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PALOMA HINOJOSA

The Joy of Living: the works of Paloma Hinojosa

Whether depicting lively night parties on the beach, Parisian streets, or bustling sidewalk cafes of her native Madrid, the paintings of Paloma Hinojosa strive not simply to recreate the world but rather to convey the emotions of memory and place. By elevating sensations over form, Hinojosa aims to speak from the soul. For Paloma, art is transcendent. She states, "I am convinced that authentic art is not subject to 'fashion' or 'to the market' but comes from the heart and lasts forever. Not just for the artist but for the people who see it." Art Critic Pablo d'Ors shares such experiences in her new book, *Hacia en Infinito, Towards Infinity*, as he describes, "when you stand before these canvases and look away, you find your own inner self has more colors than you thought, more nuances, more prospects for the future, for dreaming, for fulfillment..."

Throughout her 40-year career, Paloma Hinojosa has established herself as one of Spain's most recognized and leading Neo-Impressionist contemporary painters. The self-taught artist defines her aesthetic as spontaneous as she allows her emotions to guide her throughout. The resulting images yield a constructed interplay between realism, abstraction, and impressionism. Hinojosa's style easily draws viewers into a dreamlike world that offers a whimsical escape. She states, "In my work, the viewer takes a piece of my experiences but links it to their own, links it to their memories and desires."

- Self-taught painter from Spain.
- Her work prioritizes sensation over form, a signature of her Neo-Impressionistic style.
- She describes her style as "spontaneous" because she does not predetermine the composition and allows the result to appear on its own.
- Hinojosa's quick brushstrokes and dots of pigment prompt the viewer to optically blend the color on the canvas, a variation on a painting technique known as "pointillism."
- She has participated in over 50 collective exhibitions and 20 plus private shows throughout her 40 plus year career.

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One of Spain's most recognized and leading Neo-Impressionist contemporary painters, the bright, expressive paintings of Paloma Hinojosa harmonize emotion and representation. Prioritizing sensation over form, the works offer an interpretation of authentic freedom. Whether depicting lively beaches, French hotels in winter snow, or the bustling sidewalk cafes of her native Madrid, Hinojosa reminds us that her goal is not to simply recreate the world, but rather to convey the emotions of an environment.

Her paintings display a body of work firmly entrenched in Neo-Impressionism. Her aesthetic juxtaposes various colors and tones which systematically contrast to heighten the visual sensation of the composition. The resulting images yield a meticulously constructed interplay between realism, abstraction, and impressionism which is a hallmark of her style. Hinojosa's quick brushstrokes and dots of pigment rely on the viewer to optically blend the color on the canvas, a variation on a painting technique known as "pointillism" which was popularized by 19th century Impressionists.

The self-taught painter defines her aesthetic as spontaneous, as she does not predetermine the composition and allows the final result to appear on its own. Resulting in distinctively unique paintings, Hinojosa's style easily draws viewers into a dreamlike world that offers a whimsical escape from worldly dilemmas. In *Hotel Ritz*, the historic Madrid hotel façade provides a cozy and inviting winter scene. Her iconic pink moons set against night skies in paintings such as *Vosgos Square, Paris* and *Restaurant with the Moon* deliberately showcase her vibrant color scheme supported by rich purples, magentas and indigos that distinguishes her paintings from other contemporary artists. Portraying changes in daylight and season, the works capture the year-round elegance of European life.

Hinojosa's list of accomplishments and critical acclaim remains vast. Throughout her 40 plus year career, Hinojosa has participated in over 50 collective exhibitions and 20 plus private shows internationally since 1971. Locations include major cities throughout Spain such as Barcelona, Madrid, Granada, Bilbao, San Sebastian, Toledo, and Sevilla, as well as Paris, France, and several cities in the United States. Her recent exhibit in Madrid, *Celebrar la Vida*, was held at the prestigious Centro Cultural de Vacas and substantiates the importance of her work.