

# Visual Arts Portfolio

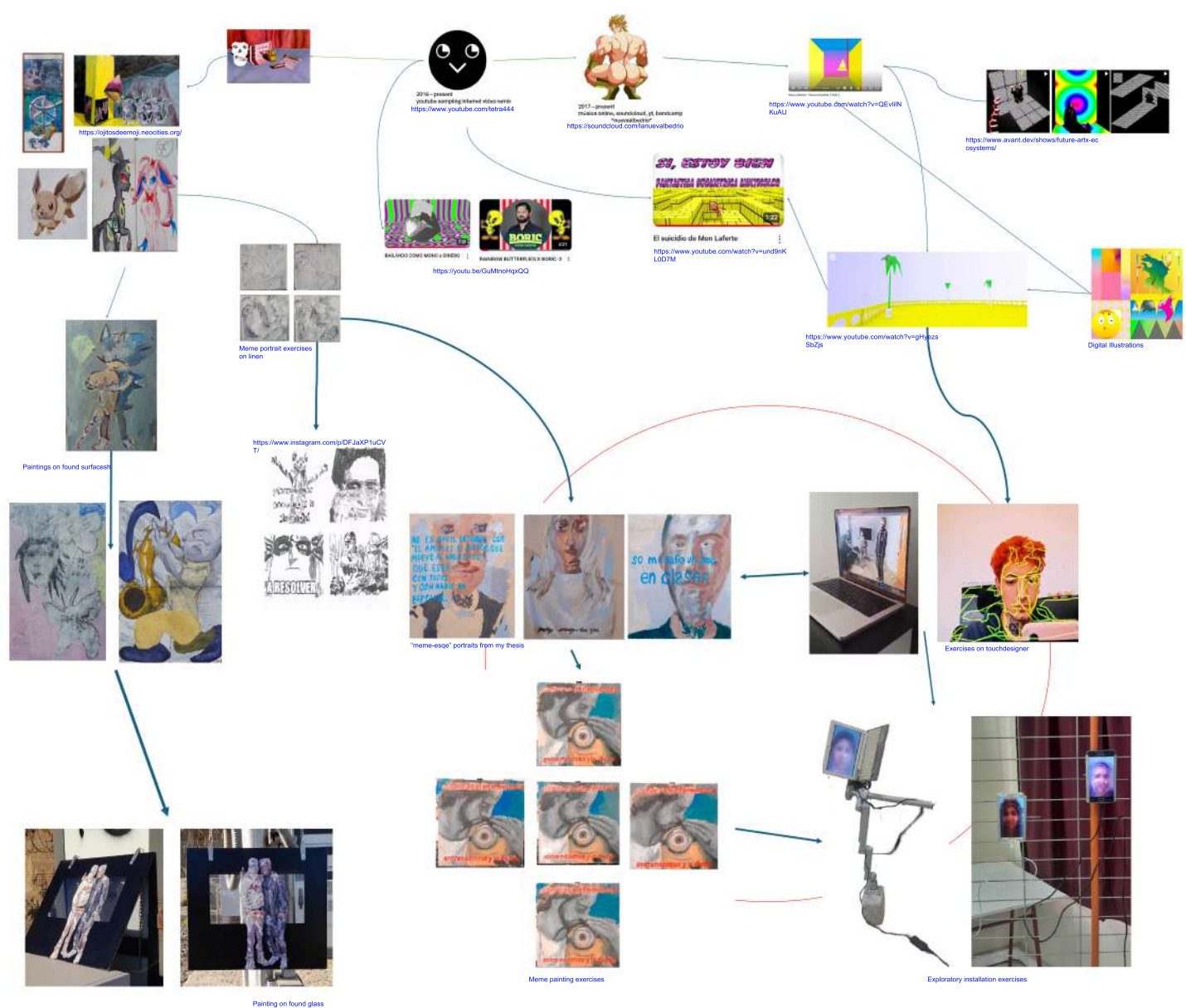


My name is Diego Hadad, I am 25 years old, and I am from Chile. I am currently in my final semester of a Bachelor of Arts program at the University of Playa Ancha, where I am completing my thesis.

My artistic practice is rooted in painting, exploring gesture and the deconstruction of both the body and portraiture, transitioning them into their digital translations. I am passionate about working with diverse techniques and materials to investigate the relationship between the physical and the digital, addressing identity as a transversal and transformative concept within the contemporary digital and online context.



# Concept map showcasing my work developed throughout my formal education



## Selected highlights



Title: "si los memes mataran, los tuyos me hicieron el amor"  
Year: 2025  
Technique: Charcoal on bond paper  
Size: 65 x 65 cm

the work charcoal on paper to explore the spread of memes and their ability to evoke abstract feelings. The work is inspired by Hito Steyerl's "poor image" concept and reflects on the human need for connection through romantic memes. The charcoal technique captures the gesture of scrolling on mobile devices.

Recently exhibited in "Liminalia," a group exhibition on art and memes.  
[https://www.instagram.com/liminalia\\_/](https://www.instagram.com/liminalia_/)

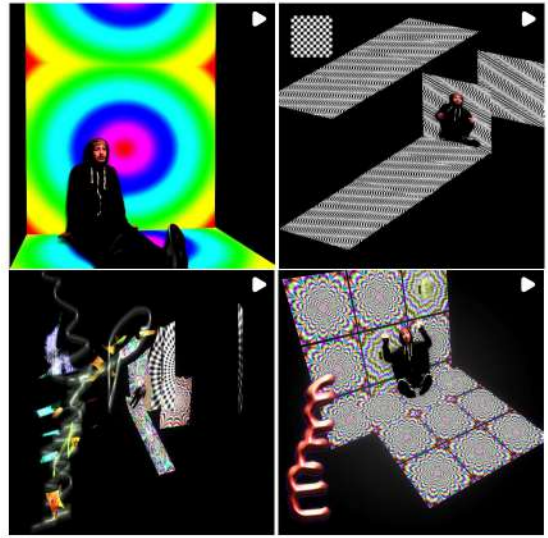
Title: "Te invito a mi casa!"

Technique: Digital animation (GIFs)

Dimensions: 2000 x 2000 px

Year: 2021

A mini series of 4 GIFs set in a dark, dense, and confusing space/time, designed to challenge the human mind. These images were created during the peak of the pandemic (2021) and aim to depict themes such as loneliness, mental health, sadness (the whole deal...), and the experience of forming new relationships—whether with anyone—through digital cyberspace, the internet, or whatever. A new (COM)pression for me and my little heart, uou.



<https://giphy.com/gifs/o0WkrmC5jVVCld3Eww>

Group exhibition shown at:

<https://www.avant.dev/shows/future-artx-ecosystems/>



<https://youtu.be/GuMtnoHqxQQ>

Title: RAINBOW BUTTERFLIES X BORIC X BAILANDO COMO MONO X DINERO (INSTRUMENTOS)

Technique: Collaborative video collage

Dimensions: 1920 x 1080, 4:48, 29,9 fps.

Year: 2021-2022

The artist explores meme politics and democracy reduction in Latin America through a collaborative video collage. By collaborating with international participants, the work reflects how political memes shape perceptions of politics globally. During the 2021-2022 election period, the artist incorporated images of Gabriel Boric, reflecting the use of digital communication for political propaganda. The dynamic nature of video as a medium highlights the viral spread of political memes.

Shown in various instances including "Videoclubworld."

<https://videoclubworld.com/>