



A prodigy Sheinina Raj was tabbed, unwittingly by her High School Art teacher to attend Canada's prestigious Emily Carr University of Art + Design saving Sheinina from the brink of betraying her vocation to the leading edge of Contemporary Art making worldwide.

Raj's professional career began in Toronto when the Art Director of Access Music Magazine asked her to photograph the Canadian Hip Hop scene. A legacy of Photographic artwork that graced the walls of the McMichael's Canadian Art Collection Gallery. For this exhibition the Toronto Now Magazine's feature story headlined Raj's photography as "Iconic" for Canada.

In 2004 Grey McGear Modern the Los Angeles based gallery that represented Raj's artwork called with news that her exhibition had sold out, followed by a request for her to move to LA and continue to develop her international reputation.

Since then Sheinina has reopened Chinatown Los Angeles with her photographic light paintings projected onto Cirque Du Soleil performers and the architecture that frames Chung King Road. Her vision for a virtual park in the courtyard of the A+D Architecture and Design Museum served as an environment that came to life and aired as NBC's Today in LA cover story. As the A/V Producer of the Genii Awards Raj projected her visual artwork onto the Skirball Cultural Center Auditorium creating the backdrop for Jay Leno as he honored Betty White with the coveted Life Time Achievement Award.

Raj continues her passion for arts and culture with Intercultural, an immersive vision and sound art experience that features a quadrophonic collaboration by Nelly Furtado. A conceptually rigorous detailed portfolio explores diversity through a collection of self-portraiture featuring artist Raj arrayed in the traditional finery of 24 nations. Respectfully a humanitarian call for Sheinina, each portrait is accompanied by an essay Sheinina has written as she enlightens cultural ideologies, initiates respect for diversity and unifies humanity for a peaceful coexistence worldwide.

In 2016 Sheinina launched the touring exhibition at the Elaine Fleck Gallery in Toronto prior to New York in 2017. As the destination exhibition at the Miami Design Preservation League Art Deco Museum Raj was honored with an Intercultural Day Proclamation from the City of Miami Beach. With the gracious support from Global Affairs Canada and the Embassy of Canada to the United Arab Emirates Intercultural exhibited at World Art Dubai where Sheinina received the "Most Innovative Artist" Award.

The Prime Minister of Canada the Right Honorable Justin Trudeau stated Sheinina Raj's Intercultural art exhibition as, "The Best that our creative Canadians have to offer".

The British Council awarded Sheinina Raj as a Presenter for her Intercultural Poster shown at their 2018 Going Global Conference Gallery in Kuala Lumpur, Malaysia. Having met with Ingrid Leary of the British Council NZ Raj was commissioned as a Fijian Artist for the launch of the opening plans for the new National Gallery of Contemporary Arts Fiji. Sheinina's visual art projection on the exterior of the architecture spoke of ancestry, present day and a peaceful vision for the future.

Artist Talks with Knight Foundation Director of Communications Anusha Alikhan and LA Weekly Art Critic Shana Nys Dambrot have brought art to the forefront of dialogue discussing culture and identity, while encouraging a peaceful union in galleries and museums across America.

Unanimously Art Critics from, Miami Herald, Miami New Times, Huffington Post, Argonaut News and Fiji Sun have given Sheinina Raj critical acclaim.

A decorated artist Raj is a recipient of the 2018 International Photography Awards celebrated at Carnegie Hall in New York City. As the Tokyo International Foto Awards Gold Award winner Sheinina's awarded artwork was on exhibition at the Shibuya Cultural Center, Japan, Feb. 2019.

Moving forward the Sheinina Raj will exhibit Intercultural at the UN Headquarters in Geneva before the exhibition in Los Angeles with Lois Lambert located in Bergamot Station 2020.

## ARTIST

### SHEININA LOLITA RAJ

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## EDUCATION

8429 Lookout Mountain Ave. LA, CA 90046

Emily Carr University of Art + Design

Langara College

Bachelor of Fine Arts

## EXHIBITIONS

2018

World Art Dubai, Dubai World Trade Center

2017 - 2018

Miami Design Preservation League Art Deco Musuem

2017

FAB-Gallery, Santa Monica

2017

800 5th Ave. Gallery, Manhattan, NY (Frieze)

2016

Etra Fine Art Gallery, Miami (Art Basel)

2016

Elaine Fleck Gallery, Toronto, ON

2014

Featured Artist, Downtown Los Angeles Art Walk, CA

2014

Los Angeles Municipal Art Gallery, Hollywood, CA

## EVENTS

2010

Visual Art Producer, Genii Awards, Skirball Cultural Center, Los Angeles, CA

2009

Virtual Park, A+D Architectural and Design Museum, Los Angeles, CA

2002

Reopening of Chinatown, Los Angeles, CA

## LECTURE

2017

Artist Talk w/ Anusha Alikhan, Director of Communications, Knight Foundation, Miami

2017

Guest Speaker, Round Table Global, Los Angeles

2017

Guest Lecturer, Michigan State University

2016

Guest Speaker, Art Talk, Soho House Toronto, ON

2010

Guest Speaker, Emerging Leaders, Orange County Arts Council

## PRESS

2018

Wall Street International

2018

Globe and Mail

2017

Miami New Times

2017

Argonaut

2017

Huffington Post

2010

NBC, Cover Story, Today in LA