

# FERNÁNDEZ HURTADO

## IE ART WORKSHOP

Basics of this workshop

Visual artist



# INTRODUCTION



This workshop is an introduction to the world of art and artistic thought through painting above all, but it is always open to dealing with other languages such as sculpture, installation, recycled materials, research on various notions as to create out of it, performance, etc ...

It is not a workshop to generate art works, but rather intended for students to develop skills that, treated through art, settle in each one of them hence bring them closer to be able to take advantage of both their professional and personal life. Notions on self-growth, self-actualization, fear not to face challenges or identity are endlessly present in this IE Arts community. The presence of Art in the daily life of students has turned fundamental for institutions of the like of IE and this proposal is never far from this value.

One of the main objectives of the workshop is for each student to find what they are passionate about, and for which they are also endowed with certain skills. This can mark the future of these students, since it is about, little by little, finding what they are passionate about and they are good at regardless of their bachelor or professional/personal interests.

In this way the student will go through truly interesting paths, bringing out the best in each one of them. In the last chapter we will pay closer attention to some individual cases and how this course helped students in various ways.

For this to be possible, the workshop is subject to a dogma with the following fundamental pillars:

## 1- STIMULATING SELF-CONFIDENCE



The first thing is to get each person who participates in the workshop: have confidence in yourself, and be convinced that there are things for which you/they are specially gifted.

Each one is special and unique (one of a kind), and always has something to offer to others (as to become *one of us*).

## 2- THE OBSTACLES AS OPPORTUNITIES



We learn to accept the given circumstances at a certain time.

Instead of getting annoyed and feel down at the difficulties, we try to convert them into opportunities, as if they were other paths that were not planned, but can also (and should also) be traveled hence experienced.

Art is a safe domain where fundamental notions of life can be experimented because there is no danger, no risk, just learning and growing.



### 3- RCI:

## RISK, CHANCE & INTUITION



A lot of the time in these workshops, we dedicate it to work these three concepts. In all the work we do, we include a good dose of risk, chance and intuition.

When the roads and / or ideas run out, after having used all our tools, we introduce doses of risk, looking things that are not in our plans and that in this way arrive by random. The management of this chance caused by risk is what allows us discovering what, otherwise, would have remained hidden.

To carry out this strategy, it is necessary to park reason for a moment, and apply intuition. We try to discover and differentiate in us what belongs to reason and what to intuition. We try to listen to our own body, and know when the heart speaks to us.

Intuition is one of the most powerful qualities of the human being. Many connections are made unconsciously at that time.

Therefore, we try to develop this important tool when it comes to make decisions, present and future ones. Taking into well account the demanding and at-times tied structure of the bachelors that students undertake, we understand working on unforeseen outcomes gives participants an unlimitedly valuable tool that is complementary to any other knowledge they may acquire in their studying years to come.

These three notions (risk, chance, and intuition) are naturally common to the inner core of artists and are of immense significance to worldwide companies nowadays since the three are not commonly within the business domain. Or else let us just say that business mindsets are not all the time prepared to face unexpected difficulties brought about by risk, not considering chance as an option or not giving intuition the importance it has.

## 4- IN SEARCH OF OUR PASSIONS





We explore daily what are the things that move us without the ability to make an effort. That is, we look for what each one of us is passionate about, respecting each and every one of the possibilities, strange or quirky as they may seem.

In essence, students joining IE are generally subjected to a massive change in their routines since they leave behind their countries and comfort zone to embrace an entirely different environment far from family, friends and background.

This is to say we may feel tempted to hide what we like most in order to match the seemingly expectations of university new life in both campus and the cities (Segovia then Madrid). However, passions are not to be left behind as they may have an essential influence in the professional career: combining them with the lessons of the bachelors may well make the difference when facing professional challenges as those will surely differentiate them from others.

All in all, the matching of passions and professional skillset is what nowadays society demands and so we practice this interaction within our classes making the most of IE's diverse students.

## 5- ENCOURAGING PERSONAL INTERESTS



In each session I made an effort to encourage the interests of each student. Something that the student is interested in, can not be left out of workshop.

