

Jay Koka Biography
Thirty Years of Automotive Art Excellence
(2017, authorized for reproduction)

"Although I'm a lifelong motorhead, my interest in automotive fine art is in the context in which the automobile exists rather than the depiction of the automobile itself. The interplay of the vehicle and its environment and its human operators is to me the most worthwhile pursuit of fine art..."

A well known and internationally respected artist, Jay Koka's skillful manipulation of color and mood plus considered composition... and an occasionally impressionist style... exemplify the artist who is never satisfied with the status quo and always brings a true element of surprise to the viewer at each new exhibition.

Initially known for a highly realistic style and a technical approach to his automotive-themed art, half way through his career, Koka replaced the small and tightly rendered gouache works with very large format canvases with a notable disregard for detail and an emphasis on explorations in texture, form and color. Always creatively restless and endlessly experimenting in the style of his work, Koka today alternates between these two style extremes realism and impressionism exist side by side in Koka's body of work.

Koka's original works are collected by private and public audiences worldwide. In a career filled with accomplishment, Koka is particularly proud of his selection by the CHRYSLER Corporation for the creation of "Metamorphosis", a major 80 square foot, 4-panel work for the corporation's World Headquarters in 1996. His Studio has published a large and popular body of over 150 limited print editions which have been distributed throughout the world. His original paintings as well as an online catalog of his prints and posters are featured in two extensive websites located at jaykokastudio.com and autoartprints.com. He is particularly well known for his large and widely disseminated body of work on Ferrari, in fact, his art has been used as a Christmas card by the Ferrari Club of Italy and in 1998, his work was selected for exhibition at the "CENTARIO FERRARI", the centenary celebrations held in Modena, Italy by Ferrari. In 2002, Koka was commissioned by PIRELLI North America to prepare a series of original paintings that were presented to the winners in the Ferrari Challenge Series. Each painting depicted the race winner and was presented as the "Ferrari Challenge Trofeo Pirelli". Koka was also commissioned by Nissan to produce artwork for the 35th anniversary of the "Z".

Koka has been featured artist and poster artist for many international automotive events including the famed Pebble Beach and Meadow Brook Concours, Bloomington Gold, Concours of the Eastern United States, Reading Ferrari Concours, Eyes on Design, Concorso at Meadow Brook, ten times for the Ferrari Club of America Annual Meets and for the six years, the Cavallino Ferrari Classic of Palm Beach. A member of the Automotive Fine Arts Society, his work has been extensively reproduced and he has received numerous awards including the prestigious Peter Helck Award, multiple Athena's at Pebble Beach (most recently a sixth), the Lincoln Awards at Pebble Beach, multiple Awards of Excellence and The Stanley Wanlass Awards twice at Meadow Brook, Best of Show at Philadelphia and numerous others for his work at major exhibitions. In 2006, Koka was selected to produce the poster art for the prestigious Pebble Beach Concours d'Elegance and won not only an "Award of Excellence" at Meadow Brook but also "The Lincoln Award" at Pebble Beach. In 2007,

he achieved another double-header with another "Award of Excellence" at Meadow Brook followed by another "Athena Award" at Pebble Beach. In 2012, Koka was awarded the coveted "Peter Helck Award" at the annual AFAS premiere exhibition at Pebble Beach.

In 2007, Koka was featured in a three-and-a-half month long one man show... a retrospective spanning 20 years... titled "The Art of Jay Koka" at the National Automobile Museum in Reno Nevada (USA). Later that year, most of the exhibit's paintings moved on to the Petersen Museum in Los Angeles for a 5 month. In 2008, Koka produced his seventh poster for the Ferrari Club of America's International Meet in July and was commissioned to produce the inaugural poster art for the Louisville Concours d'Elegance held at the fabled Churchill Downs. Koka was commissioned to produce the featured art for the Barrett-Jackson Auction in Scottsdale Arizona (USA) in 2009. He was also asked to produce the poster art for the second annual Louisville Concours d'Elegance.

Koka was commissioned to produce the art for the iconic Daytona 500 and Ferrari Club of America Annual Meet (New Jersey) in 2010. In 2011, Koka was commissioned to produce a huge 100x67" single canvas for the lobby of a boutique hotel in Bahrain, plus the event art for the Rolex 24 at Daytona, a 9th poster for the Ferrari Club of America Annual Meet (Savannah), the inaugural poster art for the St John's Concours d'Elegance (previously Meadow Brook Concours) and a third poster for the Louisville Concours. In 2012, Koka was been commissioned to produce his second poster art for the Pebble Beach Concours d'Elegance. In addition, he produced the art for "One Lap of North America", the Ferrari Club of America's 50th Anniversary project.

In 2013, Koka was commissioned to produce the 50th Anniversary FCA event poster, his tenth for the Ferrari Club of America and the inaugural Cobble Beach Concours d'Elegance, (Ontario). In 2014, Koka produced the feature art for the inaugural Stan Hywet Concours d'Elegance (Akron, Ohio) where he was also awarded "Best of Show" at the invitational art exhibition. In 2015, Koka returned as featured and poster artist at the St John's Concours. (He was poster artist in 1992 and 2010.) and also produce the poster art for the 3rd annual Cobble Beach Concours.

Koka's extensive, exotic worldwide travel has inspired a series of popular and critically acclaimed major works. Based on exotic locations, paintings like "*Old Propaganda Posters*" sited in Hanoi, Vietnam "*Seven Tuks in Bangkok*" and "*Calao*" in Lima Peru capture both the look, mood and feel of their settings with exceptional sensitivity.

A major, hardcover book was published in 2016 to mark the 30th anniversary of the Studio. Titled "**30:30**" it is an extensive profile of the artist and his work. Also in 2016, Koka returned for a second "Eyes On Design" poster and his 13th poster for the Ferrari Club of America International Meets. He was awarded another "Athena Award of Excellence" for his body of work at the AFAS Premiere Show at Pebble Beach.

Koka's unique style was commissioned to create the event and poster art for NAIAS 2017, more commonly know as "The Detroit Auto Show". He also returns to Ferrari for the event and poster art for the Ferrari Club of America's 2017 meet at Daytona.

Koka is a 28 year member of the Automotive Fine Arts Society LLC and serves on the board as Sec/Treasurer and, through his publishing company Knightbridge, publishes

the online art magazine *afasJournal.com* and *autoartreview.com*

Koka enjoyed a successful corporate career in marketing prior to the formation of his Studio in 1985. He is a computer "geek" and an internet "pioneer" being one of the first artists to fully embrace the concept of a virtual gallery. Koka is also an avid superbike rider...his last ride a Ducati 999... and a lifelong automotive enthusiast most recently driving a Porsche 987 Cayman S and a Mercedes-Benz CLS63 AMG. He has two sons, Michael, a graduate in art and design and James, a telecommunications director who is also his partner in WEBVUES, a successful web development company. Koka has his home and Studio in Kitchener (near Toronto) with his wife Catherine.

Jay Koka accepts a small number of private and corporate commissions for original art each year. Jay Koka Studio **EDITIONS** are published and distributed exclusively by Knightbridge Publishing Incorporated which is an affiliated company.

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