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WINNERS: HUGO CREATE BATTLE OF
THE CITIES USA

RAMÓN A. OLIVARES

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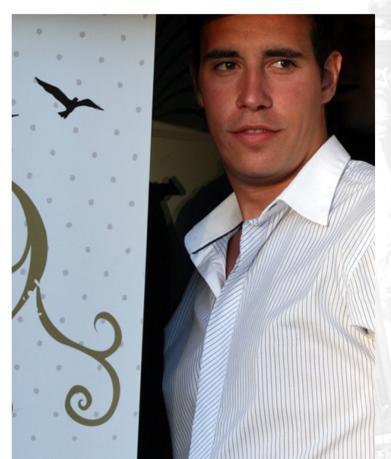eau de toilette
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Ramon A. Olivares was the main winner of our Battle of the Cities: USA challenge. Part of
his prize was to have his work made into advertising in the metropolis that inspired it -
New York City. The work has recently gone up and is making the streets of The Big Apple
that bit more beautiful.

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We spoke to him about creativity and his HUGO Create experience.

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HUGO Create: Can you tell us about your history in graphic design, art and creativity?

Ramon A. Olivares: Since I was a child, I worked on computers making art. That naturally led to me working more and more with digital art, until I evolved and became a professional graphic designer. I started working with different brands and now I am trying to work on all aspects of digital art.

HC: How did you hear about the Battle of the Cities: USA Challenge?

RAO: In my opinion, HUGO BOSS is one of the most recognized brands in the world. Working as a graphic designer, it's important to be aware of what brands are doing, so I try to keep aware of everything that goes on at HUGO Create.

HC: Had you entered any HUGO Create challenges before?

RAO: I had taken part in one challenge but the 'Battle of the Cities' brief helped me to come up with a well-thought-out concept, as well as make a different proposal, which got recognition from the judges. I'm very grateful for this opportunity.

For my "Battle of the Cities: USA" challenge, I designed a simple but strong image. It had its own original message, which allowed me to transmit a unique feeling to one of the biggest and most exciting cities in the world, New York.

HC: You have an exhibition of your work coming up in a New York gallery. Can you tell us what you are showing?

RAO: New York will be my biggest exhibition for my latest project, 'ANYWHERE'.

ANYWHERE is a collection that allows me to make worlds of passion and delicacy, surrounded by harmony, life, hope and love. I couldn't have made the collection without the support of the Agora Gallery, who have put their complete trust in my new style. And I feel that, next year, my style will develop, so you will see a completely new collection. It will be full of positivity.

HC: Why did you choose New York as the city that inspired you?

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RAO: I chose New York because the city has inspired me since I was a child. As an artist, I grew up feeling that it was the perfect city in which I could fulfil my creative dreams.

I see it as the capital of the world when it comes to digital art. It is a home to so many different cultures and creative passions. There's no better place to create my work. I get inspired by its magnificent skyscrapers and the history of all the beautiful monuments. I like to reflect on why it's known as the 'city of dreams'.

HC: What is it about the city that you love?

RAO: You may love or hate the city, but its culture and environment give it a unique atmosphere. The monuments, history and people make it a wonderful city, full of inspiration for my art.

HC: How does it make you feel to see your work on the famous streets of NYC?

RAO: In a word, emotional. As an artist, to see my work as part of an advertising campaign for one of the world's biggest brands, especially in this city, is indescribable. And it makes me believe in the work I'm doing as a graphic designer. This wonderful city called New York makes my art grow. No matter where you look, you can be inspired by each corner, and by the beautiful streets full of light and color.

HC: What are your creative plans for the future?

RAO: My goal is to continue to evolve as an artist. I want to make my creativity come to life and effect people all over the world. It's my ambition to show my work in new worlds so my art can be translated into as many places as possible. I'd like to show my art in every corner of this beautiful planet.

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