

Verovcha (Lima born, 1994) has a BFA in Drawing and Sustainability from Pratt Institute, Brooklyn, NY (2017). In 2019 she participated in the group shows: Abrir el Horizonte in ICPNA San Miguel and in Sorry not Sorry in the CCPUCP, both in Lima, Perú. In 2020 she founded kutichi: a homewear design studio based in ancestral weaving and natural dying practices of the Andes. In that same year, the artist had an exhibit with Paseo Lab: Espacio Respira. In 2021 - 2022 Verovcha was part of a collaborative textile project: Ser Pallay in Cusco, which was later exhibited in Lima and published with ICPNA. In June of 2023 she exhibits: Intersiendo, a solo show at Galería del Paseo in Lima. That same year she was part of the first contemporary art circuit together with resident artists of the Sacred Valley, Cusco, organized by Kai Residence. Verovcha has been in national and international art fairs and won the best female artist prize at SWAB art fair in 2022. Her work is part of national and international collections such as the Carlos Marsano Collection in Lima, Peru and The Jorge and Darlene Perez Collection in Miami, Florida. The artist currently lives and works in Urubamba, Peru where she continues to open dialogues between traditional weavers, tending the land and expanding her practice and vocabularies as an artist.

Verovcha has developed a distinct formal language that encompasses the construction of works with totemic reminiscences. Modular in structure and generally elongated, her works are made from materials such as canvas, linen, and handmade paper, on which the artist superimposes layers upon layers of pastels, acrylics, and natural fibers to give them an organic appearance.

Verovcha's work is influenced by Eastern philosophy, the Andean cosmovision, and the counterculture of the 1960s, impregnated in psychedelia. Her practice is rooted in the idea that humans exist intertwined with everything that exists in the universe; The representation of an organism in a state of interconnection with its environment has become a recurrent exploration in her work. In her hands, organic forms are synthesized and become diagrams of possible metabolisms. In this process, which can be described as a transition towards abstraction, the combination of bright and deep colors allows her to generate vibrations and intense contrasts, evoking spiritual traditions and higher states of consciousness.

The impulse to call upon the abundance of the earth with the use of bright colors, as well as through embellishment with yarns in alpaca fibers, crosses Verovcha's practice and draws from the colorful andean textile tradition of her native Peru. In 2019, Verovcha left the mayhem of the capital, and moved to a small town in the Andes where she works amongst local artisans, following the andean traditions of reciprocity with the "Pachamama" (Mother Earth). Through Andean symbolisms that hark back to animist spiritual traditions in which the sacred in nature is revered, the artist invites the viewer to recognize their interconnectedness with a larger community of life.