



Verónica Mar, elegance and purity of forms

Contemporary plastic

In her role as a sculptor, Verónica Mar continues to show signs of coherence and intelligence. The purity of its organic forms inspired by nature is a mantra that has managed to explode perfectly. From its beginnings, nature has been the source of inspiration to which it comes to conceive its designs of a subtle, almost ethereal beauty. The work of Verónica Mar evokes a universe of spirituality charged with harmony and balance.

This artist designs her sculptures with a rhythmic movement, modeling the material as the capricious nature plays with the elements. His pieces are an evocation of the caprillas, those small and frothy white waves that appear on the water. Moreover, the artist affirms that she needs the sea to create. The difference is that the curvature to which it submits to the KRION, -a warm material that recalls the touch of the Cala flower-, is a dance of opposites. It is the wave of two energies coming together, interacting and feeding each other.

Veronica Mar thus represents the duality of life; the light in front of the shadow, the masculine, and the feminine, the new and the old, beauty and ugliness and always two. For the sculptor, these polar opposites are needed to balance the world. A thought that goes beyond art, is a vital reasoning that Verónica Mar defends and practices. And as a point of equilibrium between both forces, the emptiness, where the shapes drawn in space are read. The artist gives us some clues when she states that the rounded pieces are more expansive, while the elongated ones are much more ethereal and fragile. Some extremes or vertices seem to be diluted becoming so light that it could be said that they are about to disappear. The angularity would be closer to the masculine, while the rounded forms of arabesque lines to the feminine. Within its creative universe, there is a recurring element that is the 8 (Finito Versus Infinito) where two opposite poles converge again and act as their creative signature.

In this clean game of forms, Veronica Mar sometimes uses works of kinetic art or op art where real movement delves into this idea of wave vibration and the golden ratio. In these contemporary sculptures lies the desire to exhort the passage of time. In some the speed is much greater than in others, posing an emotional challenge to project that energy that travels through space.

Creative design and highend jewelry

Verónica Mar combines her artistic profile with creative design. Veronica designs more with an artist's mind, creating unique and special pieces for each client. When it comes to sculpting and entering fully into creative freedom, the artist always takes into account the relationship between the environment and the person marking the elegance and purity of the forms. You could say that the forces are equalized by extracting the best from each discipline. Recently, she has just entered the family of artists from the gallery Les Ateliers Courbet in New York, after passing through the gallery of Rossana Orlandi in Milan.

In recent times has added to its facet of artistic design the creation of unique pieces of high jewelry with KRION® Porcelanosa Group, an ecological material that has the quality of cleaning the environment, in addition to beautifying its owner. The launch of his Alma collection has been a revelation. Bangles, necklaces, rings and bracelets soft touch and full temperament. The smooth movement of the pieces, their pure white or the curvature of the shapes are the same elements that give character to his sculpture. Thus, the multifaceted and versatile personality of Verónica Mar gives a unitary stamp to all her work. Her designs, sculptures, and jewels feed on each other. Everything is creation, everything is Verónica Mar.

Patricia Mir, curator, art critic and art journalist.



ARTIST STATEMENT

My research aims to find a balance between volume, shape and space underlining emptiness instead of mass. Inspired by Brancusi, I too continually seek the essence of life through organic lines and forms. These organic shapes draw the air like an ethereal calligraphy by subtly playing with texture, color and the ever-changing reflections caused by the light.

The combination of both classical and avant-garde materials, like steel, brass, aluminum and Krion (acrylic stone) and carbon fiber allow me to articulate inside and outside spaces with different levels of intimacy.

My sculptures are like a spiral: they move upwards suggesting both physical and mental growth and ideas of pureness and asceticism through a minimal objectual presence. And in this sense, the interaction with the viewer is important as they become part of the sculpture and engage in a challenging introspective dialogue in which they can recognize Themselves.

I have always felt attracted by the monumentality of Anish Kapoor, the essentialism of Donald Judd and the atmospheric installations of James Turrell. They all served as inspiration to articulate a dialectics of eternal and ephemeral, empty and full, light and darkness.

I feel that my artwork is a thought-provoking metaphor of the individual and our quest for freedom, emancipation and self-fulfillment.

I design sculptures with functionality, inspired by nature.

My designs are created under Mies Van der Rohe's premise "less is more" where the organic lines provide an essential natural beauty that emotions you and connects with yourself.

All my creations have their own soul, they are pieces of art that you can enjoy viewing, touching and feeling and express a dual energy inherent in everything that exists. Some of the design pieces, like the Ginkgo or the Coral Reef, are directly copied from nature, in cast metal. Although it seems to have nothing to do with my design style, as seen in my other works, they are the emotional base and meaning of my signature, with simple, elegant and organic shapes.

I also love to create my own jewelry and summer dresses, and everything is connected to the beauty and essence of nature.

I work with sculptors and artisans to craft each piece because they have a unique approach to working with each material and a perfect understanding of the production processes. Moreover, they contribute with their expert work, with their own soul to each creation.

I'm passionate about architecture and sculpture, seeking inspiration in art, but above all in nature itself, where function and aesthetics are fulfilled to perfection. My goal is to integrate nature into interiors and spaces through an emotional design. I want to bring a new vision of the product concept and present my designs as sculptures with meaning and function, adding innovation in their use and form, as well as creating timeless and long lasting designs.

My designs are materialized by Spanish artisans, who make of each object a unique piece to which they impregnate their personal style. I believe that designers and craftsmen have to join forces, they can help us to create and produce our designs and we to market them internationally. I believe that craftsmanship is sustainability, harmony and humanism, that's why its values are the exclusivity and personalization in some of my design pieces.



