



SE
RGE
ZHO
KOFF

PORTRAIT
CONTEMPORARY
ART

*The Portrait is like
The Symbol of Immortality*





An innovator and visionary in the world of technology. His passion for art led him to creating unique portraits in the style of Contemporary Art.

EXCLUSIVE

*Portrait in the era
the digital future:*

SEGMENTAL SUPREMATISM AS AN ART MEMORY

The article explores the evolution of the portrait in the context of modern digital art. The author considers the traditional concept of portraiture through a prism of segmental suprematism, as segmental suprematism suggests an alternative view of portrait art, deconstructing shapes, colors and objects to create multi-layered visual narratives that combine personal and collective memory, and how the new language of art helps the artist to reassemble fragments of reality and memory into abstract images that can simultaneously reflect unique human traits and to be a metaphor for broader cultural and social processes in the future.

18th of October

Perhaps every artist, starting his career, retains in his memory the bright moments that inspired him as a child. The hero of our story, the creator of a unique style — portrait segmental suprematism — takes us into the world of his childhood, where crisp snow, starry nights and warm family walks under the rays of street lamps left an indelible mark. Even then, his gaze saw the world around him in a different way: lines, color spots and light turned into something more - the beginning of his future path.



New Year's works by the author. Watman 'gouache' 1989

Since early childhood, our artist has been creating New Year's posters, overflowing with inspiration from Soviet postcards. Santa Claus, bright bears and bunnies were the first images that filled his works.



Soviet New Year's cards by Vladimir Zarubin. Cubs, hedgehogs, snowmen, bunnies are heroes Zarubina is familiar to many. The artist's postcards flew around the country in millions of copies.

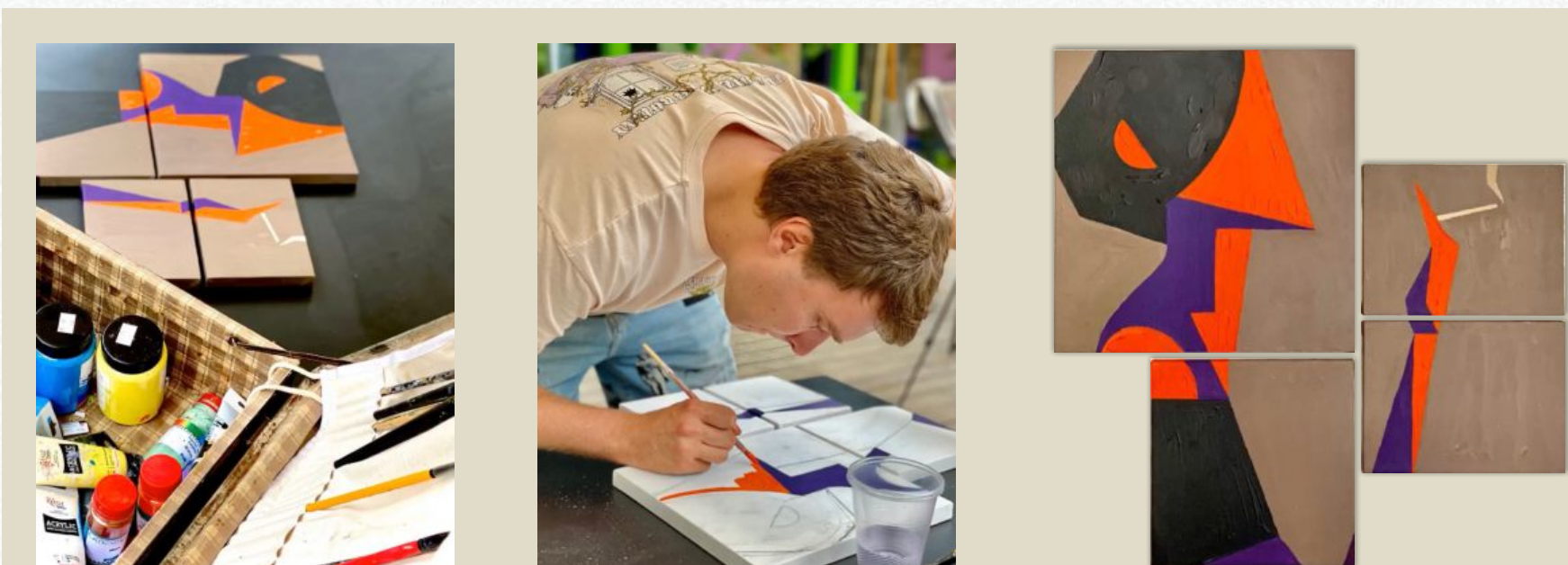
These childhood hobbies turned into a serious passion when he entered art school and then university. It was there that his experimentation with color and shape began.: strict lines, geometric planes, simplified shapes — all this became his "signature", his visual code.



