

# VERA-GALLERY PRESS KIT

## ABOUT THE GALLERY

VERA-GALLERY is an art space showcasing psychoanalytical paintings, focused on exploring visual expressions from the depths of consciousness. The gallery currently features original works by artist Vera Cheng, dedicated to creating an environment that promotes thought and emotional resonance through art.



## ARTIST STATEMENT

My work explores the boundaries between consciousness and subconsciousness, expressing emotions and thoughts that are difficult to articulate through visual elements. Each painting is a record of a spiritual journey, inviting viewers into a world full of symbols and metaphors.

I believe art has the ability to connect people's shared inner experiences, regardless of cultural or background differences. Through mixed media and experimental techniques, I strive to create a visual language that is both personal and universal.

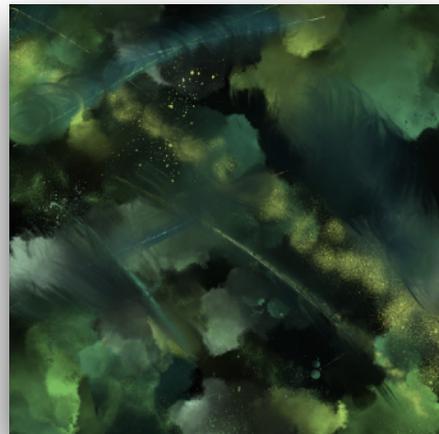
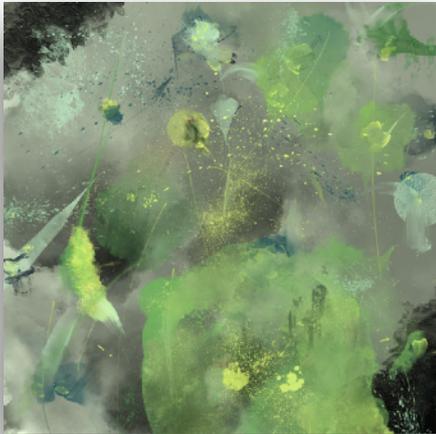
"It all began with a craving for creating, expressing, and the self-awakening of a soul with eyes closed for too long."

## **ARTISTIC APPROACH**

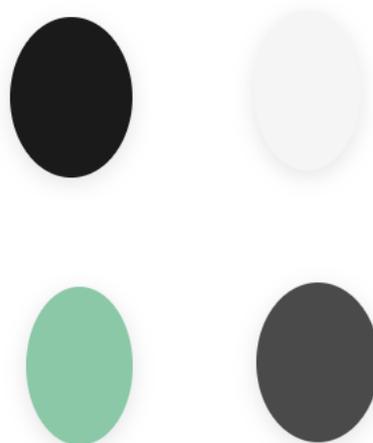
My creative process combines intuition and planning, finding balance between structure and spontaneity. I often use multi-layered techniques, creating depth and complexity through overlapping, erasing, and reapplication.

Color plays a central role in my work, not only as a visual element but also as a carrier of emotion and energy. I tend to use contrasting tones to create tension and harmony, reflecting the complexity of the inner world.

## **SELECTED WORKS**



# BRAND IDENTITY



## Colors

Primary Black: #1a1a1a

Gallery White: #f5f5f5

Accent Green: #8bc8a8

Charcoal: #4a4a4a

## Typography

Cormorant Garamond

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Primary serif font used for headings and display text. Conveys elegance and sophistication.

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Primary sans-serif font used for body text and navigation. Provides clarity and modern appeal.

Mac Alternative: Didot

## Brand Voice

**Sophisticated:** Our communication reflects the refined nature of our gallery and collection

**Authentic:** We speak with genuine passion about art and its significance

**Insightful:** We offer meaningful perspectives on art

**Accessible:** Our communication remains approachable, inviting audiences of all backgrounds

## Artist Photography



Artist with Artwork (Left)

Vera Cheng contemplating her work in a Zen space. This artistic composition captures the relationship between creator and creation.



Artist Portrait (Right)

Official portrait of Vera Cheng. Photographed by Sophia from New York University Tisch School of Film, with artistic enhancements by Vera Cheng to reflect her aesthetic sensibility.

