

Artist's Statement 2023

I make one-of-a-kind Artists' Books from paper and repurposed or reclaimed materials - from cardboard to plastic. My books push the boundary between 2D and 3D and invite the viewer to explore them by holding and discovering extra layers or expanded views.

The lightweight nature of paper makes it the the perfect medium for my nomadic lifestyle, allowing me to make work that is easy to transport. Its versatility allows me to create faux surface effects that mimic the texture of leather or the sheen of metal, creating tactile and surprising experiences for the reader.

Increasingly I am drawn to creating worn surfaces that give the impression they have been transported and handled over many years rather than being freshly minted. In this way the reader becomes part of an imaginary history of the book.

Drawing on my experience as a designer-maker and my passion for decoration, I incorporate a diverse range of influences into my art. From Byzantine reliquaries to traditional Japanese prints and Art Deco statues, I create idiosyncratic and beguiling imagery that explore dilemmas about my own creative growth and cultural identity, as well as omnipresent preoccupations such as love and loss, money, the search for meaning, and climate change.

Rather than starting with a predetermined question, I rely on my intuition to guide me as I explore visual clues. Through the process of creating, the theme gradually emerges, leading to a deeper understanding of the problem I am grappling with.

I offer my books as an enchanting counter to social media's divisiveness and damage. They serve as a magical portal for readers to share in growth, insight, and intuitive understanding of personal and universal issues.

Bio

Cherry Jeffs is a UK-born artist who specialises in creating Artists' Books. Her studio practice artfully blends myths and allegories to express the intersection of culture and identity in both personal and universal visual narratives.

Cherry's work conveys complex emotions through wordless creations, often moving viewers to tears. Her Jewish heritage and two decades in Spain organising cross-cultural events, have given her a deep understanding of the complexities and contradictions of multiple identities and the role of art in connecting on a deep emotional level.

Her artwork is in private collections across the globe. She was featured as Book Artist of the Week by the Jaffe Center for Book Arts in Florida in June 2020.

In 2020 Cherry began to move away from using acrylic paint, striving towards using 100% eco-friendly and reclaimed materials in her work.

To share this quest for greater sustainability with other artists, she started the Eco-Friendly Artists group on Mighty Networks which now has almost 450 members.

Cherry is also writer on the creative process and an experienced coach who has empowered hundreds of artists, writers and other creatives to build regular and joyful routines, finish their projects and develop their careers.

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