



ALEX HUG
LIVING SCULPTURES

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ARTIST STATEMENT

My interdisciplinary practice as a textile sculptor, installation creator, and performer seeks to engage the spectators with my work through the touch of the senses. My sculptures come alive through performance, they touch the audience making them interact in return, creating a wide range of thoughts and emotions in the process.

This is the reason I like calling my artwork “living sculptures”; like any other living creature, my sculptures have their own personality, emotions, and distinct story, they even have their own voice. I like seeing my art as emotional healing tools. I tell stories of impactful narratives that address social issues, necessary to reclaim collective humanity in an increasingly polarised world.

I explore the “Weltschmerz” (world pain) which includes themes such as war, mental health, climate change, and feminist struggle, to create a connection not only between viewers and my work but between an already fragmented society. Consequently, my sculptures transcend mere artistic expression; they are deliberate interventions in current social discourses.

In the Hug Stations series, conceived during the quarantine, discarded fabrics and garments take shape to bid a final farewell to those who couldn't do so, consoling the souls left grieving.

In “War Hits All,” a wrecking ball made from sniper gloves, I study the concept of dissociation from the distance in war, inviting viewers to confront their passive, active, or nonexistent involvement in distant conflicts. Through the immersive performance that engages as innocently as children's play, spectators are drawn into the meaning of these works, which become tools for introspection and processing.

The exploration of abandoned objects as material for my creations serves as a common thread throughout my artistic work, revealing profound stories about their former owners. Immersed in what some label as “trash,” I breathe new life into these objects, creating a tangible record of human presence.

My experience as a fashion designer was necessary to understand, read, and work with the clothes that I recreate in sculptures. Transitioning from designer to artist has been necessary for my evolution toward a more purist and deeper approach in my line of work. This shift has signified a commitment to a more profound approach as well as a visceral connection of my artwork with my core values as a human being.

As an artist, I believe my responsibility is to highlight these issues, reflecting the current situation in our world. I aspire for my voice to go beyond, acting as a catalyst for change and inspiration that fosters unity among the younger generations, leading them to adopt more sustainable practices in their daily lives.

For me sculptures possess a unique ability to encapsulate stories of the past, serving as transformative catalysts for change, bridging what was once divided and offering hope in an increasingly disconnected world. This ongoing journey invites exploration of the threads of emotion, sustainability, and social reflection interwoven in my artistic practice.

I invite you to explore the tactile world within my living sculptures, where art transforms into a tool for societal connection. Engage with the intricate fibers, unravel connections, and delve into the urgent themes woven into each piece. This immersive journey allows art to transcend observation, sparking profound engagement and reflection.



WAR HITS ALL

This artwork reflects on war's intricate effects, transcending borders and urging viewers to explore the hidden consequences of conflict in our world.

As the narrative unfolds, it intensifies, showcasing how the impact of war reaches everyone globally. The installation challenges the illusion of protective distance, guiding visitors around a space with a hanging rounded sculpture composed by military gloves.

Interaction triggers movement, creating a dynamic experience. The pendulum movement effect makes viewers involuntary participants, reflecting the reactions we take with external conflict—whether you avoid the impact of the sculpture once it comes near you, or decide to change its course or make it stop. Each way of reacting represents how we stand in conflict. The choice of military gloves symbolizes the cyclical repetition of history. This poignant representation underscores the interconnection of past, present, and future. 'WAR HITS ALL' offers a unique perspective on the far-reaching impact of conflict, prompting reflection.





Title: War Hits All, 2023

Technique & Composition: Made with 65 sniper gloves from the DDR and the German Military.

Dimensions: 103 x 103 x 103 cm



ARMADURA DE SOL

In “Armadura de Sol”, an ensemble of yellow collars converges to create a suspended dress that resembles a tent. This art piece, initially conceived as a sanctuary for personal solace, has evolved into a deep coping mechanism, offering a safe space where to cope with emotions. The suspended dress, gives a comforting warmth, thanks to its variety of yellow textiles that symbolize positive emotions.

This artwork transcends its physical form, becoming a conduit for positive energy and emotional resonance. Visitors are invited to engage with the artwork on a personal level by placing their heads through openings, immersing themselves in an experiential journey. This interactive element transforms the piece into more than a visual spectacle; it becomes a portal for individuals to delve into uplifting tales and connect with the artist’s emotional narrative.

