

Client: Brian Reyes & Zorya Fine Art

Publication: *Style.com*

Date: November 18, 2010

Visitors per Month: 247,508



SOCIAL INTELLIGENCE

Found In Translation

November 18, 2009 1:24 pm



Fashion and art may spawn some serious enfants terribles, but Zorya Fine Art founder Zorianna L. Altomaro had a different creative type in mind. "We were looking for somebody both internationally sophisticated and genuine," the art entrepreneur explained on tapping designer Brian Reyes for a cross-cultural fashion-meets-art mash-up. The Colombian designer worked with Altomaro to curate an exhibition of works by the Ukrainian artist Oksana Mas. "I thought about curating in colors because that's how I think about my collections," Reyes said at the exhibit's celebratory cocktail fête at the Ukrainian Museum last night.

In return, Mas got to try her hand at fashion. A major player in Russia's booming art scene, the Ukrainian artist has been working

with Reyes through a translator on prints for his Fall 2010 collection that will include a pattern inspired by her shadow paintings. With Spanish, English, and Ukrainian floating around the design studio, was it a case of lost in translation? "We actually understood each other pretty well," Reyes said. "Plus, I signal with my hands a lot. You'd be surprised on how much you can convey just using your body."