

Portcandia

Resin cast transfers on cradled birch panel

\$600

Michael Hernandez

Artist's Statement

The book *Piecing Me Together* is a reminder that the details of personal life journeys unfold as we go. We're wired to seek direction and where we end up and what it looks like can be unexpected.

The piece *Portcandia* is inspired by the author Renee Watson's passage in *Piecing Me Together*, "Lots of people can't find beauty in my neighborhood, but I can. Ever since elementary school, I've been making beauty out of things – candy wrappers, pages of a newspaper, receipts, ripouts from magazines. I cut and tear, arrange and rearrange, and glue them down, morphing them into something no one else thought they would be."

Bio

Michael Hernandez was born in Lakewood, California. He studied Art & Design at Cal Poly San Luis Obispo, CA. After graduating, Nike Inc. recruited him as a designer. His career at Nike in Portland, Oregon spanned twenty-three years. During which, he gained professional experience in a broad spectrum of mediums, including, long & short format film making, environmental design, graphic design, product design, advertising, copy writing, brand design and digital design. Michael has garnered design awards, been recognized in design publications, juried design competitions and curated museum exhibitions.

As an artist, he has shown his work in both solo and group shows. In 2014, Michael founded his own design agency, The Bruin Co., a creative consultancy that's focused on serving clients' product design & brand marketing strategy needs. As a multi-disciplinary designer, he leverages his art in his design work. One informs the other.

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