



Fine Art Digital & Architectural Atmospheres
Portfolio 2025



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Introduction Letter

Nearly three decades ago, I met a young man named César. At twenty-five, his eyes sparkled with potential, and I asked him about his dreams. His answer was simple yet profound:

"Inner peace," he said softly. "I want to be at peace."

Today, that very tranquility radiates from every piece César creates. His art springs from a wellspring of serenity as vast as the ocean, as powerful as the wind. Through his work, César offers the world a universal language of beauty, harmony, and exquisite movement. Each piece is a portal, inviting us into a realm of mystery and wonder.

Plato once said, "The power of the Good has taken refuge in the nature of the Beautiful." César's art embodies this truth, for his creations are not just visually stunning – they are inherently, profoundly Good.

César himself is a quiet force. Like his namesake, the Roman emperor, he conquers – not through might, but through the gentle power of his art. With unwavering dedication, he transforms spaces, infusing them with beauty and calm. In our chaotic world, César's work is an oasis, teaching us to surrender to the moment and find stillness within.

His pieces breathe life into their surroundings. Like a Renaissance master, César restores splendor to the ordinary, chasing away dullness with vibrant energy. He is a magician of form and color, reimagining environments with playful imagination and mesmerizing dance.

César's art speaks directly to the soul, awakening parts of ourselves we may have forgotten. It reminds us of our innate goodness, communicating as powerfully as the first cave paintings – through pure emotion and instinct. This sacred art strengthens, emboldens, and fills us with gratitude.

In a world that often feels fragmented, César's art is a unifying force. It wants Good, promotes Good, and inspires Good in all who experience it. Through his vision, we glimpse a world of harmony, beauty, and profound inner peace – the very peace César himself sought so many years ago.

—Saralamusa, Digital Art Curator

Biography

César Yagüe (1971) is a visionary of Fine Art Digital and Moving Image. With a background spanning three decades in high-end VFX, he pivoted from the fast-paced world of advertising to explore the stillness of the soul.

Currently based in Málaga, César defines his practice as "Visual Medicine": creating silent, seamless, and infinite digital atmospheres designed to lower brainwave frequencies.

Far from using generative algorithms, César intuitively crafts each piece as a "living entity". His work bridges the gap between Art, Technology, and Consciousness, transforming architectural spaces into sanctuaries of presence.

Background & Trust

César has worked for iconic agencies and brands such as McCANN, J. Walter Thompson, Ogilvy, Telecinco, BBVA, Ford, BMW, Mitsubishi, and Nestlé, among others. During this time, he realized he belonged to an industry that generates unfulfilled desires and decided to create his art without being conditioned by external demands.





The Work

César Yagüe's creation goes beyond mere visual appeal; it addresses universal values and themes. Each artwork speaks a language that resonates with a global audience and embodies the essence of human expression.

His art celebrates the diversity of inspiration, transforming the sublime and the everyday into visual narratives that abstractly speak of the broader tapestry of human existence.

