

Adam Soch

Visual Artist

I am a visual artist whose practice spans photography, video, and multimedia installation, exploring the intersections of memory, human presence, and architectural space. My work investigates how traces of human activity — objects, architecture, and ritualized spaces — persist in absence, creating dialogues between memory, impermanence, and cultural heritage.

Artistic Practice and Themes

Since the early 1990s, I have been engaged in documenting and interpreting spaces where life, history, and culture converge. My work focuses particularly on abandoned or transformed architectural environments, examining the tension between human presence and absence. Central themes in my work include:

- Memory and impermanence in physical space
- Cultural heritage and the poetics of decay
- Urban and rural transformation and depopulation
- The relationship between music, performance spaces, and visual documentation

Left to Decay — Ongoing Project

My most significant ongoing project, ***Left to Decay***, documents abandoned rural architecture in Romania — including homes, manors, castles, and churches — through photography, video, and multimedia installations. The project captures both material decay and traces of human life, functioning simultaneously as artistic exploration, archival documentation, and cultural heritage commentary. I created Left to Decay to be exhibited nationally and internationally. This multimedia project also includes an experimental video and a picture book.

Chroma-Texture — Organic Extractions

Emerging directly from *Left to Decay*, the **Chroma-Texture — Organic Extractions** series is a body of fine art abstract photography born from the same abandoned spaces. Where Left to Decay documents the whole, Chroma-Texture turns the camera toward the surfaces themselves — walls, ceilings, and floors transformed by decades of frost, rain, and mineral deposits into compositions of extraordinary color and form. The shapes and textures are created entirely by nature. The color is revealed manually by me through careful post-processing, without artificial intelligence or algorithmic tools. Available as large, medium, and small format archival Giclée prints, each work is unique and unrepeatably — because the surface that created it continues to change with every season.

Exhibitions and Collections

My work has been exhibited in major venues internationally, including:

- PS1 / MoMA, New York
- KW Institute for Contemporary Art, Berlin
- Museum of Contemporary Art (MOCA), Los Angeles — One of my video works is part of the permanent collection

Archival and Professional Work

In Los Angeles, I extensively archived major cultural institutions, documenting spaces and performance events through video and photographic media, including:

- Los Angeles Opera — Video Consultant and Archivist
- LA Music Center — Documentation of performances and spaces
- LA Philharmonic and LA Choral — Archival video documentation

Through this work, I developed a hybrid practice bridging contemporary visual arts, archival documentation, and performance preservation, emphasizing the ephemeral nature of live events and the architecture that houses them.

Media, Publications, and Digital Projects

I love to combine photography, video, and digital media to create immersive works that explore architecture, performance, and human presence. My projects often include digital archives, picture books, and publications, supporting research, public engagement, and educational initiatives in visual arts and cultural heritage.

Statement

"I seek not to romanticize decay, but to observe the transformation of architecture after usefulness has ended. These spaces, whether abandoned homes or performance halls, become witnesses; through stillness, they speak."

— Adam Soch

adamsoch@usa.com · +40 746 343 451 · +1 818 642 4335
www.FromRuinToBeauty.com · www.left2decay.com