



Rony Armas Photography

RA
studioSdesign



Los Angeles native Rony Armas is a self-taught photographer who has pursued art, design, and videography as related fields. Rony began with an interest in documenting the world around him and soon discovered, through the influence of many wonderful people, that his interest could be furthered as an artistic and commercial medium. The need to tell a story or evoke a feeling has been the driving force behind his work and is demonstrated in the diversity of his work, from editorial to music to fine art photography. He is motivated by collaborations and inspired by other artists and their art forms. As a practicing professional, Mr. Armas has worked as an independent contractor in photography for 20 years, in graphic design for 15 years, in art direction for ten years, and in film/video for ten years.

Co-Founder and Art Director for Lunaset Studio and Design, his mission was to regenerate the influence of fine art on commercial art. Lunaset was a multimedia design agency that served business ventures, community projects, educational institutions, and other artists. The

agency also offered marketing consultations to clients as requested. Lunaset was dissolved in the winter of 2008, leaving Rony free to pursue a more creative freelance career.

A few of Rony's most notable clients include world famous female percussionist and 2025 Grammy® winner, Sheila E.; pop singer and star of *Dexter: Original Sin*, Christina Milian; North Hollywood's longest-running street arts fair, NoHo Scene; global talent search, World Championship of Performing Arts; Muay Thai Promoters, Stand Up Promotions; and legendary Latin Jazz percussionist and Latin Grammy Lifetime Achievement Award Honoree, Pete Escovedo.

As a photographer/cinematographer, Rony has worked on many award-winning independent films and documentaries. The latest being an Oscar Nominated, hard-hitting documentary on survivors of human trafficking called *Surviving Sex Trafficking*. This film was directed by Sadhvi Siddhali Shree and Sadhvi Anubhuti, and produced by Alyssa Milano, Jeannie Mai from the daytime talk show 'The Real', and record producer, Jeezy.

As a result of Rony's decades long diverse experience in Hollywood as an artist, photographer, and cinematographer he has partnered with the Los Angeles Tribune, Los Angeles' oldest and longest running newspaper, as a Director of Photography for their new film division that will be producing uplifting, inspiring and empowering documentary films to help elevate and transform audiences.

Throughout his career Rony has consistently been an advocate for the arts as an avenue for healing and uplifting communities, speaking at various city councils, and representing local artists and art initiatives. He also served on the board of the Mid-Town North Hollywood Neighborhood Council, was Vice President of Community Development for the Universal City North Hollywood Jaycees, and was an esteemed member of the Universal City North Hollywood Chamber of Commerce. Through his extensive volunteer community work, he has received many certificates of recognition from such recognizable community leaders as Richard Alarcon, California Senator of the 4th District (who had proudly displayed an Armas original photograph mounted in our states capitol building in Sacramento), and Los Angeles City Council Members Wendy Greuel and Tom LaBonge, and most recently a Citation of Excellence from the Los Angeles Tribune CEO, Mo Rock and Editor-in-Chief Ava V. Manuel.

He has also won many awards for his graphic design work from the Community College Public Relations Organization (CCPRO).

Rony's most immediate goal is to continue to be a part of greater collaborations to bring art to communities while expanding his knowledge and skill base to, in turn, help others achieve their life goals.



RONY ARMAS

OUR STORIES ARE ANCIENT

SERIES DESCRIPTION

I began this photographic series thirteen years ago in 2009 with friends, family, coworkers, and notable personalities. The intention was to explore our indigenous roots through native symbols and design. Each image is a collaboration where I, as the photographer, get to discover a piece of my own cultural identity as well as demonstrate my reverence for the richness of each person's story. The model contributes their life experience as captured by their eyes, skin, lips, and hair. Their faces are time capsules of all that came before, along with their own unique addition for their progeny to learn from and add to. Each image begins with a symbol and as we look beyond the symbol and peer through the pane of glass the person is revealed, the product of ageless experience. The series is meant to honor and celebrate the rich diversity that comprises our world and evoke pride in our collective past. Some notable faces in the series include latin jazz legend Pete Escovedo, Hollywood executive producer Moctesuma Esparza, and poet laureate and prolific author Luis J. Rodriguez. All three are legends in the Chicano movement and pioneers in the music, publishing, and entertainment industries.

