

STATEMENT  
HERNÁN PULGA

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## Statement

Hernán Pulga  
1975  
Bogotá, Colombia

I'm a plastic and visual artist. Universidad Distrital Francisco José de Caldas. Bogotá, Colombia, 2015.

About my work: I try to seduce, attract, captivate, excite, persuade the shallowness of the viewer's taste to activate the pulse of his actions and emotions. A strategy proven to be effective in many fields of political, commercial, and spiritual life that seeks at any cost to gain followers, sales, and followers.

Conceptually supported by the thought of Jean Baudrillard and his writings around "seduction", I use shiny surfaces where the viewer can see themselves reflected (and seduced, activating their sense of belonging).

I think my visual style revolves around Kitsch aesthetics. I seek to "fake" beauty and opulence based on common, cheap or fictitious elements.

Geometry is the foundation of my composition when creating art. This geometry acts as a boundary, a container for a fundamentally reflective element that repeats, creating order, seriality, and often a grid.

The technique I use is assemblage, employing discarded materials as the substrate, sometimes found and recycled, in contrast to the main materials, which are shiny, polished, and meticulously crafted surfaces.

I really enjoy the work of visual artists like Louise Nevelson and Jean-Michel Basquiat. I appreciate their art because they have the ability to create elegant and remarkable pieces, often using found or recycled materials that people have discarded.

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