



Joe Zaldivar

Born 1989 in Rosemead, CA
Tierra del Sol artist since 2011

Whether it be your neighborhood grocery store, local library, or a towering hotel, artist Joe Zaldivar makes it his mission to capture and distill the majesty hidden within the mundane. Born 1989 in Rosemead, California, Zaldivar has always taken a keen interest in maps, landscapes, and television, beginning to incorporate these subjects into his drawings from a young age. His earliest works are frank and vividly accurate hand drawings of topographic and thematic maps presenting a wide array of data, at the time using the Thomas Guide Maps as source material. Zaldivar has since expanded his practice, innovatively sourcing subject matter using Google Maps Street View on an iPad. The artist waits for a scene to spark his interest as he tactilely searches this ever-evolving digital archive of the physical world. Without the aid of projection and rarely a ruler, Zaldivar begins at the paper's center and maintains scale and perspective as he works his way to the edge. Starting with architectural drafting pencils, his practice is characterized by a methodical approach. At the same time, Zaldivar's completed works are defined by the artist's distinct visual vernacular and intuitive translations of what he deems significant. Reminiscent of David Hockney, Zaldivar saturates his detailed compositions with felt-tipped markers and watercolor in bright, cheerful palettes. He wields color mechanically, slowly dragging his pen or brush along geometric paths carefully outlined in black ink, occasionally allowing the pigment to permeate borders. Zaldivar's compositions are teeming with creative vitality, the unique cultural richness of each location revealed as they are animated by evidence of his meticulous process.

Through signature textures and jubilant color schemes, Zaldivar reveals a world glowing with vibrance, one that extends a warm, joyous welcome. His work has been acquired by numerous prominent private collections, including those of Beth DeWoody and Dean Valentine. Zaldivar has exhibited his prolific body of work at galleries and institutions internationally, including Tierra del Sol Gallery in Los Angeles, CA; The Good Luck Gallery in Los Angeles, CA; Crawford Art Gallery in Cork, Ireland; The Storefront for Art & Architecture in New York City; as well as the Biennial of the Image in Chiasso, Switzerland. Joe Zaldivar was selected for the NADA Miami 2022 Curated Spotlight, a special section of the fair curated by Joeonna Bellorado-Samules.