## CONTACT

Email: [info@veracheng.com](mailto:info@veracheng.com)

Instagram: [@veracheng.art](https://www.instagram.com/veracheng.art)

Website: [www.veracheng.com](http://www.veracheng.com)

# Vera-Gallery 新闻资料包

## 关于画廊

VCAG画廊 (VERA CHENG ART GALLERY | Vera-Gallery) 是一个展示心理分析绘画作品的线上艺术空间，专注于探索意识深处的视觉表达。画廊目前展示艺术家 Vera Cheng 的原创作品，致力于通过艺术创造一个促进思考和情感共鸣的环境。



## 艺术家声明

艺术家的作品探索意识与潜意识的边界，通过视觉元素表达难以言喻的情感和思想。每一幅画都是一次心灵旅程的记录，邀请观者进入一个充满象征和隐喻的世界。艺术有能力连接人们内心深处的共存体验，无论文化或背景如何不同。通过混合媒介和实验性技术，我尝试创造出既个人又普遍的视觉语言。

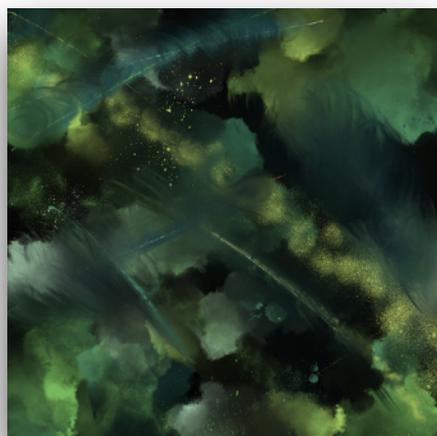
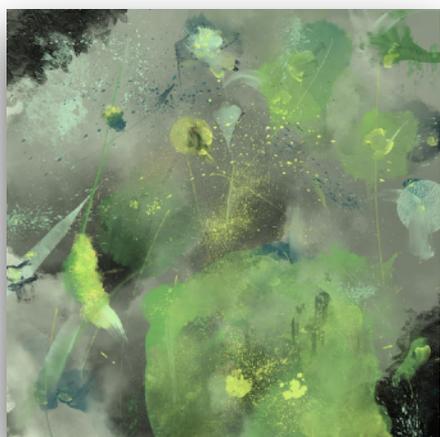
“一切始于创造的渴望，表达，以及一个沉睡太久的灵魂的自我觉醒。”

## 艺术创作方法

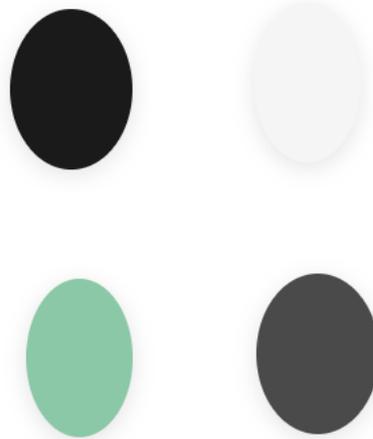
“我的创作过程融合了直觉和计划，让作品在结构和自发性之间找到平衡。我经常使用多层次的技法，通过叠加、擦除和重新应用来创造深度和复杂性。

色彩在我的作品中扮演着核心角色，不仅作为视觉元素，也作为情感和能量的载体。我倾向于使用对比鲜明的色调来创造张力和和谐，反映内心世界的复杂性。”

## 部分创作



# 品牌标识



## Colors 颜色

黑色: #1a1a1a

画廊白色: #f5f5f5

绿色: #8bc8a8

木炭色: #4a4a4a

# 字体

## Cormorant Garamond

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Primary serif font used for headings and display text. Conveys elegance and sophistication.

## Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Primary sans-serif font used for body text and navigation. Provides clarity and modern appeal.

## Cormorant Garamond

用于标题和展示文本，传达优雅和精致

Montserrat: 用于正文和导航，提供清晰度和现代感

## Brand Voice 声音

纯粹: 我们只沟通收藏品最纯粹的艺术本质

真实: 以真诚的热情谈论艺术及其意义或无意义

洞察力: 创造、挖掘、或逃离含义

友好: 我们亲切沟通, 邀请各种背景的观众参与和欣赏艺术家的作品

## Artist Photography 艺术家照片



Artist with Artwork (Left) 艺术家与作品(左图)

Vera Cheng contemplating her work in a Zen space. This artistic composition captures the relationship between creator and creation. 在禅意的空间, Vera在思考自己的创作. 这张照片捕捉了创作者与作品的存在关系.

Artist Portrait (Right) 艺术家(右图)

Official portrait of Vera Cheng. Photographed by Sophia from New York University Tisch School of Film, with artistic enhancements by Vera Cheng to reflect her aesthetic sensibility. 可用于官方宣传的艺术家图片. 摄影师由纽约大学电影学院Sophia同学完成, 艺术家添加滤镜.

## CONTACT 联系方式

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