We give maximum importance to what each one is interested in life, whether on a personal level, as a professional, etc ... Those interests of "today", may be the central interests in the future, and therefore we must not only respect them, but also encourage them.

## 6- RECOGNIZING AND POTENTIATING ABILITIES



We all have skills for which we are especially gifted.

You just have to find them. The careful observation of each student helps us to recognize, with the effort and participation of the whole group, the skills that each participant can have in the workshop.

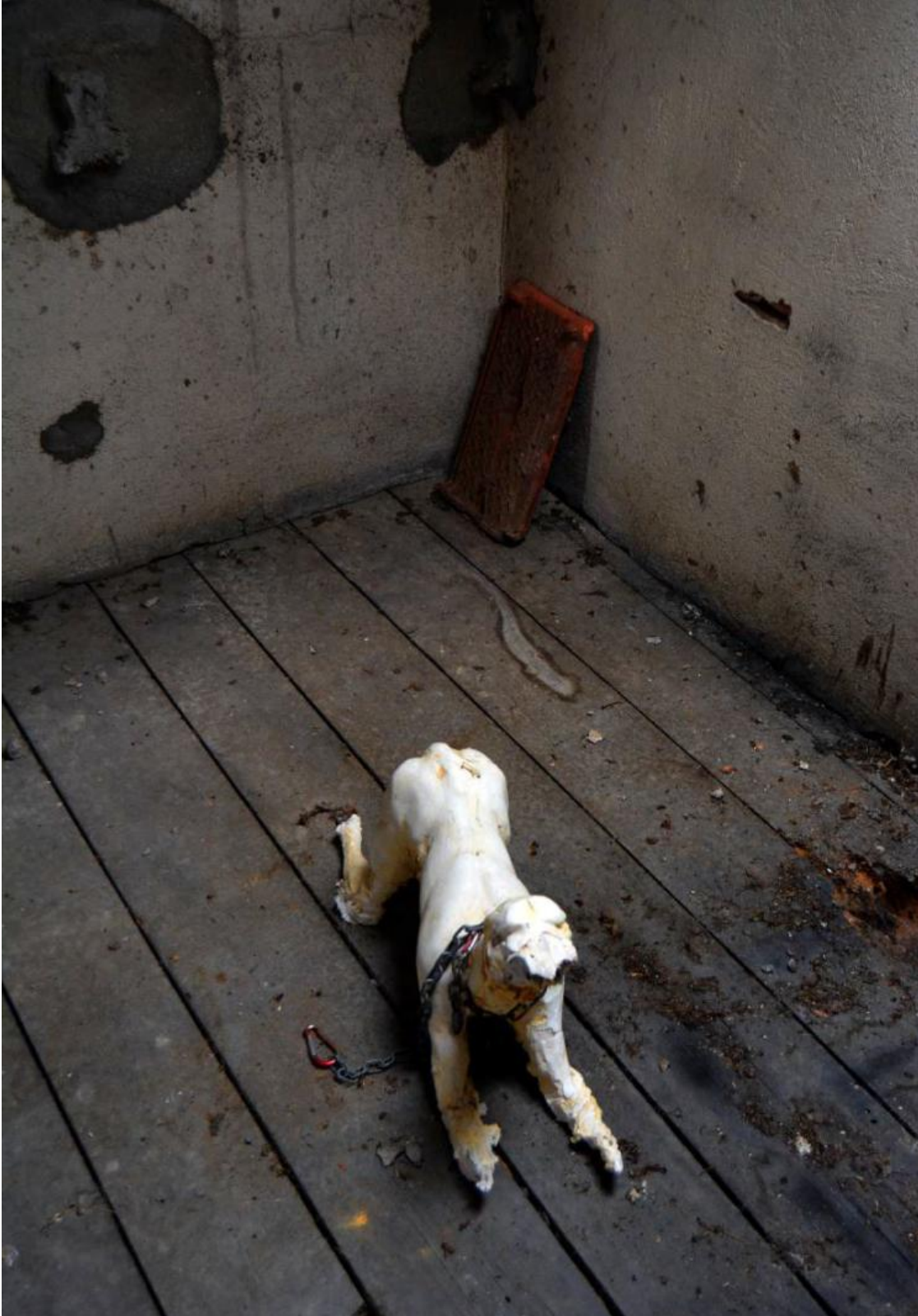
Once this is done, we work to enhance these skills.

