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A fully committed Italian and French Maison in tune with its time, Sevada enhances people's lives with its "Design is in our DNA" slogan, its eye for beauty and its innovation, that is ever evolving with times and yet classy enough to stay timeless.

With the Sevada Collection, the Sevada Foundation For The Arts, Sevada Philanthropy, Art Sevada contributes to contemporary social, cultural and artistic life globally.

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Photo by Arvin Kocharian

Art Sevada

DESIGNER / ENTREPRENEUR

Art Sevada is a bona fide Renaissance man, recognized for his many talents and pioneering endeavors. Today, as the CEO of GRIGOCORP and President of Sevada Productions, both based in Los Angeles, he continues to build on a diverse body of work, as an award-winning artist and entrepreneur.

Art Sevada was born in 1972 into a family of renowned artists, in the city of Abovyan, Kotayk Region, Armenia. Inspiration was all around him as he grew up in a household steeped in creativity. By the time he graduated from high school, Art had already mastered several musical instruments, and cultivated a profound appreciation for visual esthetics.

After he and his family moved to Los Angeles in 1990, Art studied music composition and visual arts at California State University, Northridge. His formal training would propel him into a flurry of creative work in the ensuing years.

Between 1995 and 2000, Art released three albums of original music, including "Palpitation of Soul," "Years of Solitude," and "Disconnected." Apart from composing the lush, melodically-driven material, he had also played all of the instruments and arranged the music. All three recordings have garnered critical praise.

In the late 1990s, Art established Sevada Productions, a firm specializing in a broad range of creative work, from graphic and web design to television commercials and software development. Sevada Productions continues to grow, and is widely recognized for landmark projects that push the envelope in terms of content and design alike.

Throughout the 2000s, Art also pursued his passion for filmmaking, by writing, directing, and producing a series of intensely personal films that are also noted for their universal appeal. His credits include his trilogy, comprising "As a Beginning," "Mikosh," and "The Rope," as well as "Three Colors in Black and White" — all of which have receivedcritical acclaim in Europe, the United States, and elsewhere.

In 2015, Art founded GRIGOCORP, a consortium of entertainment and consumer-product companies, with the goal of developing and marketing a diverse range of inventions. Today, cutting-edge products being made or developed by various GRIGOCORP enterprises range from eyewear, modern gadgets, and electric cars to next-generation apps and devices including SFNX, the world's first AI psychologist.

GRIGOCORP is also the originator of a forthcoming annual film event, the DoorFest Los Angeles International Film Festival.

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