

VICTOR KOROMA *SPIN CONCEPT SERIES*



THE WORK

SPIN CONCEPT SERIES

Spin Concept is a series of short videos that recreates the stylistic production of advertising commercials. It's a vivid visual commentary on the whimsical creative means ad agencies invest in to sell people products.

THE ARTIST

VICTOR KOROMA

My mission is to find new ways to construct and reconstruct what a photograph is. My process is similar to computer hacking. I alter and modify the software and hardware of conventional photography in order to reprogram the medium with new directives. A mixed media synthesis utilizing elements of paintings, illustrations, and sculpture.

VICTORKPHOTOGRAPHY.COM

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SALT HOTELS X TRANSFORMER

Asbury Park's creative legacy is all around us at The Asbury. It excites, enriches and inspires everything we do. This year, we are thrilled to partner with Transformer — a Washington, D.C. based visual arts nonprofit whose programming includes Siren Arts, an Asbury Park based summer residency program for emerging visual artists. We share their commitment to celebrating artists and spotlighting voices from every background.