Then, language has proved to not be a barrier but a challenge and so we managed to create a very strong community beyond the limitations of language. This is simply because we can express ourselves in many different ways and create a community that work together regardless of the command of English/Spanish we all may have.

Students have many abilities they sometimes are not familiar with and we continually explore this notion.



## 7- THE FEARS



Throughout the year we talk about fears by means of both History of Art examples (artists have historically embodied fears) and interactive exercises. We inquire so much about personal fears, one by one and as a group, to know which ones affect one another individually and to the group.

Once recognized, we manage them to be taken from the best possible way, and in the best of cases, to eliminate them. And this is merely done with a canvas and few brushes!

We use art and art creation not only as a therapy but also as a process of finding the things we do not like and so face them.

As stated before, art is a safe domain and the simple fact of facing a blank canvas can well represent a challenge an student is to sort out as though it was a life challenge they may have to, sooner or later, encounter.

## 8- THE TURNS OF LIFE



We try to understand that a life can be full of twists, more or less drastic but always possible. Students join a new environment, face tremendous changes, may or not understand what is going on within their new life context and so we use this domain and explore from within.

Taking life as a twist in itself, we make decisions with fearless and with courage, trying to assimilate that nothing has to be definitive: not in life, not at work, not in our personal or professional relationships.

The possibility to turn/look back is always there, and we work to transform it into an ability using art (and the white canvas) as a trigger, as a medium, as a funny game full of lessons.



## 9- COURAGE





We try to lose the fear of failure. However, failure can be the right path to the greatest success whether this basic yet key lesson is well explained/explored.

We live daily with failure and sometimes we just do not know how to overcome it. In our classes, we always work under this framework:

"Do it without fear, or do it with fear. Just do it".

## 10-THE ART OF LIVING



We understand that everything applicable to the realization of a work of art, and any exercise carried out in the workshop can be extrapolated to one's life.

The way we normally live is the way we normally create no matter the channel –cooking, talking in public, producing an event, painting, singing, leading, challenging others to form a start-up or delivering a good idea into conclusion. Creativity is within us since childhood we later on either develop it or hide it: it is always there waiting to be deciphered.

In the course, we work with concepts and ideas. It is not about playing with brushes or dirtying the space, it is more like a youth workshop for thinking, learning, and feeling because these become fundamental due to the central importance of Humanities, Art & Creativity in the formation of more sensitive and more inclusive individuals.

## REAL CASES OF STUDENTS:

### THE IMPACT OF THE CLASSES

Irene Serra [iserra.ieu2017@student.ie.edu](mailto:iserra.ieu2017@student.ie.edu)

She learned how to recognize herself by means of art, she gradually committed more and more. As a result, she gained self-confidence in what she does taking into account she was very reluctant to show what she did at the very beginning. She thought she was useless though she found out her real values and kept going all the way until realization.

Veronika Sisko Orvokki Saarela [vsaaarela.ieu2017@student.ie.edu](mailto:vsaaarela.ieu2017@student.ie.edu)

She never gave up, she committed to classes every week and even though asked me to continue classes in Madrid so I would say the print we left on her was considerable. She was simply extraordinary. We could not say there was a massive change on her because she was passionate about life and painting from the beginning. Matter-course she lead others to join the community. Therefore, she got fully convinced she has skills and is now ready to make the most of them.

María González [mgonzalez.ieu2017@student.ie.edu](mailto:mgonzalez.ieu2017@student.ie.edu) & Julie, Pauline, Camille DOYELLE  
[jdo.ieu2017@student.ie.edu](mailto:jdo.ieu2017@student.ie.edu)

They absolutely learned how to lead, María in fact to the very end. Very sensitive people, art was part of their background. Nevertheless, to me the most significant thing is how Maria transferred some of the lessons assimilated into a small business enterprise of artisanal earrings with a group of friends. I truly believe her confidence grew, and so she is now more and better prepared to real life challenges than before as well as creating promo material for this likely-to-be company.

