

Profound Impacts



Lola del Fresno

What are your favorite recent trends in Southern California Contemporary Art?

Street Art and Murals: Los Angeles has a vibrant street art culture, and murals can be found throughout the city. Many local and international street artists have left their mark, contributing to the city's urban landscape.

Technology and Digital Art: Los Angeles has embraced technology in art, with digital art exhibitions, interactive installations, and virtual reality experiences becoming more common. Artists are exploring the possibilities offered by technology to push boundaries and engage viewers in new and exciting ways



Sustainability and Environmental Art: With an increasing focus on sustainability and environmental issues, many artists in Los Angeles are incorporating these themes into their work. From recycled materials to art installations addressing climate change, there is a growing awareness of the environment in the local art scene.

Community Engagement and Social Practice: Many artists and art collectives in Los Angeles are actively engaging with local communities and addressing social issues through their work. This trend involves collaboration with communities, activism, and using art as a platform for social change

How does being a Southern California artist define you and your work?

My experience in California has undeniably shaped me as an artist and influenced my creative output. The essence of California living heavily influences the environment and narrative that I portray in my work. Additionally, being immersed in a thriving artistic community and having convenient access to the ever-expanding art scene in Los Angeles has played a vital role in developing my unique multidisciplinary approach. I have been able to incorporate technology and explore various mediums, allowing me to create a strong foundation in my own artistic language.

Who is your favorite Southern California Artist of all time and why?

There are many artists that I love and admire, Thiebaud, Hockney, Diebenkorn, Sam Francis, Ed Ruscha, Baldessari, Andy Moses, Manuel Neri ... the list goes on. I love their unique language, their legacy, their impressive body of work.

What inspires you artistically? (Other artists, poetry literature, places, feelings etc.)

Art is what inspires me the most, and then life itself. The mundane, the everyday life. I always find inspiration wherever I am.

Have you always worked in your medium, if not briefly explain your artistic journey?

Yes! I studied Art at the University Complutense of Fine Arts in Madrid where I explored a variety of



techniques and mediums. Before finishing my studies I formed an artistic group with two other artists: “El Grupo Tres.” Lola del Fresno + Javier Lozano + Eduardo Alvarado. The group defended drawing as a primary medium in contrast with the popularity of painting at that time. Since then my main medium has been a mixed media of drawing and painting, being drawing the most important part of the work.

Please briefly explain your process?

Paper holds a special place in my heart, as it embodies an intimate connection with texture, immediacy, and emotions. Over the years, my artistic vision has expanded and evolved, leading me to create large-scale installations that foster direct dialogues with the audience. Frequently I combine different mediums within a single piece, seamlessly integrating elements like projected videos, drawings, paintings, photography, and three-dimensional structures.

What do you think the role of the artist is in our modern world?

Artists have the ability to express their unique perspectives, emotions, and ideas through their work. They create visual, auditory, or performative pieces that can evoke a range of emotions, challenge societal norms, and inspire others.

Art has the power to ignite social change. Artists can use their work to advocate for justice, equality, and human rights

Art has the ability to profoundly impact individuals on a personal and emotional level.