



### **Herb Herod**

Born 1968 in Honolulu, Hawaii  
Tierra del Sol artist since 2002

Herb Herod, born 1968 in Honolulu, Hawaii, has been making art in Tierra del Sol Studios since 2002. Herod is a visual artist and musician who has been creating work for more than 40 years, his portfolio includes original drawings, paintings, and ceramic sculptures. A lifelong lover of The Blues and Rock & Roll, Herod splits his time between visual art and playing guitars from his collection. Herod's multimedia practice heavily centralizes his fascination with guitars, vintage car models, and the history of shoe design. Rather than examining art history, Herod draws inspiration from car catalogs, pop culture, and fashion magazines. While stylized, Herod's works pay homage to real guitars, cars, and shoes—and when asked, Herod can provide detailed information about which rock star played a specific Fender, the special features of a 1976 Mercury Cougar, and the designer who first engineered a type of footwear. The act of making offers Herod an opportunity to process, organize, and share his encyclopedic knowledge. Herod excavates what many consider ordinary to reveal the extraordinary, reminding viewers to look more deeply when their attention is captured.

Herb Herod has exhibited his work at Tierra del Sol Gallery in Los Angeles, CA; Laband Gallery at Loyola Marymount University in Los Angeles, CA; and The Arts of Life in Chicago, IL. Herod's work will also be featured in a group exhibition curated by David Pagel at Tamarisk Country Club in Palm Springs, CA.