Xuan Hoang Do [xdo.ieu2015@student.ie.edu](mailto:xdo.ieu2015@student.ie.edu)

Little else can be said of him. He is simply outstanding, he has an unstoppable talent, he help us lots to produce and art exhibition at the Creativity Center with his pace and creativity and above all he found his path in life. He is an architect by all means though are his passions (cooking and art) that mostly interact on him and by combining them he may have found his professional career. In fact, not by chance he participated in a major event organized in Segovia where he performed with incomparable success for an IE student.

[robertoconlon926@gmail.com](mailto:robertoconlon926@gmail.com) (Exchange students)

Let us just say that he was a very sensitive, very spiritual person who needed art as a way of life because art made him feel better. He could explore his own feelings and work on them in a favorable environment. He recognized himself and travel through his own being from within. He admitted having psychological issues before joining IE that were all gone by the end of the academic year when art classes ended. Art was a relief and way to get to know ourselves every day.

Olalla Monteagudo Teira [omonteagudo.bar2012@student.ie.edu](mailto:omonteagudo.bar2012@student.ie.edu)



Strong leadership capacity, awesome commitment. Her own self-esteem got significantly reinforced and even took risk in some of her last sessions towards reaching perfection what gave her good lessons to approach other challenges. I actually told her not to make big changes last minute to which she rejected and kept on which meant to me she was really confident about her doing. This was not the case when she firstly joined as she was full of fears and had no confidence on her capacities.

# BIO



Nacido en Segovia. España 1975

After 18 years as a cyclist, the last as a professional, after traveling thousands of kilometers by land sea and air, I abandoned this profession at age 27 because of an injury.

I was the owner of a construction company for 7 years. Both I studied the upper level of illustration, and I also graduated in Product Design. One day I decided to dedicate myself exclusively to visual art.

Finally I studied the Fine Arts Degree, obtaining the extraordinary degree award.

I currently work as an art professor at IE Creativity Center.

I have exhibited in multiple individual and collective exhibitions, and work is found in collections from different parts of the World, Germany, China, USA, etc., and of course in Spain.

# CV



Alert (fragment)

Smoke and acrylic on board

40x40 cm

## TRAINING AND SCHOLARSHIPS

- Degree in Fine Arts, Universidad Complutense de Madrid (2017), obtaining the EXTRAORDINARY PRIZE OF DEGREE 2016/2017.
- Superior Studies of Product Design, School of Arts and Superior of Design "House of the Peaks" of Segovia (2012).
- Higher Education Plastic Arts and Illustration Design, School of Arts and Design Superior "Casa de los Picos" of Segovia (2008).

- Vocational Training, Second Degree, Administrative and Commercial.

Vocational Training Institute Ángel del Alcázar, Segovia (1995).

- Professional Training First Degree, Administrative and Commercial. Institute of Professional Training Ángel del Alcázar, Segovia (1992).

- Course of Pensioned Painters, Quintanar Palace. Royal Academy of History and Art of San Quirce (2007).

## PUBLICATIONS

- Illustrations and cover of the book "From Rock to Rock. Discover the heritage Geological Survey of the City of Segovia ", Ayuntamiento de Segovia, 2011.

## EXHIBITIONS

### Individuals

- Of men, animals and things. Fernández Hurtado Art Gallery (2017)
- Of men, animals and things. Club Antares, Seville. (2017)
- Inaugural exhibition. Fernández Hurtado Art Gallery, Segovia (2016).
- Around the invisible, Bernesga Art Room, León (2013)
- Sublime. Heap of Wheat Heap of Straw, Segovia (2009).
- Animated. Heap of Wheat Heap of Straw, Segovia (2007).

### Collectives

- A day at Sorolla's house. Sorolla Museum. Madrid (2018)
- Daily live. Fernández Hurtado Art Gallery, Segovia (2018)
- Army Awards, 49th edition, IFEMA, Madrid (2011 and 2012).

- Salon Artistique Sainte-Maure de Touraine (2010).
- XXI Salon de Peinture, Ville de Clairac, France (2010).
- Yuglo-Staff 08, Gallery Báculo, Madrid (2008).
- Exhibition of Pensioned Painters, Quintanar Palace, Segovia (2007).

Currently I teach art classes at IE.

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