

ARTIST'S STATEMENT

Going Beyond the Canvas

Carla Chavarría

I immigrated to this country at an early age. As a Latina, having English as a second language taught me I had to work hard, often twice as hard as everyone around me, to succeed. I also realized that life was about taking risks and pursuing one's passion, no matter what obstacles I might encounter. Opening up my own business, YCM Marketing, and being creative in the advertising and marketing field has been exactly about taking risks. I have overcome many struggles and know I could not have done so without the support of my family, teachers, and members of the community. I consider myself one of the fortunate kids to have that kind of support in my life. Being able to recognize what was and was not given to me is something that has helped me shape my connectedness to the community and strengthen my mission to be a part of larger social change. Working closely with nonprofits has given me opportunities to do what I love, and to do it with a purpose. For over two years I have dealt with clients and lead my team to pursue creative strategies on and offline. Each time I approach a project, either by myself or with my team, I seek to go beyond the "canvas" and highlight the backstory. My purpose is to create an emotional connection between the viewer and the story by connecting art, culture, interaction, technology and society. I am fortunate enough to have had my work displayed in several states from coast to coast.

Additionally, I lead the Arizona Dream Act Coalition's (ADAC) digital and creative department and contribute as a photographer and senior graphic designer for Valley Hype, a digital platform documenting the culture Valley-

wide. I recently became part of Local First Arizona and joined its Latina/o chapter, Fuerza Local, a statewide non-profit organization working to strengthen communities and local economies by growing, supporting, and celebrating locally-owned businesses throughout the state of Arizona. I am very humbled to be recognized for my entrepreneurship efforts as a young, Latina immigrant from several English and Spanish media outlets, as well as to be recognized and receive *Phoenix New Times* and Stylos awards.