ARTIST STATEMENT

JAVIER MARTIN

BLINDNESS /ˈblīndnəs/

Defined as the absence of sight; lack of perception, awareness, or judgment; ignorance.

Vision, much deeper than just the physical and biological defined sense of sight. Javier Martin's Blindness Collection explores the notion of sight, or the lack thereof. The eyes not only permit the observation of the world but provide a window to see inward, beyond the realm of the physical.

Javier has spent over ten years developing one of his most iconic and compelling collections, Blindness. Appropriating the language of advertising, he deconstructs the perceived perfection to create contrast, exploring the warped concepts of beauty and value. In his work, the eyes, classically associated with the reflection of human emotions, will always be concealed. He eliminates one's most compelling and expressive tool, whether behind a vibrant stroke of paint or a glowing neon light, representative of how society's triviality blinds us and takes us further away from what is truly important.

Mass media, consumption, and the systems created by society occupy space with vapid distractions, dimming the pure light burning inside each of us which fuels our passions and lives. The neon in the Blindness Light Collection references the bright, artificial lights of consumer culture built to distract from what is truly meaningful. The ultimate goal is not the light but discovering what is behind the light, what lives in each of us.

In today's society, perception is everything. Martin's work gives form to the inarticulate feelings of self-worth. Known for its thought-provoking boldness, he creates art that rattles nerves, stirs the senses, and invites the viewer to not only question societal views of worth but their perspectives as well.