

Artist Statement

By Joey Asturias



As someone with an open mind and a big heart, the future is what excites me, and the kids who feel lost are who motivate me.

I'm a digital storyteller that's obsessed with creating photos, videos and graphics with a futuristic style to push boundaries.

My creations are adventurous, designed for other explorers, and I love what I do because creativity is endless and I have a curious spirit.

Forever chasing the American Dream, as a 1st generation Hispanic American who never thought I could do this as a career, I dedicate my art to the underdogs.

Artist Mission

Chase dreams, start movements, and create the future.

Artist Biography

Joey Asturias is a multi-disciplinary artist and digital lonestar who loves to tell stories.

Originally born in Florida, he traveled around the globe with his military family, attaining a diverse perspective on the world, before finally landing in the 1st place he could ever truly call "home" at the age of 8, San Antonio, Texas.

He did his best to live a normal life, had fun trying just about every hobby growing up, and eventually, his hard work in school paid off and he had the opportunity to attend The University of Texas at San Antonio.

True to his nature of having so many different passions, Joey couldn't decide what to major in. After 2 years of being undeclared, he chose his Multidisciplinary Studies degree, which focused on Marketing because it was the most creative business discipline, and minored in Communications and Computer Science, because he liked people and was also a giant nerd.

Junior year, Joey came up with a fun clothing business for a class project. By the end of the semester, he unfortunately didn't secure an internship like he planned, but he had a full business plan and a logo he created himself.

It was at this point where he took matters into his own hands. He essentially created his own internship, at his own company, and taught himself photography and designing, which is how he found his true passion, and basically how his whole artistic journey started.

Fast forward to now, he graduated and took what he learned to create his own digital studio called Project Rare when his ideas started becoming bigger than himself. Joey has gone to work for different studios, agencies, and even the NBA, but ultimately his goal is to continue learning and become the best at what he does.