ARTIST STATEMENT

I have always been entranced by the human face and the stories embedded in every laugh line, forehead wrinkle, or scar. The chasm of experience in a person's eyes holds the ecstasy and angst, the vibrance and exhaustion, and the past, present, and future.

More than happiness, more than passion, we must strive to find and express our truest potential rooted in the generations of ancestors that came before, imbuing us with all their knowledge and love.

Our histories are rich, our stories are ancient.

Before there was nationalism or colonization there was community, family, art, music, and poetry. There were indigenous peoples and a connection with mother nature.

In this digitally connected world, where we have the accumulated knowledge of humanity in our pockets and fingertips, we are somehow more disconnected than ever before; severed from each other by technology.

This series serves as a small reminder of where we came from and who we are, as well as our collective, yet varied, cultures. The pangs, triumphs, and the beauty of our ancestors has been dormant, awakened here in an image, for a moment.

Getting in touch with our roots is such an important part of discovering and creating our identity. We are the accumulation of hundreds of generations, thousands of decisions, and millions of serendipitous yet fortuitous events. This series pays homage to all who came before us and who live within us!





Sol

Michelle Barraza



Luna

Rony Armas



Agua

Reirani Taurima



Fuego

Heidi Cross



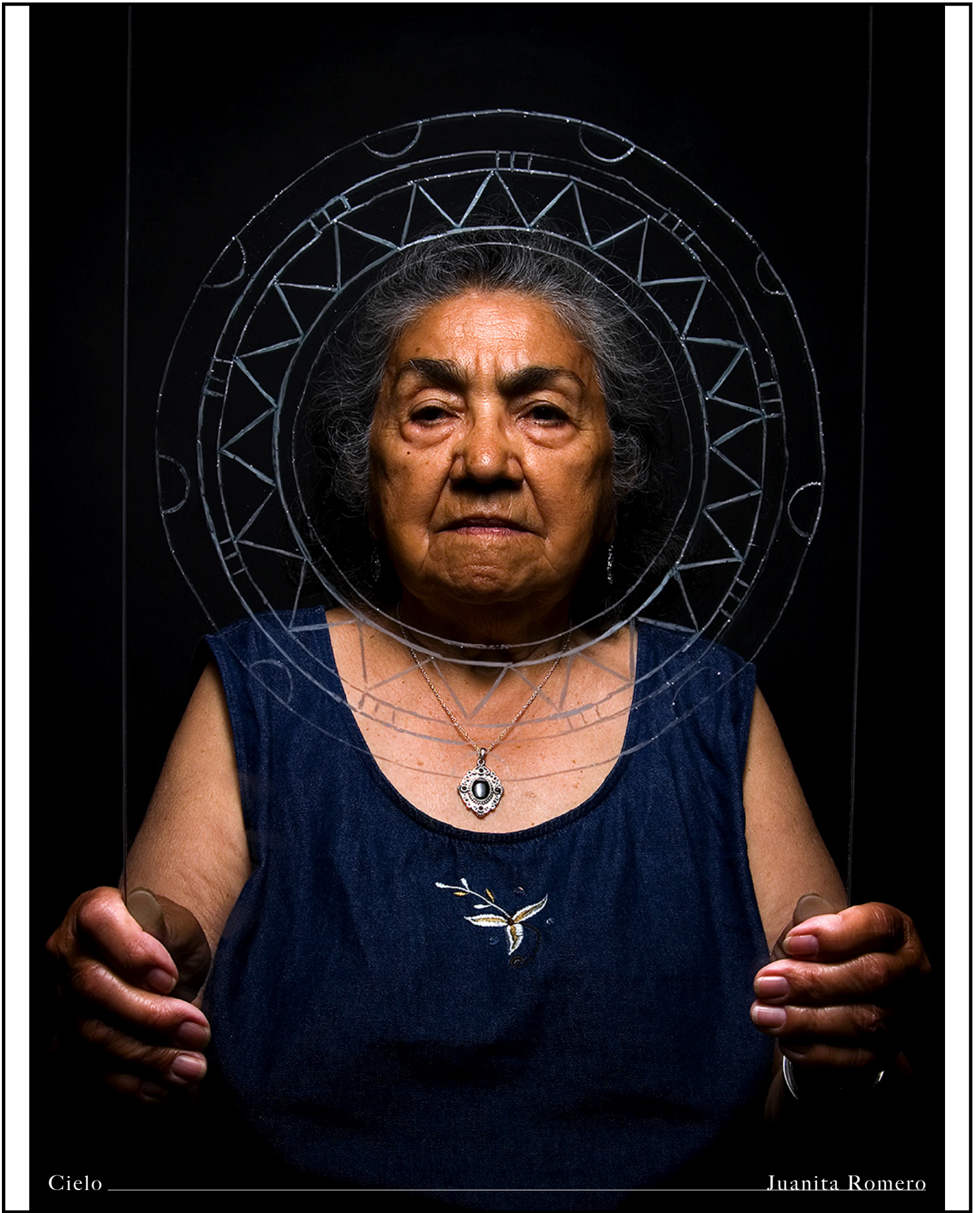
Tierra

Caroline



Aire

Linda Romero



Cielo

Juanita Romero



Tiempo

Pete Escovedo



Montaña

Maria Lopez



Volcán

Moctesuma Esparza



Sol
2006
Aztec | Mexico



Luna
2006
Maya | El Salvador



Agua
2008
Mauri | New Zealand



Fuego
2008
Japan



Tierra
2008
Kenya | Africa



Aire
2010
African American | Salvadoran



Cielo
2010
Maya | El Salvador



Tiempo
2022
Aztec | Mexico



Montaña
2022
Huichol | Mexico



Piedra
2024
Mexica | Mexico



Volcán
2023
Aztec | Mexico



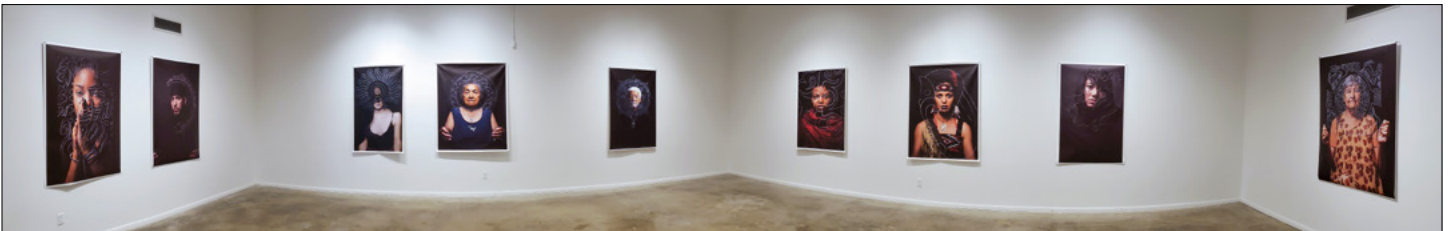
EXHIBITIONS

Mt. San Jacinto College Art Gallery, San Jacinto

Riverside County Administration Center, Riverside Arts Council's Artscape Spring/Summer Group Show

Palm Springs International Dance Festival, Nickerson-Rossi Dance Studio, Palm Springs

NoHo Gallery L.A., NoHo Arts District, North Hollywood



Mt. San Jacinto College Art Gallery



Riverside County Administration Center

PRESS

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Arts & Entertainment


'Our Stories Are Ancient' Photography Series Now On Display At MSJC

This exhibition presented by Rony Armas "is a way for us to connect with our past while celebrating our presence in the present."