Armadura de Sol not only serves as a testament to the transformative power of art but also reflects my personal understanding of the human experience. By intertwining the symbolic elements of the suspended dress, the radiant yellow collars, and the immersive openings, the artwork becomes an expression of hope, resilience, and the capacity for positive transformation in the midst of life’s challenges.





Title: Armadura de Sol, 2023

Tecniqe & Composition: Made by fusing different yellow garments (sweaters and jackets) through rough handmade stitches.

Dimensions: 300 x 400 x 250 cm



Details of interaction with the artwork

HUG STATION

“Hug Station” is more than just art; it’s a moving journey through emotions, depicted by the act of hugging, or “Hugs.” This installation goes beyond blankets and sleeves; it serves as a gateway to our deepest feelings. Each Hug Station represents a specific emotion, mirroring the range we experience during moments of mental disconnection or life’s challenges. From the turbulent sea of angst to the gentle shores of tenderness, the full spectrum is portrayed.

What sets this artwork apart is its interactivity. I have creatively explored these emotions, enabling viewers to step into the experience. Particularly relevant in the challenging times of COVID, “Hug Station” becomes a valuable tool for mental health. It goes beyond aesthetics; it becomes a lifeline, helping us reconnect with our emotions and emphasizing the profound impact of human connection. In a world marked by isolation and division, this installation stands as a symbol of hope and a reminder of the healing power found in a simple, loving embrace.

To immerse yourself in the performance “Touch Again” at Colección SOLO, click [here](#).







Title: Joy in Pink is Contagious, Hug Station #2, 2021, **Private collection**

Technique: Textile sculpture made with recycled materials such as blankets, jackets, gloves, all hand-sewn.

Dimensions: 184 x 250 cm



Title: I Need a Hug When I Feel Blue, Hug Station #3, 2021

Technique: Garments and quilt of various types and materials in shades of blue, all of them used and lived-in, hand-sewn.

Dimensions: 171 x 284 cm



Title: It Is OK To Feel Red, Hug Station #4, 2021, **Private collection**

Technique: Garments and blanket of various types and materials, hand-sewn in red.

Dimensions: 136 x 113 cm





Title: The Trap of Black, Hug Station #5, 2022, **Private collection**
Technique: Textile sculpture made with recycled materials, all hand-sewn.
Dimensions: 150 x 150 cm





Title: A Tender Yellow Touch, Hug Station #6, 2022

Technique: Garments and blanket of various types and materials, hand-sewn in yellow, pink, and purple.

Dimensions: 88 cm x 129 cm



Title: Freude mit Freunden, Hug Station #7, 2022, **Private collection**
Technique: Sleeves, gloves, and blanket of various types and materials, hand-sewn.
Dimensions: 112 x 117 cm



Title: Beige Encounter, Hug Station #8, 2023

Technique: Sleeves, gloves, cushions, and blanket of various types and materials, stretched over a metal frame, all hand-sewn.

Dimensions: 154 x 154 cm





Title: Neuanfang, Hug Station #10, 2023

Technique: Sleeves, glove, blanket made of various materials, and a metal rod, all hand-sewn.

Dimensions: 93 x 125 cm



Title: Can't Get Enough of You, Hug Station #12, 2023

Technique: Sleeves, gloves, blanket made of various materials, and a clothesline, all hand-sewn.

Dimensions: 72 x 141 cm



Title: Social Anxiety, Hug Station #13, 2023

Technique: Sleeves, gloves, a blanket made from various materials, and a metal structure, all hand-sewn.

Dimensions: 203 x 203 cm



Back

RE-CONNECT

The “Re-connect” series showcases large textile sculptures that turn artificial, sterile spaces into lively natural environments. These sculptures introduce fresh colors, materials, and textures, forming a parallel universe where viewers’ touch and memories become integral to the art. People actively participate in this immersive experience, interacting with the art through touch. By reaching into a colorful portal, they bring to life animals and natural elements on the other side, blurring the boundary between humans and nature. Each touch and gesture either animates or disperses life within the art, revealing hidden connections between two distant worlds and bringing together humanity and nature.

To experience the captivating performances of “Re-connect // earth edition” at Matadero, click [here](#),

You can also be part of the “Re-connect // sea edition” at Centro del Carmen de Cultura Contemporánea, by clicking [here](#).





Title: Touching Sea Creatures #1, 2022, **Private collection**

Technique: Textile sculpture made with recycled materials such as blankets, jackets, gloves, all hand-sewn.

