

# Alano Edzerza - Media Kit

## Alano Edzerza: Biography



Alano Edzerza found his calling as an artist before he was a teenager, and received his first award for sculpture at the age of 13. Alano started learning about Northwest Coast art through his family, often going with his mother Lynda to her job at the Royal BC Museum. Over the few years that followed, Alano has emerged as one of the area's leading contemporary artists / entrepreneurs.

In 2008, Alano spotted an opportunity to open his own gallery in Vancouver, and that August, Alano celebrated the grand opening of Edzerza Gallery with a show titled "Black Ice". This event featured grayscale works of art by Alano and other talented Northwest Coast artists. Over the past two years, Alano has been working with art consultants, engineers and designers to accomplish some large-scale installations throughout Vancouver and Edmonton.

He has created custom-designed large scale works in steel and glass for places like Sonora Fishing Lodge on Vancouver Island as well as creating many unique pieces for clients' homes. Last year, Alano created 10 monumental glass panels for a Vancouver Coastal Health office and more recently provided Vancouver's GM Place with an eight foot glass Orca mural as a part of their preparation for the Olympics and beyond. This year, Alano was selected to participate in the international traveling exhibition "Challenging Traditions". Currently, Alano has two works of art in the exhibition at the McMichael Canadian Art Collection in Ontario. The exhibition will be traveling to Switzerland in 2010 before returning to UBC's Museum of Anthropology in 2011.

In 2009, Alano was honored with the prestigious BC Aboriginal Business Award for Male Entrepreneur as well as winning First and Second Place prizes for his glass sculpture at the Heard Museum Guild Indian Fair and Market in Phoenix, Arizona.

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## Alano Edzerza: Background / Story / Key Points

- Alano Edzerza received his first award for sculpture from the Victoria, BC School Board at the age of 13.
- He started learning about Northwest Coast art from his family.
- Alano's teenage years were spent in Victoria with his mother, who raised him while being a student on her own. They lived off student loans and part time jobs.
- Alano dropped out of high school when he was 17 years old, and struggled between different schools and jobs in British Columbia, Alberta, and Terrace before settling down back in Vancouver in 2001.
- While working in Vancouver, Alano connected with his cousin Tarrance Campbell. Tarrance made a living as a jewelry artist and Alano worked with Tarrance to create jewelry for the Heard Museum Guild Indian Market in Arizona.
- While at the Museum, he met and started an internship with the accomplished Navajo artist Ric Charlie at Arrowhead Studios in Arizona.
- In 2004 Alano started experimenting with glass.
- In November 2007, Alano held his first solo show at the Stonington Gallery in Seattle, where he featured pieces in glass, stone, and steel as well as showing jewelry, limited edition prints and a large variety of canvas paintings.
- August 2008: Alano opens Edzerza Gallery
- 2009, Alano was honoured with the prestigious BC Aboriginal Business Award for Male Entrepreneur and First and Second Place prizes for his glass sculpture at the Heard Museum Guild Indian Fair and Market in Phoenix, Arizona
- Recently, Alano provided Vancouver's GM Place with an eight foot glass orca mural as a part of their preparation for the Olympics and beyond.
- This year, Alano was selected to participate in the international traveling exhibition *Challenging Traditions*. Currently, Alano has two works of art in the exhibition at the McMichael Canadian Art Collection in Ontario, and the exhibition will be traveling to Switzerland in 2010 before returning to UBC's Museum of Anthropology in 2011.
- In addition, Alano has worked with ASICS to create designs found on the Netherlands Olympic uniforms. The designs will be on the garments worn by the team at the opening ceremony.

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Alano Edzerza - Examples of Art



Above: Giclee Print (available as mural): Making Waves Triptych



Above Left: Giclee Print: [Skookum's Dream I](#).



Above Right: Eagle Earrings, Hand Finished, Cast Silver. [Eagle is a symbol of power, prestige and wisdom. The Eagle also has a strong connection to peace. Its sacred down represents friendship and its feathers are used for ceremonies and rituals.]

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Alano Edzerza - Story Ideas:

**Profiling The Man Behind Contemporary Native Art - The Man Bringing Canadian Identity To The World / National Olympics:** Alano is an icon and role model of the Native community, and a contemporary art leader who, through his work, is bringing the history and culture of the Native community to the rest of the world, and is doing it in a “Canadian way” - with peaceful, tasteful and moving art that the trend setters in the world are noticing. A look at Alano, his story and his art is a look at how the world is looking to Canada for Fashion and Cultural leadership.

**Understanding Canadian Native Art For A More Contemporary Audience:** Alano is an expert in the area of Native art, which is being featured all over Vancouver as part of Canada’s hosting the Olympic games. Alano is available to comment on any art, murals, sculptures, paintings, photos, etc. that can be found in the city and can take you on a limited tour of the more interesting pieces in the area of the games.

**Alano & Native Art are the next “it” thing:** Alano’s working today with Asics to create designs for the Netherlands national Olympic team, his mural at GM Place (where the iconically-Canadian sport of Hockey is played), and his talks with another major clothing label to produce a line with them are just the beginning of what he and his signature look have in store. The Olympics are sparking the beginning of seeing Native Art become cool and more mainstream... and few are as on the cutting edge of that as Alano.