Toni McAllister, Patch Staff

Posted Wed, Aug 17, 2022 at 2:04 pm PT

Reply



The Mt. San Jacinto College (MSJC) Art Gallery is pleased to present Rony Armas' "Our Stories are Ancient" now through Sept. 22 on the San Jacinto Campus, 1499 N. State St., San Jacinto. (MSJC)

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ARTISTS AUCTIONS EXHIBITIONS ANALYSIS SERVICES MAGAZINE MY COLLECTION PRICING

Rony Armas: Our Stories are Ancient

MSJC Art Gallery SAN JACINTO, CALIFORNIA, USA
AUG 15, 2022 - SEP 22, 2022

Mt. San Jacinto College Art Gallery is pleased to present Rony Armas, Our Stories are Ancient. In this ongoing photography series Armas explores how the symbols of our ancestors' indigenous roots add to the richness of our individual contemporary stories. This exhibition is a way for us to connect with our past while celebrating our presence in the present.

Artists on show

Rony Armas

Mt. San Jacinto College Art Gallery

Rony Armas, Our Stories are Ancient

August 15 - September 22, 2022

Closing reception:
Thursday, September 22, 4 - 7 pm
Join us for the artist at 4 pm

MSJC Art Gallery
1499 N State St, Building 1400
San Jacinto, CA 92583

view gallery: www.msjc.edu/artgallery
tagline: #rny_arts
facebook: [MSJC Art Gallery](https://www.facebook.com/MSJC-Art-Gallery)


MSJC Art Gallery is pleased to present Rony Armas, Our Stories are Ancient. In this ongoing photography series Armas explores how the symbols of our ancestors' indigenous roots add to the richness of our individual contemporary stories. This exhibition is a way for us to connect with our past while celebrating our presence in the present.

Armas' work is a way for us to connect with our past while celebrating our presence in the present. She is a way for us to connect with our past while celebrating our presence in the present.

Artscap

HOME CURRENT EXHIBIT PAST EXHIBITS CALL FOR ARTISTS ABOUT CONTACT

Spring & Summer 2022



"Terra," "Agua," Rony Armas. Photo on Canvas, \$1,000 each. 1st floor cafe area

Artscap Spring & Summer 2022 Exhibition

Rony Armas is a photographer who was born and raised in Los Angeles but relocated to San Jacinto in 2016 to help family. He has been creating art from the time he was 16 years old and is currently working as a graphic artist for Mt. San Jacinto College. Rony has shown his work at many Los Angeles based galleries and venues. Through art and community activism Rony has leveraged his visual communication abilities to spread the word that collaboration as an art form is fundamental to a society's healthy growth. This effort has been recognized by the City of Los Angeles, with Rony has received many Certificates of Recognition for his work. In addition to being a working graphic artist, Rony also practices martial arts, is an avid cyclist, and loves anything to do with the ocean and its conservation. Rony hopes to continue using art and film as a channel to communicate issues of societal importance such as ancestral roots, identity, social justice and protecting the environment. www.rastudioanddesign.com; IG @ronyarmas

Breaking News

THE TALON

MSJC STUDENT NEWS

HOME NEWS MSJC OPINION ARTS PODCASTS SPORTS ABOUT

Sunday, March 2, 2023


Our Stories Are Ancient: A talk with artist Rony Armas

Pla Herrera, Writer
October 28, 2022

"I have always been entranced by the human face and the stories embedded in every laugh line, forehead wrinkle, or scar. The chasm of experience in a person's eyes holds the ecstasy and angst, the vibrance and exhaustion, and the past, present, and future."

— Rony Armas

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MSJC Art Gallery presents:
RONY ARMAS,
OUR STORIES ARE ANCIENT

The MSJC Art Gallery is pleased to present Our Stories are Ancient, exploring symbols of indigenous roots and contemporary stories.



Contact Information

For additional information or to setup an interview please contact

Rony Armas

Rony.Lunaset@gmail.com or call/text 818.255.8417

[Our Stories Are Ancient](#)



RAStudioandDesign.com