Dimensions: 225 x 175 cm



Title: Touching Sea Creatures #2, 2022, **Private collection**

Technique: Textile sculpture made with recycled materials such as blankets, jackets, gloves, all hand-sewn.

Dimensions: 100 x 195 cm



Title: Touching Sea Creatures #3, 2022, **Private collection**

Technique: Textile sculpture made with recycled materials such as blankets, jackets, gloves, all hand-sewn.

Dimensions: 230 x 180 cm



Title: Touching Flowers, 2023

Technique: Sleeves, small tablecloths, and gloves made of various materials, all hand-sewn.

Dimensions: 157 x 108 cm

SISTERS

The artwork “Sisters” celebrates empowered women across different times and spaces who shared common traits – a strong character, shared dreams, and a desire to exist visibly and freely, seeking serious recognition. Despite never meeting, these women were connected by a shared spirit and ideology, expressed through their distinctive clothing reflecting their beliefs. “Sisters” gathers these textiles, each laden with experiences of rebellion against patriarchy, and weaves them into a unified garment. This collective piece narrates the stories of their courage and strength, bringing them together, like sisters, ensuring they remain connected even beyond the constraints of time.





Title: Sisters in Black, 2020
Technique: Modeling with recycled materials.
Dimensions: 38 cm - 110 cm // EU 36 / 38



Title: Sisters in Red, 2020, **Private collection**
Technique: Modeling with recycled materials.
Dimensions: 38 cm - 110 cm // EU 36 / 38

STATUS ELECTOR

In “Status Elector,” the viewer confronts a vivid commentary on society’s ongoing struggles, a raw reflection on the complex layers and constant clashes that shape our lives. Using a yin and yang approach, the artwork contrasts discarded textiles representing marginalized social classes with the polished fabrics of blazers, symbolizing the neoliberal elite. This unusual combination gives rise to a monstrous figure locked in perpetual internal conflict. The piece invites viewers to immerse themselves in the heart of this societal battle, prompting them to choose a side and experience the emotional weight embedded in this fractured and distorted society. “Status Elector,” a powerful work of art, urges us to confront the biases that affect our shared existence, providing a thought-provoking reflection on otherness and empathy.





Title: Status Elector, 2020, **Private collection**
Technique: Reused garment, mixed material, hand-sewn.
Dimensions: 47 cm - 89 cm // Oversize size

RESUME

ALEX HUG

Born in 1989 in Madrid, ES.
Lives and works between Madrid, ES and Berlin, GER

EXHIBITIONS & PERFORMANCES

2024 CREA, Cantieri del Contemporaneo, Venezia, IT
2023 *RE-CONNECT with Nature*, Matadero, Madrid, ES
2023 *PROTECTION NO LONGER ASSURED*, Colección SOLO, Madrid, ES
2022 *RE-CONNECT at Botanical Forms*, Centre del Carme Cultura Contemporània, Valencia, ES
2022 *CERTEZA: La Introducción*, Colección SOLO, Madrid, ES
2022 *UP-CYCLING*, La Casa Encendida, Madrid, ES
2021 *BIG HUG Opening WELCOME Performance for Drawing Room Festival*, APERTURA Madrid Gallery Weekend, Madrid, ES
2020-21 *STILL HUMAN. A reflection on how we react to what's new*, Colección SOLO, Madrid, ES

COMMISSIONS

2023 *LO QUE PASA MIENTRAS*, Basque Country, ES
2022-23 *Putochinomaricón*, Madrid, ES
2022 *The One Nike Jersey*, Nike / Sprinter, A HUG, Madrid, ES
2021 *Adidas / Real Madrid*, A HUG, Madrid, ES

ENTREPRENEURSHIP

2016-22 Director and founder, A HUG, Madrid, ES
2020-21 Director and founder, ReDesign Stocks, Berlin, GER

GRANTS AND AWARDS

2024 Finalist We Art Open, Venezia, IT
2021 Finalist Green Concept Award, Madrid, ES
2018 New Designers Award, NEO2 by Sancal, Madrid, ES
2014 AdGraduate Fashion Week, London, UK

TEACHING EXPERIENCE

2022-onwards “Diseño Experimental” Professor at IADE Design School, IADE, Madrid, ES

2019-onwards “Proyecto Up-cycling / Construcción Up-cycling / Sustainability and social approach” Professor at European Institute of Design, IED, Madrid, ES

