

Michael Hernandez

Title: Hello-Hello

Artist's Statement

Author Lilly Brooks-Dalton wrote Good Morning, Midnight with such rich detail throughout the novel. When reading she would draw me deep into details, descriptions, happenings and characters. Though I found myself always drifting and thinking about the bigger picture. The human condition. How we all share the same basic needs irregardless of where we are. We all desire to feel and be connected to others. To share experiences. We are wired this way. It's impossible for us to escape this. The characters in the book were trapped where they were and were uncertain of the state of the planet and their future on it or orbiting it.

The main characters of the book made contact with each other from earth to space. Their communications were very touch and go. When they did find a shared frequency after scanning the channels. Their conversations broke through the white noise. It helped fight off all the feelings of isolation, desperation, loneliness and fragility they faced daily. Gave them hope. Even for a few seconds.

The composition of Hello-Hello echoes the vastness and emptiness of the characters locations in the book. Space and the Arctic. I wanted to visualize the big picture feeling I kept coming to when reading the novel. I also wanted to reference the main characters desire to communicate with someone out there. Any one. Their transmissions bouncing around searching for a connection. The lines in the composition represent the pathways of the transmissions. I cast resin over the piece to seal it and evoke a cold or ice quality that the characters in Good Morning, Midnight experienced in their locations.

Artist's 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 client's product design & brand marketing strategy needs. As a multi-disciplinary designer he leverages his art in his design work. One informs the other.

Website: www.TheBruinCo.com

Instagram: [@bruinstudio](https://www.instagram.com/bruinstudio)