



Sound of Art features visual artwork where mysticism lives among enigmatic messages buried inside a powerful creative force defying language and social convention. Detailed portraits of everyday people exude an electrifying rawness while beautifully woven collages show an individualistic intimate glow. These pieces are exhibited and marketed by founder of Sound of Art Leo Vasquez, an entrepreneur who believes that everything needs an injection of creativity. Working in the fashion and music industry Vasquez was surrounded by hungry professional predators profiting from his creative ideas. He realized that the industry had no substance and wondered, "What do I love so much that I can do for free?" The answer was art.

"Art and music I understand as the only universal languages," he says. In November of 2002 Vasquez decided to launch an art driven business, marketing talented artists and their work. He opened up his first art event for an AIDS organization named Life Beat. The exhibit introduced over 70 artists with over 140 pieces and collected up to \$30,000. "These are artists that come to me and say they have never even sold an artwork before and it's great to have them get recognition for their work," Vasquez states. Since Sound of Art began Vasquez has featured over 100 artists in genres varying from traditional to urban art.

In our modern day art world elitism dominates what is considered art, while social status controls who consumes it. Vasquez has decided to change all that by steering away from the traditional art galleries and exhibitions attracting pompous folks looking for their next artistic possession. He simply refers to the events as an art collection and features artwork in unconventional places like neighborhood lofts and sneaker stores. "I want to create an atmosphere where people feel comfortable and free of intimidation because I want people from all walks of life to enjoy art," he says.

As an art fanatic he realizes that art doesn't know the meaning of boundaries. "When I look at art I look at it as a consumer. I don't look for a particular style or taste ... I just look for themes that make me think and a certain level of passion in the images," he says. With artists like Toofly (combining graffiti with exotic realism) and Ron "D-PI" (painting war in its deadly truth), Sound of Art is thematically passionate and vivid.

Over the last three years Sound of Art has grown into a successful company rich in artists and events.

Vasquez hopes that his project will inspire artists to mold their craft and feel confidence in showing their work to the public. "I want Sound of Art to be the main source for artists of all kinds to show their work." His immense love for art has allowed him to create a company geared towards the simple enjoyment of art, no matter where you live or how much you make. "In my mind I am creating experiences," he says. Sooner or later these

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