LECTURES

2024 Upcycling, IV Edición Semana Sostenible, Tenerife, ES

2023 *Las Barreras en el Mundo del Arte*, Intrinsic Studio, Madrid, ES

2023 *Hackathon de Moda Sostenible*, MADRID CIRCULAR, Madrid, ES

2023 *De la salita al museo: el gran salto adelante del arte textil contemporáneo*, MBFWM, Madrid, ES

2023 *MadBlue Impact Summit*, COAM, Madrid, ES

2022 *Trapitos_001*, Casabanchel, Madrid, ES

2022 *Up-cycling Lecture*, La Casa Encendida, Madrid, ES

2021 *Diálogo Remake*, La Casa Encendida, Madrid, ES

2021 *Contemporary & Urban Art. Who cares?*, Urvanity, Madrid, ES

2020 *Up-cycling*, Slow Fashion Festival, Madrid, ES

2019 *B.I.T. Event* Madrid, GBSB GLOBAL, Drawing Room, Madrid, ES

WORKSHOPS

2024 *Upcycling Zero-Waste*, ACME, Madrid, ES

2023 *Topcitos Para Todxs*, La Tabakalera, Basque Country, ES

2022 *Up-cycling Workshop*, La Casa Encendida, Madrid, ES

2021 *Up-cycling Workshop*, Re Moda - 21 Distritos, Madrid, ES

COLLECTIONS

2023 *Anonymous Private Collector*, Madrid, ES

2023 *Anonymous Private Collector*, Madrid, ES

2022 *The Roux Collection*, Panamá City, PA

2020 *Colección SOLO*, Madrid, ES

EDUCATION

2017-18 MA of Arts in Sustainability in Fashion at ESMOD, Berlin, GER

2011-14 BA in Fashion Design from Marangoni Institute, London, UK

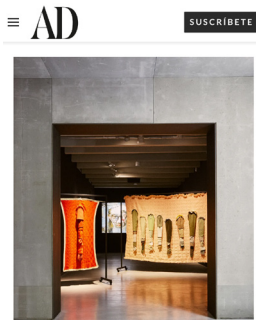
Manchester Metropolitan University, UK

2010-11 Fashion Folio at Central Saint Martins, University of the Arts, London, UK

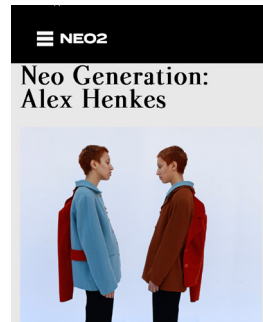
2009-10 Parsons Foundation, Paris, FR

2007-11 Courses in Central Saint Martins, London, UK

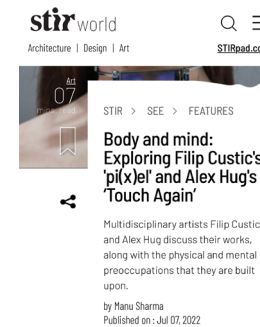
PRESS



AD, 2022



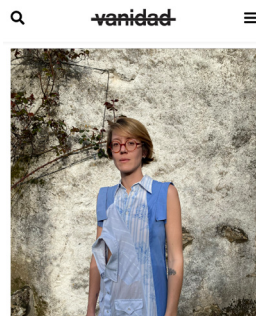
NEO2, 2017



Stir World, 2022



CC/magazine, 2022



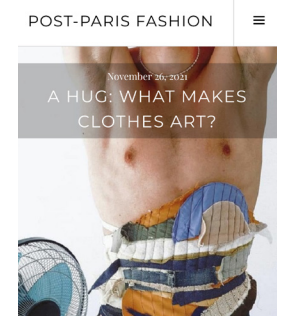
Vanidad, 2020



Tabakalera, 2023



VEIN, 2019



Post-Paris, 2021

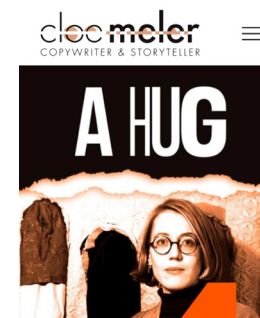


Basar una colección de moda en el concepto de "abrazo" puede ser en un tanto complejo, pero cuando contemplamos *A Hug Collection* de Alex

i-D, 2017



IED, 2023



Cloc meler, 2021



La Razón, 2022

ALEX HUG

TEXTILE SCULPTOR

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