

## Patricia Salinero

### Curriculum Vitae



I trained at ESIC in marketing and commercial management, but I felt that my vocation was photography, so I did a master's degree in photography with the luck of having teachers such as Castro Prieto, Chema Madoz, Alix, Miguel Oriola, Luis Malibran and Ouka Leele among others.

From the age of 19 a camera fell into my hands I was clear that I needed to express and draw all my emotions, my sensitive thoughts through the arts... my eye (with the left I don't see) is a tool to value and care for since with my way of looking I make art and tell stories, I give joy... To do everything I set out to do is to strive, even if it's easy for me, I'm making the most of it!

I started as a freelance photographer in 1997 and I decided to create my studio: Click 10, seeing the artistic lack that existed in social photography I decided to reinvent a new photographic language to enrich this sector, which was rented in static and very forced photographs.

My commitment since then was to merge different styles and make a " new social photography " where I gave more importance to the freshness, the spontaneity, the naturalness, the immediacy...

In early 2009 I began to develop a new personal project: family portraits. Photographic sessions in which the true personality traits of the characters I photograph, whose source of inspiration are the old cut portraits. It all starts with a close contact to meet the clients, their tastes, and their loved ones. Styles, locations, and props are chosen carefully. And during the photo shoots I create a climate of play to capture in each portrait the authentic personality of the family members.

In 2017 after 20 years at the helm of Click I feel that I was more in management, administration, training, than in the creation and developing my vocation and that is when I leave the study in the hands of my sister Leticia to continue. I carry out various projects for Hola magazine and I start a vital introspection that will lead me to develop a fashion project that has had me in love for two years. I designed a collection for women of my age who are no longer only dressed by appearance, but are looking for a reason, that clothes are the outside of their personality.

The collection was timeless, versatile, art-linked, each unique piece conceived in a color, limited series. At our age, we are more background than shape, so the interiors of the clothes were the same care as the outside...

Throughout 2020 I have been working on my personal work than part of my feelings, my values, and my inner growth of recent years. "Lights and shadows" a series of paintings in which I mix photography and encaustic painting (ancient technique that is performed with beeswax and Damar resin).

In the last part where I have been working, I show through the fabrics and paintings that I once again choose our lights and shadows through the moods... are limited series of five units each of the four models of dresses and three models of coats that finish my collection for now.