Foundation, the Vinik Family Foundation, and Nike.

La'ford re-evaluates and reimagines space and connection with paintings, video, and site-specific installation. Her work questions how we can find liberty and stability at a moment when the metrics of time and space often contradict one another and complicate our collective experience. With a focus on the language of geometric design, symbols, and keywords to recreate the connections of a space and the divine intervention paths that preserve our destinies, she is an artist, educator, and transporter.

As a first-generation American, she moves between her Jamaican heritage and vulnerable communities to try to find a universal language. Ya La'ford's mission is centered on creating art and experiences, which exist to immeasurably transform and revolutionize the social, cultural, and historic contexts of creative expression within the human journey. She has notably exhibited at the Tampa Museum of Fine Arts, the Orlando Museum of Fine Art, the Asia Contemporary Art Show, Venice Biennale Activation Projects, Yeelen Gallery, and at the John and Mable Ringling Museum of Art. For more information on the artist, please visit WWW.YALAFORD.COM





DEVELOPMENT ACTIVATIONS

YaLaFord



“ART HAS A LANGUAGE THAT TRANSCENDS WORDS AND IS A VITAL LINK TO THE HUMANITY WITHIN US ALL,” YA LA’FORD



ARCHITECTURAL ELEVATIONS

YaLaford

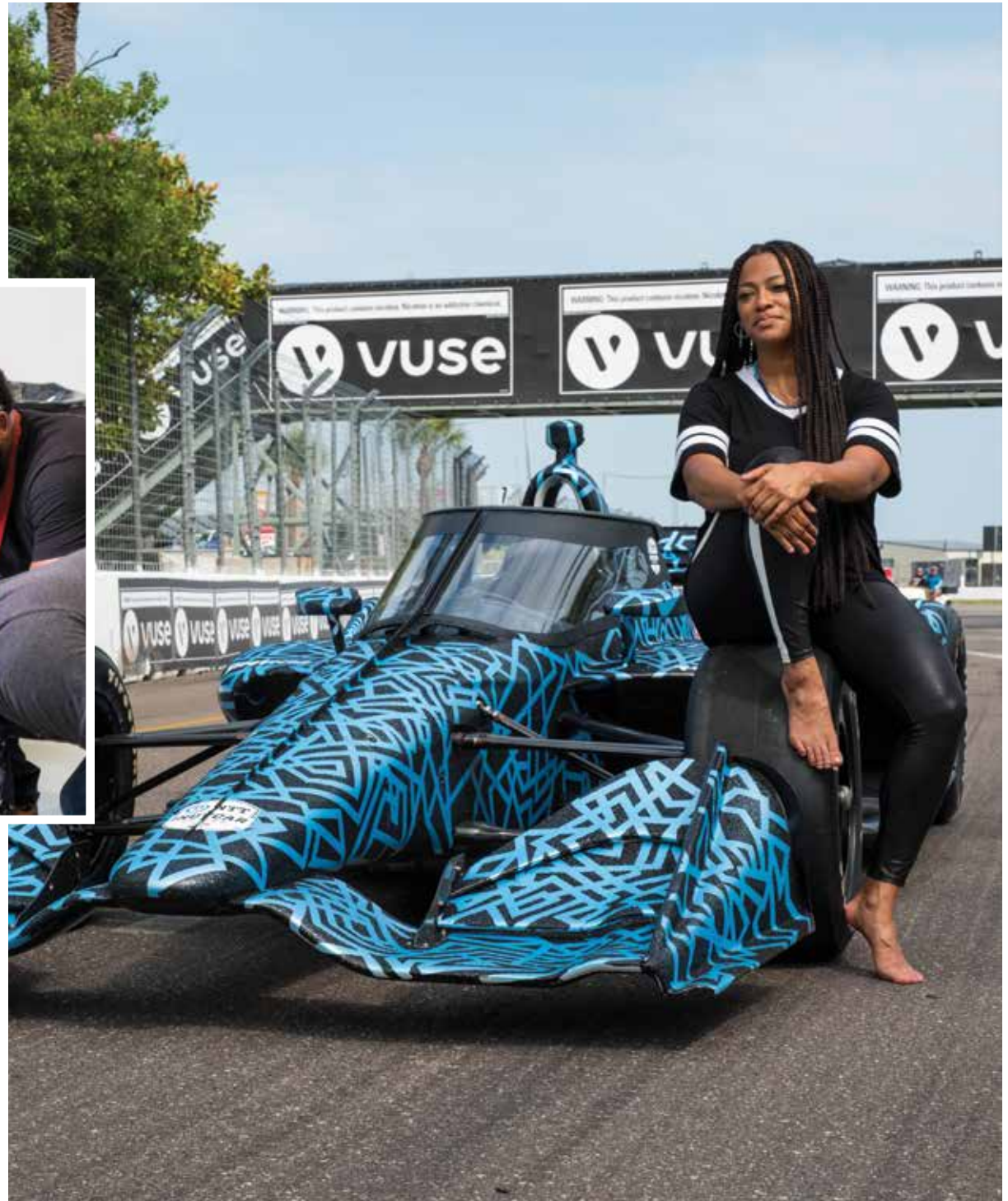




GRAND PRIX

YaLaFord

THE ARROW MCLAREN SP INDYCAR WAS RE-IMAGINED BY LA'FORD WITH GRAPHIC AND BOLD PATTERNS, REPLICATING THE POWERFUL HIGH VIBRATIONS THAT COME TOGETHER DURING EACH RACE. THE SOUND, THE FEEL, THE PASSION ARE INFUSED INTO THE GEOMETRIC LINES ON THE CAR.





SET DESIGN

YaLaFord



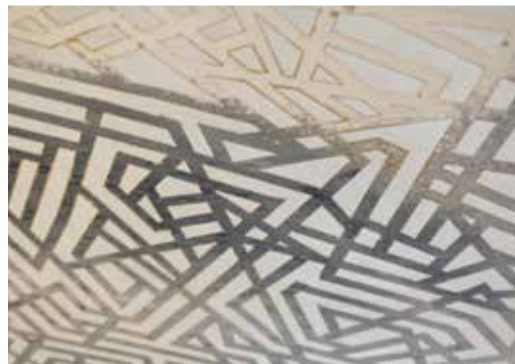
BORN FROM PULSES OF LINES TO CREATE A VIBRATIONAL IMPACT





OXFORD EXCHANGE

Ya LaFord



SITE-SPECIFIC
CREATIONS
EXPLORE THEMES
OF CONNECTION,
TRANSFORMATION,
AND TRANSCENDENCE.



COMMERCIAL INSTALLATIONS

YaLaFord



EACH WORK IS BUILT WITH A UNIQUE VOCABULARY OF INTERSECTING LINES AND GESTURAL REPETITION TO CREATE A DISTINCTIVE VISUAL IMPACT.





MUSEUMS

YaLaFord



TIME, SPACE, AND PLACE CREATE UNIVERSAL COORDINATES AND INTERSECTIONS THAT ARE BRIDGED WHEN PERCEPTION CHANGES.





COMMUNITY

YaLaFord

YaLaFord

“

The ability to shine in this space, that's where we can find a breakthrough and our contribution to humanity at this moment.

”

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888-638-YAYA

