

Artist statement

Simplicity in Color: The Essence of Happy Art, written by the artist himself in September 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.

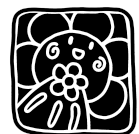
The heart of my creative process lies in my own happiness and in the power of strong color combinations and bold lines. I believe that color is not just visual but also emotional. Each hue brings its own unique energy and symbolism, and I carefully select colors to evoke feelings of joy, warmth, and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

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 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.

In a connected society that can sometimes feel weighed down by negativity and uncertainty, I believe that art has the power to be a beacon of hope and positivity. My aim as an artist is to spread happiness, one layer of color at a time. It is a testament to the belief that, even in the face of darkness and adversity, we can find moments of pure, unadulterated joy.

So, as you engage with my happy art and my happy flowers, I invite you to embrace the happiness within yourself and spread it. Together, let us celebrate the beauty of life, the power of positivity, and the enduring magic of art to brighten our days and inspire our hearts.



Andreas Otterberg, September 2023