

ARTIST
JOSEPH WATSON
www.josephwatsoncollection.com



Bio:

I grew up in Gardena CA, a small city south of Los Angeles. There were many non-traditional art forms that surrounded me. This had an impact on how I interpret my experiences and surroundings in my art. I was fortunate enough to learn the aesthetics of great street art as well as great traditional art. I aim to please both crowds with my art. In 1994, in the middle of completing my degree in commercial art at Los Angeles Trade Technical College, I applied and was accepted into the prestigious Art Center College of Design in Pasadena CA. Once I started attending, I realized that the way that I conceptualized and created was totally opposite of what was expected. I had to “unlearn” and practice in the way of the masters. By the time of graduation in 2008, I had a full knowledge of what I wanted to do with my art and how I was going to do it. My career after Art Center actually started freelancing as a concept designer for Mattel and then went on to spend five years in the video game industry as a concept and 3d artist. This was fun and rewarding, but never satisfied my hunger to get recognition in the art world. Now, I am combining traditional methods with urban themes and a “street” way of thinking to create something that causes an emotional connection with the viewer. My paintings are commonly viewed and acquired at my gallery in the Las Vegas Arts District. Recent accomplishments are being a chosen artist for St. Jude’s Affair of the Heart, being commissioned by the the City of Las Vegas for the Berkley Square banner project and having 3 paintings acquired by Las Vegas City Hall for it’s permanent collection.

Now, I run a gallery in downtown Las Vegas known as the Joseph Watson Collection. We successfully made our mark in the Vegas Art world. The Gallery is located within the Arts Factory at 107 E. Charleston Blvd. Suite 115, Las Vegas NV.

Artist Statement:

I am a recomposer of my surroundings. Daily tasks and average people seem to be a strong inspiration for my subject matter. Also, the interaction between large groups of people is something that fuels my artistic thoughts. My paintings tend to explore a full range of brown with accents of other colors. This is one of the signature elements in my work. The foreground figures and objects tend to have darker values, and the middle ground tends to get generated with medium to light tones. I prefer to work with acrylic on wood and canvas surfaces. One of my main goals that I try to achieve in my paintings is having the viewer get immersed into the piece and then finding themselves as part of the scene. Single figures are interesting, but when there are many figures overlapped into one image, the eye moves around the scene trying to unravel the story. You will find many stories within my art. No matter where you are from, or when you exist, my paintings are something that you will relate to.