

## **Artist statement**

**Simplicity in Color: The Essence of Happy Art**, written by the artist himself in February 2023:

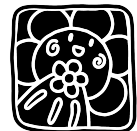
In a modern and connected society that often feels overwhelmed by the complexities of life, I have chosen to dedicate my art and my artistic journey to celebrating joy and happiness. My work aims to explore and remind us of how positivity as well as optimism can have an influence on our lives, and serve as a visual reminder of the simple beauty that surrounds us each and every day.

Happy art, to me, is a celebration of the simple pleasures that make life so extraordinary. By the use of bright colors, bold lines, and composition, I aim to create visual experiences that uplift the mind and bring smiles to the faces of those who encounter my work. My practice has developed over the years, adding ceramic and wooden sculptures to my portfolio of happy art. The main theme is to use imagery that is relatable, simple and recognizable, with a touch of humor.

The heart of my creative process lies in my own happiness and in the power of strong color combinations and bold lines. I believe that color is not just visual but also emotional. Each hue brings its own unique energy and symbolism, and I carefully select colors to evoke feelings of joy, warmth, and positivity.

A source of inspiration for me is the nature that the world has to offer us. I find solace in the beauty of blooming sakura flowers in Japan, the serenity of a tranquil forest in Sweden, or the playfulness of a vibrant sunset in the early hours of a Swedish summer night. These moments of natural wonder serve as a foundation for my artistic expression, reminding us all of the inherent beauty that can be found around us.

Happy art is not simply about creating colorful paintings; it is about fostering a sense of connection and well-being. My intention is to create art that resonates with people on a deep emotional level, and turn our attention to the joy that exists within ourselves. It is an invitation to pause, breathe, and appreciate the small things that make us happy, often hidden in plain sight.



**Andreas OTTO Otterberg, September 2023**