

BIOGRAPHY

VIKA KOVA - multimedia and video artist Born in 1970 in Vladivostok, Russia

Harnessing the power of art to serve as a conceptual tool, her digital canvases, multimedia frames, video installations, space invading's, performances and soon-to-be virtual reality artworks employ visual and sound simulations to confront social mores in order to bring awareness to the possibility of a sustainable well-balanced society.

Born in Vladivostok (USSR), Vika Kova grew up in Germany. Back to Russia, after graduating from Moscow Conservatory, she moved to Holland becoming a successful singer, DJ, performer and later, a multimedia / video artist. As an international DJ, Kova stood out in a profession dominated by men. This experience triggered her interest in gender issues within social, and cultural frameworks; and directly influenced her identity as an artist.

Kicking against the establishment in a non-aggressive way, pushing the boundaries between reality and technology, Kova emerged in 2014 with her project *Land of Good*, where she raises evocative questions as to what a gender-symmetrical society would look like. Since then, everything she has been doing is heading towards one same direction: the creation of a virtual world that would answer these questions.

Kova's project processes these questions gradually, with care and thoroughness: a fundamental research - based on collaborations with various institutions and Universities - reflects in Kova's artworks: they are all dedicated to one goal - the creation of the virtual reality.

Vika Kova is not only active as an artist; she is also involved in the actual communications between the regions of Europe, Russia and the Middle East. Because of her previous DJ tours she is widely familiar with all three of the worlds, being an important cultural ambassador through the music and visual arts.

In today's world, where the situation of migration and immigration plays the key role in the global coexistence, the message of openness to other cultures becomes particularly significant and deserves support from all fronts.

EDUCATION

Lives and works in Amsterdam, The Netherlands from 1996

1988 - 1993 Tchaikovsky Moscow State Conservatory - Moscow, Russia, Master of Arts, Contemporary Music and Pedagogy department

1977 - 1988 Music and Arts School & Academy - Krasnodar, Russia

EXPERIENCE

2012-present Multimedia & video project "Land of Good" 2013-2014

Multimedia project "THEMIX" 1993 - 2014 Singer, DJ, performing artist

Projects include among others (commissioned): Sensation White festival - Amsterdam, The Netherlands Winter Olympic Games, Unilever - Sochi, Russia Inncity festival, ID&T - Amsterdam, The Netherlands Marlboro Mxtronica festival - The Middle East tour, Russia tour, Ukraine tour Playground festival - Jakarta, Indonesia Russian Standard, Maxxium - Amsterdam, The Netherlands Tomorrowland festival - Antwerp, Belgium Mysteryland festival, ID&T - The Netherlands Heineken events - Amsterdam, The Netherlands

Philip Morris Tour - Moscow, Sochi, Russia; Almaty, Kazakhstan

SOLO EXHIBITIONS

2014 YPO privet viewing - Los Angeles, USA
2014 Hilton Hotel - Amsterdam, The Netherlands
2014 Ontdek de Kunst van Zuid, Amsterdam Arts Village - Amsterdam, The Netherlands
2016 Vroom & Varrosieau *Land of Good*, Amsterdam presentation

GROUP EXHIBITIONS and FAIRS

2015 UnderGroundWater exhibition @ MertonD.Simpson Gallery, New York, USA
2015 Beirut Art Fair, Beirut, Lebanon.
2015 Art Nocturne, Knokke, Belgium
2015 @ Dock Gallery, Rotterdam, NL
2016 Beirut Art Fair, Beirut, Lebanon
2016 Resistance & Persistence exhibition, René Mouawad Garden, Beirut, Lebanon

COLLECTIONS

Privet collection: Land of Good: sHe #2 - Amsterdam, The Netherlands
Privet collection: Land of Good: sHe #2 - Moscow, Russia
Privet collection: Land of Good: sHe #1 - Los Angeles, USA
Privet collection: Land of Good: sHe #4 - Beirut, Lebanon
Corporate collection: Land of Good: sHe #8 - Krasnodar, Russia
Corporate collection: Land of Good: sHe #4 - Dubai, UAE
Art'Otel: video installation Land of Good: sHe #8 - Amsterdam, The Netherlands.