



A NEW WINTER

An exhibition of photographs
by artist Sofía Jaramillo

Above:
Seven Generations, 2024
by Sofía Jaramillo
Archival pigment print

Right:
Farmata & Autumn, 2024
by Sofía Jaramillo
Archival pigment print



Left:
Judith Kasiama, 2023
by Sofia Jaramillo
Archival pigment print

Right:
Sunbathing, 2024
by Sofia Jaramillo
Archival pigment print



by Sabina Dana Plasse

COLOMBIAN-AMERICAN ARTIST SOFÍA JARAMILLO USES HER VISUAL STORYTELLING TECHNIQUES to explore and understand societal constructs with a deconstructive eye. She was born in Sun Valley, and her father is from Colombia. As a celebrated filmmaker and photographer, Jaramillo has expanded her creative vision to offer new narratives inspired by historical Sun Valley images in her OCHI exhibition, *A New Winter*.

Reimagining the strategies of representation by recreating influential historical media, Jaramillo explores the origins of winter sports culture with her photography and visual storytelling techniques—creating work she wishes her younger self could have seen.

Focusing on the intersection between athletes and the environment, Jaramillo has created stunning portraiture that offers several levels of connection, from fashion and style to artistic vision and cultural nuance to diversity and social change on the slopes.

“The show evolved over several years from a scrappy idea to casting supermodels and athletes who are activists too,” says Jaramillo. “These models are involved with nonprofits, whether it’s their

own nonprofit or they’re volunteering for nonprofits working to bring more folks of color into snow sports, surfing, or mountain biking.” She adds, “When people see *A New Winter*, I initially want them to think they are looking at historic photos, but then to look again or become intrigued because they will notice something different. I want them to notice the power of contrast between the images they’ve seen before and what they’re seeing now.

With a background in editorial photography that often necessitated solitude while on assignment, Jaramillo has an artistic practice that delights in communal creative spaces, bringing together the knowledge sets, skills, imaginations, and motivations of a diverse array of artistic partners. Working closely with a growing team of like-minded collaborators who operate at the highest levels within the fields of production, styling, casting, lighting, and modeling, Jaramillo creates new media visions that radiate the collective joys of being human, being in community, and being in nature.

A New Winter is a series of photographs that provides an enlightening and beautiful perspective while offering a broad and profound platform of discussion on many levels, as art and artists like Jaramillo have the innate ability to create. ■



Left:
Quannah Chasinghorse I, 2024
by Sofia Jaramillo
Archival pigment print

Right:
Quannah Chasinghorse II, 2024
by Sofia Jaramillo
Archival pigment print

Below:
A New Team, 2024
by Sofia Jaramillo
Archival pigment print

Right:
Rizki II, 2024
by Sofia Jaramillo
Archival pigment print



MARCH 14 THROUGH MAY 2
A New Winter

MARCH 19
Artist's Reception
6:30-8:30pm

MARCH 20-24
Après Walkthroughs
3pm

OCHI
119 Lewis Street | Ketchum
ochigallery.com

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—Sofía Jaramillo

DIRECTOR/PHOTOGRAPHER
Sofia Jaramillo
PRODUCERS
Shandi Kano and David Klayton
CASTING AND STYLING BY
Terumi Murao
DIRECTOR OF LIGHTING
Aaron Rodriguez
HAIR BY
Endo Robinson
MAKEUP BY
Chelsea Lockett