*College years. The first works in the segmental-linear style.
walmán \ gouache \ 1999*

But the path to art turned out to be difficult and multi-layered. For 20 years, our hero has been moving away from painting, getting carried away with large-scale projects in the field of IT and construction. But even in the world of technology, he did not give up the search for something new, a visionary who can capture the future and transform the market.

However, true creativity cannot be silenced, and the incident in the restaurant where the painting master class was held revived this fire.



The first work, after a long break, was painted at the time of the master class i. painting, in the restaurant "Cuba" acrylic \ 2021

The first portrait created after such a long break was the beginning of a new era in his life. In the acrylic technique, the artist rediscovered the world of color, geometry and portraits, which tell the story of a person through contrasting segments.

His works are not just portraits, they are a reflection of memory and character that will live on for centuries.

The technique of portrait segmental suprematism in which he works directly refers us to the great school of suprematism laid down by Malevich.



Suprematism (from Latin supremus "the highest") – the direction in avant-garde art, founded in 1915 by Kazimir Malevich. A kind of geometric abstractionism. Suprematism is expressed in combinations of multicolored planes of the simplest geometric shapes, such as a straight line, square, circle and rectangle.

Suprematism, based on pure shapes and colors, created artistic images that are free from real reality, focusing on abstraction.

In the case of our artist, he adds personality to these shapes and colors, creating something completely new - portraits that consist of many abstract segments, but at the same time clearly convey images of real people.

That's how his unique approach was born. Portraits acquire a special, multi-layered meaning, telling stories through color planes. This technique has become not just a method of creating works, but a real legacy, leaving a mark on human history.

"What will you leave behind?" — the main question he asks his to the viewer. After all, over time, material things disappear, but the memory imprinted in art, it remains.

It's like if Mark Zuckerberg painted portraits — these works would cost millions.

