Artist Statement

I was born in El Paso, Texas and raised in Cd. Juárez, Chihuahua. Through my graphic design and metals, I want people to sense my Mexican heritage. I am inspired by the vibrant colors found in Mexican artcrafts, the folklore of las fiestas, the craftmanship of las artesanias, and the papel picado techniques. I try to work like a Mexican artisan by incorporating their techniques and materials, but in a non-traditional way. I am also strongly influenced by the simplicity of Minimalism and my artwork tries to capture the Mexican essence in a more elegant, simplified, and refined way.

Graphic design is everywhere and always communicating. As a graphic designer, my artwork does not solely depend on a computer. Photography, drawing, and printmaking are very important to my work because I always incorporate three-dimensional elements into my two-dimensional designs to give them life and make them stand-out from the ordinary. In a recent poster, PushPin Studios in El Paso, I incorporated a photograph of a rooster I made out of beans, corn, chilli, and rice, depicting some of the typical foods of El Paso and Cd. Juarez. When different ideas are perfectly combined, a new concept develops and a connection between the designer, the client, and the audience arises.

In the same way, I translate my graphic design principles such as alignment, balance, contrast, pattern, proximity, repetition, and rhythm to my metals pieces. In a recent series of rings, I utilized confetti to create patterns between two pieces of plexi-glass, then soldered a sterling silver ring band to a sheet of nickel silver and finally riveted the plexi-glass and metal sheet together. I enjoy the process of creating my work with my own hands and metals gives me the liberty to work with different media and take my artwork out of the traditional. Art should not only be hung on the wall, it can be worn too.

I make a conscious effort to have my work look handcrafted. Above all, my goal is to blend and balance the two-dimensional and three-dimensional to create unique jewelry and design. I believe artists should always work with a variety of media and go beyond the expected.