

# LORENZO FONCERRADA

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## ARTISTS STATEMENT

*"Carving a large piece of wood...  
...takes you to an engaging adventure!"*

"I approach the production of a dimensional piece as an effort to take the material to its 'highest and best' expression... ..studied and explored for efficiency in the formation of an aesthetic statement... ..using the material to complete the creation toward an excellence in technique, limited only by my total commitment to employ the fullest craft and detail in finish and to display the inherent beauty of my medium.

For reasons best defined by my travels, heritage and experiences, my art and the passion for creating it, is more studied than abbreviated. I seek an expression with lasting statement and substance... something done as thoroughly, as my abilities can, to express my vision."

## PERSONAL NOTES

A long-time Californian, Lorenzo Foncerrada, at age 6, moved with his family to San Diego from Guadalajara, Mexico. As a young man, Lorenzo was influenced by his father Miguel Foncerrada Cuervo who worked and studied in Mexico amidst an elite group of internationally famous artists from the Mexican

artistic revolution period of the mid 1920s: Diego Rivera, Frida Kahlo, Tina Modotti, Edward Weston, Jean Charlot, Donal Hord. This potent art legacy led Lorenzo to a lifetime interest and participation in creative work.

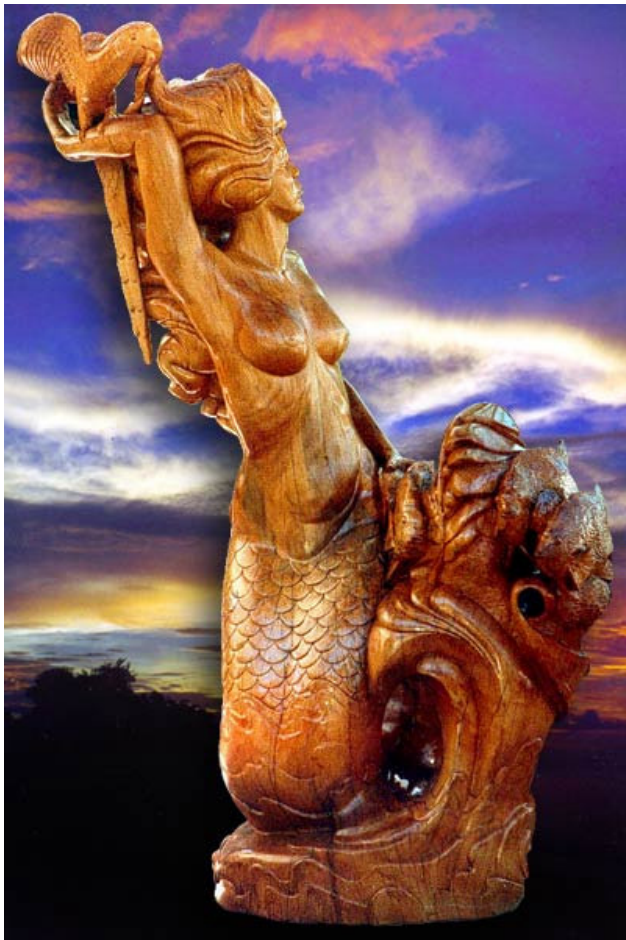
Known as "Fonce" to his friends, he attended local schools, graduating from San Diego State University with a B.A. in Mathematics, minor in Art.



Although employed after college as a Mathematician with the Atlas Rocket Program, he retained his interest in art. When his overseas tour as an Air Force Captain was over, he returned to work in the design field. Lorenzo established a furniture business designing and manufacturing for commercial projects. Lorenzo built El Centro Artesano, a Mexican Imports shop in the Old Town State Park, selling crafts and original artwork.



In the 1970's Fonce worked at Foodmaker Inc. (Jack-in-the Box restaurants) as Director of Design heading the Design & Graphics department.



Lorenzo now concentrates full time on his Art and Sculptures at his home studio with his artist-wife, Nancie.



From 1979 to 1991, as owner of Foncerrada Design Associates, he designed and produced many corporate image and interior design projects. For a decade in the '90's, he concentrated on traveling and buying woodcarvings and craft items for his import store, "Enchanted Woods of Old Town", selling this store in 2002, to pursue his Art.

Lorenzo's designs and Art have been featured in the Los Angeles Times Home Magazine, American Home, California Redwood, San Diego Home and Garden, and Fine Woodworking Magazine, among others. He has participated, and won several awards, in the prestigious, annual Design In Wood Show.

Recent Sculpture Commissions include a Kung Fu Buddha, A Carved Historic Mural, eight gilded 'Monkey King' figures among others.