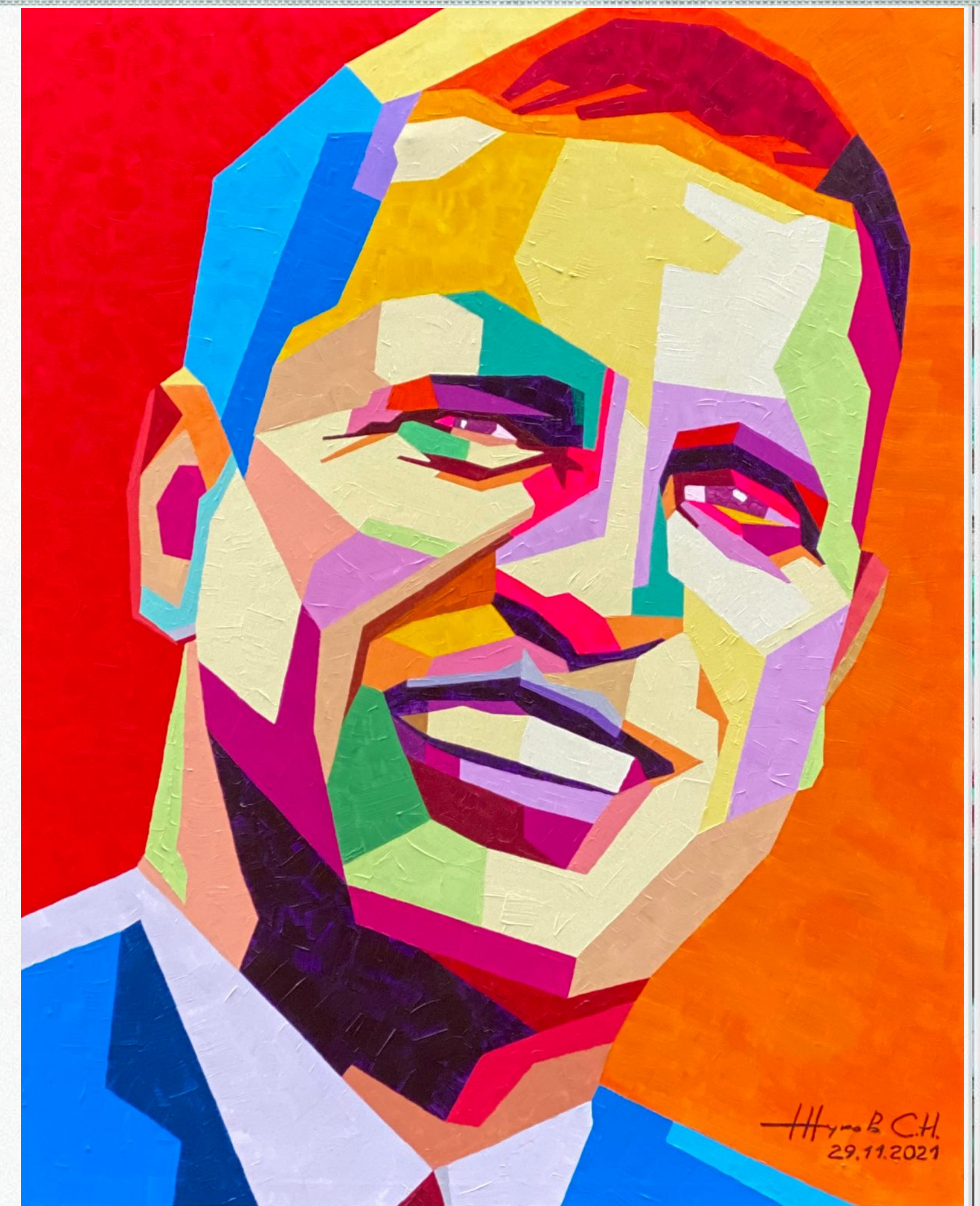
Oh, our hero is not just an artist — he is a visionary, a man who understands that art is not only creativity, but also an investment. Each of his jobs is a painstaking process in which he puts months of work. Preparing planes, selecting colors, creating harmony between abstraction and reality. He also shares this process with his sons, who charge the work with childlike spontaneity and joy. As a result, we get the product an art full of life and energy that conveys the personality of the character. Each portrait is not only a visual beauty, but also a real "memory safe". In today's world, where digital technologies control everything, his works become living evidence of how art can be a bridge between the past and the future, connecting generations. Portrait segmental suprematism — it's more than just a style, it's a challenge of the times. In the context of the technological revolution and the changing world, such a portrait becomes not just an object of art, but also a symbol of heritage. And perhaps one day these works will become not only monuments, but also valuable investments, whose importance will only grow.

—Hypok. G.—



*The Mirror of the Soul
Reflected in Acrylic*

My technique combines suprematism and portraiture.
Each work reflects the uniqueness of a person,
turning an ordinary photo into a real symphony.





Description of the Technique

Segmental suprematism is the language of shapes and colors. The simplicity of the lines and the saturation of the shades convey not only the appearance, but also the character.

*Formats
and Scales*

Each portrait is individual, as is your choice of scale.
From chamber sizes to monumental canvases, find
the perfect option for your space.



The Creation Process



I start with a photo, add geometry and color, creating a masterpiece.

The whole process — from the idea to the finished portrait — is a journey of art.

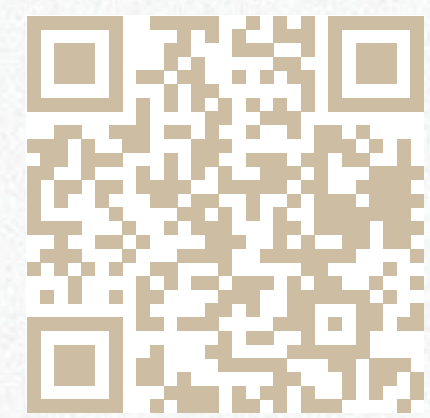


Conclusion



Your portrait is a story told in colors.
Save it for those who come after you.





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