CV Veronica Martínez was born in Granada, Spain, the 15th of August 1979.

1999-2005 . B.A. Fine Arts. University of Barcelona. Spain.
2001-2004 . B.A. Interior design. Escola Eina Barcelona. Spain.

ART SHOWS AND GROUP SHOWS

2018 . Group show. GNOSIS. El Escorial, Madrid.
2018 . Solo show “De la naturaleza a la esencia”. Club ALMA, Madrid.
2018 . Group show BOX . HYBRID fair Madrid.
2018 . Group show “ Mínimo Tamaño Grande en CODDIM” Madrid.
2018 . Group show “Mínimo Tamaño Grande en Cosentino City” Madrid.
2018 . Group show “En el límite de la objetualidad” Gallery Caotics, Madrid.
2017 . Group show “20 años de Mínimo Tamaño Grande”, El Escorial, Madrid.
2017 . Group show. Es Arte, Gallery Marbella.
2017 . Group show. Mondo Galería, Madrid.
2016 . Toro Arte Gallery. Sessa Aurunca, Italia.
2016 . Solo exhibition. Amante Lifestyle Loft. Madrid, Spain.
2016 . Group show. ARTOUR- O il Must. Barcelona, Spain.
2016 . Banus Gallery. Marbella, Spain.
2016 . Group show. Art Marbella. Meet Art Gallery, Marbella, Spain.
2016 . Solo exhibition. Starlite Marbella, Spain.
2016 . Solo exhibition. INFINITO installation. Madrid, Spain.
2015 . Group show. Walter Junger Gallery, Shanghai, China.
2014 . Group show “Mínimo Tamaño Grande”. El Escorial, Madrid, Spain.
2013 . Group show. Mondo Galería, Madrid, Spain.
2010 . Art installation. “Tenemos la sartén por el mango” Econciencia. IFEMA, Madrid, Spain.

GRANTS AND TEACHING

2018 . SWATCH ART PEACE ART RESIDENCY Grant starting in August for 6 months.
2016 . Professor at EAAI Design school, Granada, Spain.
2016 . Master class at Architecture school. Universidad Politécnica de Madrid
2014-2015 . professor at Instituto Europeo Di Design Madrid, Spain.
2014 . Master class at EAAI, Granada, Spain.
2014 . Master class at ESI, Valladolid, Spain.
2008 . Professor at the University of Architecture at Nottingham Trent University.
2006-2007 . Leonardo grant, scholarship by the University of Salamanca.

DESIGN SHOWS AND GROUP SHOWS

2018 . Ginkgo Chandelier at MINT Gallery, London Design Week.
2018 . Ginkgo Collection, S Cor-Ten steel bench & Leaf Swing at Les Ateliers Courbet, NY.
2018 . Solo show Jewelry ALMA collection. Ramses Life, Madrid.
2018 . Solo show “De la naturaleza a la esencia”. Club ALMA, Madrid.
2018 . Ginkgo collection at Rossana Orlandi Gallery . Milan Design Week.
2018 . “En el límite de la objetualidad” Group exhibition at Caotics Gallery, Madrid.
Ginkgo table lamp, Ginkgo Bracelets, Autumn Leaf Swing and Jewelery.
2017. Ginkgo Chandelier, exhibited at Rossana Orlandi Gallery, Milan Italy.
2014 . S Bench and more unique pieces created for Pop up Garden at The Westin Palace Hotel, Madrid.
2014 . MARE, YERBA, ALFA, CALA. Solo show. Porcelanosa Headquarters.
2014 . S Bench, LEAF. Group Show at Entratalibera. Milan, Italy.
2012 . “Garden of Dreams” art & design installation at Casa Decor Madrid, Spain.
2011 . Presentation and production of WIND plantpot, organized by HiMacs at Candido Hermida Headquarters, La Coruña, Spain.
2008 . AUTUMN LEAF exhibited at London 100%Design, London, UK.
2008 . AUTUMN LEAF, MARE, exhibited at NUDE Valencia, Spain
2008 . LEAF, MARE, WAVE exhibited at Salone Satellite. Milan, Italy.
2007 . MARE exhibited at NUDE Valencia, Spain.

DESIGN AWARDS

1st Prize. Autumn Leaf Swing. Emily Hall Tremaine Foundation Award for the participation in the exhibition Philodendron: From Pan-Latin Exotic to American Modern at the Wolfsonian-FIU Museum.
1st Prize. Autumn Leaf sculpture swing. Urbaverde Porto, Portugal. April 2012.
Special Mention S Urban. Design for urban spaces by HIMACS. London, September 2011.
2nd Prize. 2-4 Gotas / Luna llena / Me quiere ceramics. Farcama, Madrid, Oct.2011.
1st Prize. “Tenemos la sartén por el mango” installation. Econciencia, Madrid, May 2010.
1st Prize. Final Degree project “Cave house in Granada” interior designers college of Barcelona, June 2005.

COLLABORATIONS

2018 . Outdoor furniture for LAB23, Italy.
2014-2016 . Outdoor furniture and Sculpture for PORCELANOSA KRION, Spain.
2012 . Outdoor furniture for TRIBÚ, Belgium.
2012 . Outdoor furniture for LAB23, Italy.
2013 . Art Director for EXPERIMENTA, Italy
2011 . Lighting design for CORDON, Spain.
2010 . Sculptural outdoor furniture for Jaume Espi sculptor, Spain.



Veronica *Man*
A R T I S T



veronicamar.art