



VAL Masferrer Oliveira

I am a Brazilian born photographer based in London. My work ranges from reality to imagination, which is how I see the world. I always question whether what we perceive is truly the reality or something revealed according to our life experience or our senses. I have been working on different projects since 2003 and each one of them reflects a certain period of my life. “Moods around the World” has been a long term project. It is much more related to 'reality' itself. The main idea underpinning this multicultural body of work is the beautiful diversity of the cultures around the world. “Through the Present” is a project that explores reflections of the past through images of the present. I love to capture the contrasts and to highlight details both in the foreground and the background. “It Exists Because I See It” is a body of work presenting landscapes detached from reality. Through this work I free myself from any rules. I shoot what I am 'seeing' in that moment. It is much more related to my inner side than to 'reality' itself. It is a process that allows me to keep discovering life from different perspectives, searching for a personal approach. “Sculptures From Nature” was developed exclusively for the Variations exhibition in Bologna (2013). In this project I concentrate the composition on certain elements instead of the real context. '...they sound so strong and ferocious when calling me.... wild yet human...flowers in the sea.' “Flow” was a project developed exclusively for The Power of Perception II exhibition in New York (2014). This body of work is pretty much abstract, exploring and challenge the senses...giving very little information about what, where and when those pictures were taken. It plays with brightness, darkness and movement...'a fixed view of something that is always in movement'.

To check the full version of these series or other projects that I have been developing, please check: www.valmasferreroliveira.com