**What it’s like designing for the world’s best:** Alano has been commissioned by community, business and now athletic leaders. He can give an insight about what it’s like to design uniforms with ASICS for an Olympic team that demand and deserve the best in style in performance, and about working with leaders in others areas.

**Alano’s Gallery:** Alano is a young entrepreneur as well as artist, and has brought his look to several mediums. Come explore the world through his eyes, and see his visions in everything from jewelry to murals, from prints to postcards. We will happily arrange a tour for you when you come, and offer you time with Alano.

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Alano: Quotes On Asics, GM Place Mural, And Native Art's Coming Centre Stage

## **Asics:**

*I feel very honored and proud to have been chosen by ASICS to empower the Netherlands Olympic team to look as good as I know they will perform. The entire experience has been fantastic. The ASICS group are global in their outlook and very considerate of their surroundings. They approached me to work with them because of how my art and the stories behind the images impacted them. Their integrity, consideration for Canadian and Native Canadian culture is something I'm proud to be associated with.*

*ASICS willingness to combine styles popular in the Netherlands with a Canadian flair is forward-thinking and I'm sure will bring them, the Netherlands team, and hopefully a lot of Olympic fans*

*The international spirit of the Games and the trend in them toward traditional Native Canadian art mean that the world will see both Canadian culture and character in a unique way. No other games in Canada have been done or celebrated like these. No other Olympic games hosted in Canada have had the global village and technology mindsets come together to create a global look and image. This year, the games will have Native art be the culture and look that binds us all - wherever we are from the world. I am pleased and honored to be an ambassador of the look and the vision that the world will be focused on.*

## **GM Place:**

*I have been working on murals for years, and feel the one at GM Place is beyond being an expression and a part of our history. It's a bridge and a welcoming to the world and the people that will visit us. It's a welcoming to Canadian culture and Native culture. Most importantly, it's a welcoming to a world where we live together and celebrate each other.*

## **Native Art Coming Centre Stage**

*I am proud and excited to be an ambassador of my culture and heritage to the world community.*

*In my experience and based on the companies I have been working with over the past few years, I can clearly see that native art is coming more mainstream and growing in popularity. I can see it becoming a trend, and look forward to being on the forefront of the style as it evolves and grows in popularity.*

*Being a native very proud of my heritage, I am excited and pleased that the art I have grown up knowing and loving - and the stories behind the art which represent our history - are coming into fashion across all kinds of cultures. The more people that like and support our style, the more we as Natives show the world the quality of the social contributions we can make.*

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For Immediate Release:

Native Artist Alano Edzerza Works with ASICS to Design Netherlands Olympic Team Uniform - Unveiling January 2nd

Toronto & Vancouver, Canada: Alano Edzerza, owner of Vancouver's Edzerza Gallery and artist behind the 10-meter native art mural at GM Place (The Hockey arena to be used for the Olympics), is working with ASICS and unveiling the ground-breaking collaborative effort designed for the Netherlands Olympic team on January 2nd, 2010.

The event, hosted by ASICS at Arnhem's Olympic Papendal Hotel and Conference Centre (Papendallaan3, Arnhem, Netherlands) and will feature a fashion show of new designs for the team, will be streamed via a feed and available on demand at [www.edzerzagallery.com](http://www.edzerzagallery.com).

*ALANO EDZERZA: When the ASICS representatives walked into the Edzerza Gallery and asked me to work with them, I felt honoured. However, working with them has really blown me away. They are great, professional and have an understanding that while the clothing should look very European, an influence from Canada will only help the Netherlands team to fit into the spirit of the Canadian character and the games themselves. I am having a great time working with them, and of course wish the team the best of luck.*

*ASICS: We at ASICS thrive on challenges, as they are what this company is built on. Whether it is tirelessly seeking technology innovation for our products, or designing outfits for the Dutch Olympic Team, ASICS tirelessly pursues the level of excellence that today's most fierce and successful athletes demand of themselves, and our products. The Vancouver Olympics are no exception. ASICS has the knowledge and experience to develop the best collection for these extreme conditions, and Alano Edzerza helped us in finding the world-class aesthetic worthy of Team Netherlands uniform in the Vancouver 2010 Olympic games.. Working with Alano has been a tremendous experience because from the beginning we weren't working as two separate groups, but as a team with one goal: combining industry-leading functionality with fluid and timely design. We at ASICS look forward to the reaction this fantastic collaboration will receive from the Dutch Team and Dutch citizens as well as from the world.*

Alano Edzerza (MOBILE: +1 778 836 6111 available 24 hours / day), owner of the Edzerza Gallery at 1536 W 2<sup>nd</sup> Ave in Vancouver, is a leader in contemporary North-West Coast Native Art. Alano has designed murals for Vancouver's GM Place, other major destinations in the area, and a number of business and community leaders throughout North America. His work is also featured on the uniforms of the Netherlands Olympic team in the Vancouver 2010 games. Alano's website features his prints, murals, sculptures, jewelry and clothing designs, and is found at <http://www.edzerzagallery.com>.