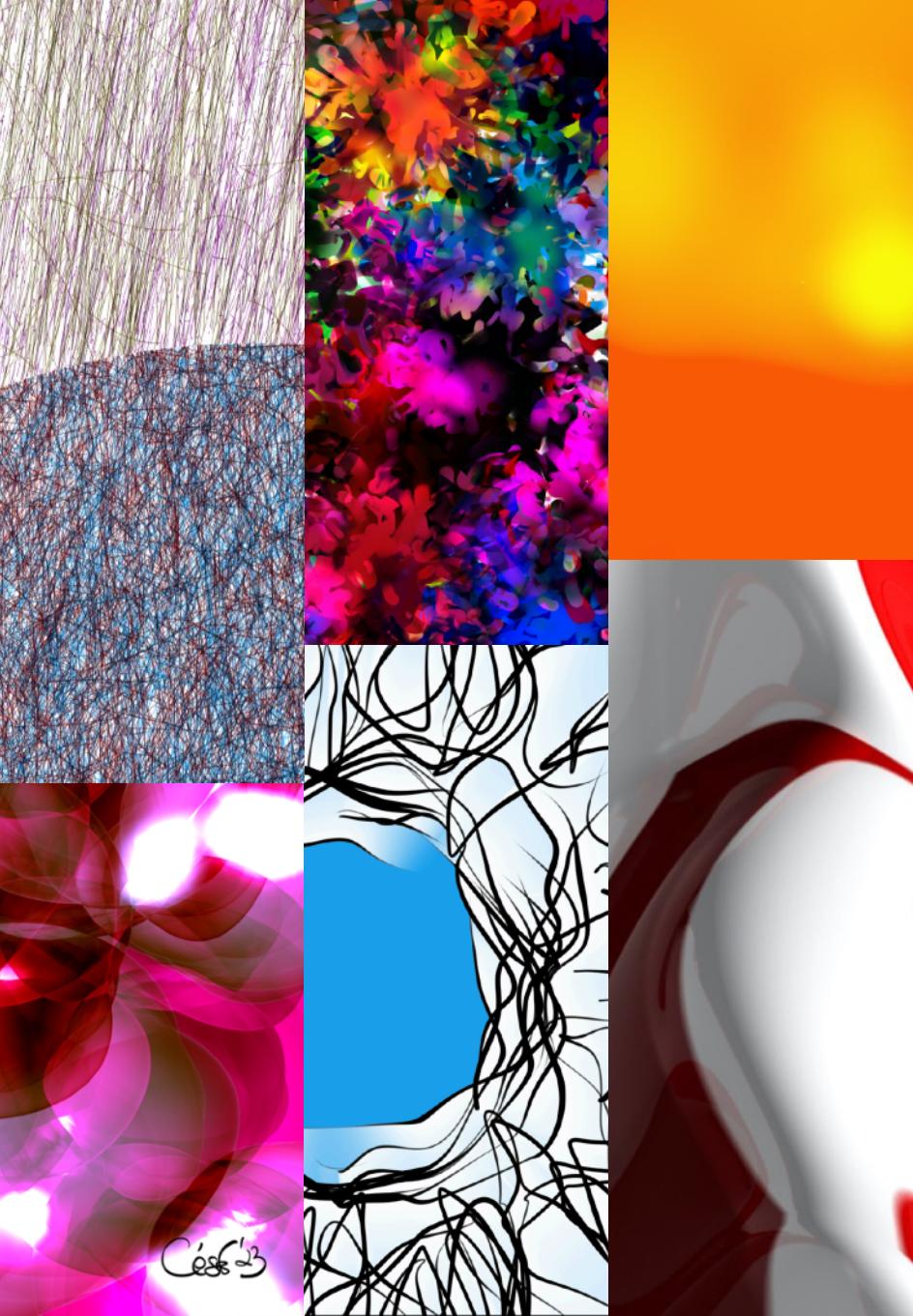
César's works are silent, seamlessly cyclical, and infinite. Designed to be played continuously, they become living entities in their environment. A proprietary library of 300+ Master Loops —ranging from HD to Native 12K — subtly captivates attention while infusing peace and depth into each architectural space.

Neuroaesthetics & Architecture

Based on behavioral psychology and neuropsychology, screens capture our attention due to the reptilian brain's response to movement. In contrast to contemporary visual and acoustic saturation and noise, César's work offers an antidote. His silent, fluid, and organic works invite serene contemplation and promote a state of deep relaxation.

By intervening spaces with his art, César produces a significant and positive change in the sensory and emotional experience of those who experience his works.





Notable Exhibitions and Installations

- IBC Convention** For A / Alfalite Pavilion, Amsterdam (Netherlands), 2024.
- NAB Show** For A / Alfalite Pavilion, Las Vegas (USA), 2024.
- InfoComm Show** For A / Alfalite Pavilion, Las Vegas (USA), 2024.
- ISE Expo** Alfalite Pavilion, Barcelona (Spain), 2024.
- LA Studio & Gallery**, Puerto Banús, Marbella (Spain), 2023.
- Riviera Marriott Hotel** La Porte de Monaco, Mónaco (Principality), 2022.
- Banco Santander**, Madrid (Spain), 2018-22.
- Digital Graffiti** Alys Beach, FL. (USA) 2018.
- Pura Vida** Zahora, Cádiz (Spain) 2017.
- Holiday House - Iggi Style House**. London (UK) 2017.
- Domus Design Collection (DDC)** Los Angeles, CA. (USA) 2014.
- Sammer Gallery**, Puerto Banús, Marbella (Spain) 2013-14.
- Mipcom** Sony Pavilion, Palais des Festivals, Cannes (Francia) 2013.
- Casa Invisible** Málaga (Spain) 2013.
- Silk La Moraleja** Madrid (Spain) 2012.

Milestones

2024: Agreement with Illusion Marbella for the exhibition, promotion, and sale of digital artworks in their Experience Center and other channels.
2023-2024: Development of 'AlfaArt' for Alfalite LED systems, awarded 'Best of Show' at NAB Las Vegas.
2017: Creation of an ambient channel with 4 artworks for a 13-meter screen for Banco Santander headquarters.
2014: Exhibition of "Nosotras 4K" at the launch of Sony's 4K projector.
2014: Distribution of his artworks on Sony's Video Unlimited 4K service.

Awards and Recognitions

2024: "Best of Show Award" NAB Show in Las Vegas in the "Sound & Video Contractor" category for AlfaArt.
2018: Award-winning piece at "Digital Graffiti" in Alys Beach, Florida.
2005: Winner of "The Coca-Cola Company" international contest for directing a Fanta commercial in Russia.



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Access Online Gallery