

**Artist: Alejandrina Herrera**

**Statement:**

Nowadays there is a need for the internet or digital connections that for half of my life I never needed. I was born in the mid-eighties and during my childhood and adolescence there was no such form of interaction in the world. When I reached adulthood, the digital era took over the world changing drastically the way people live and interact with each other. There is a whole new way of living, with immediate but non-personal interactions. This overwhelming transformation has made me ask myself: Where are we going as a society?

Being used to live in a digital world, our memories and experiences are becoming digital too. By using pencil drawing, nostalgia and broad white spaces in my work, I invite the spectator to slow down, observe and contemplate themselves and the beauty in life. With our minds also working in a digital way, I intend to go back to an “analogue” form using non-digital techniques such as pencil drawing which is a meticulous and low-paced process that represents an artistic counter proposal to the status quo. By adding collage and embroidery in my art, I restate my non-digital, handcrafted and detailed-focus proposal.

People, things and scenarios that I take from old pictures are intended to trigger the spectators’ very own memories. Old residential architecture and cars are just a few examples of things that bring back the memories in their minds. The process of creating memories is usually quick, imprecise and abstract. By drawing in miniature, I try to slow down and maximize details in memories creating a whole experience that we thought was forgotten.

It is my proposal to bring back the intimacy of memories, by reminding the audience valuable items such as family albums and the memories in them, changing the way that we perceive our relationships and personal stories.



# Gallery 19

Our partner Pilsen Arts & Community House  
[www.pilsenartscommunityhouse.org](http://www.pilsenartscommunityhouse.org)

1637 W 18th Street  
Chicago IL 60608  
[www.gallery19chicago.com](http://www.gallery19chicago.com)



Panchos  
Pencil on Paper 11.25" x 26.5"  
\$1,600.00

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Addition I  
Pencil on Paper 20.75" x "20.75"  
\$1,200.00

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Addition II  
Pencil on paper 20.75" x "20.75"  
\$1,200.00

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Peephole  
Pencil on Paper 20.25" x 20.25"  
\$1,600.00



Fiction  
Pencil, Watercolor on Paper 21" x 21"  
\$1,600.00

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Tiny Memory  
Pencil, LED Lights on Paper 21" x 21"  
\$1,600.00

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Tiny Memory  
Pencil on Paper 20" x 25"  
\$1,600.00



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Tiny Memory  
Pencil on Paper 20.25" x 27.25"  
\$1,600.00

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ALEXANDRA HERRERA

Tiny Memory (Fiction)  
Pencil, Watercolor on Paper 20" x 25"  
\$1,600.00