

CATALINA **MARTIN**



#### Catalina Martin

was born in 1973 in Medellin, Colombia, and grew up in the Zurich area. From 1992 to 1996 she apprenticed as a graphic artist at a renowned international advertising agency. Alongside her varied, highly visually job, she attended the Zurich School of Design. In 1997, she took a sabbatical leave and travelled to Los Angeles, where she broadened her knowledge and enhanced her skills both in graphic design and in fine arts. The abundance of new impressions sharpened her senses, opened up fresh perspectives and expanded her horizon.

Back in Zurich, she worked as art director for a number of agencies. She perfected her aesthetics and applied it specifically in graphical implementations and campaigns, suitably adapted to the respective client and sector.

While she was able to draw on a wealth of design experience for advertising and played with it, in her art she concentrated on the transformative effects of fine details. She intensified her observations and aimed at creating new things with minimal changes.

Conceptually, her works are characterised by the desire to coax out new meanings (often somewhat tongue-in-cheek); formally, one can sense her love of reduction. It is a combination that lends her works spirit and charm.

