

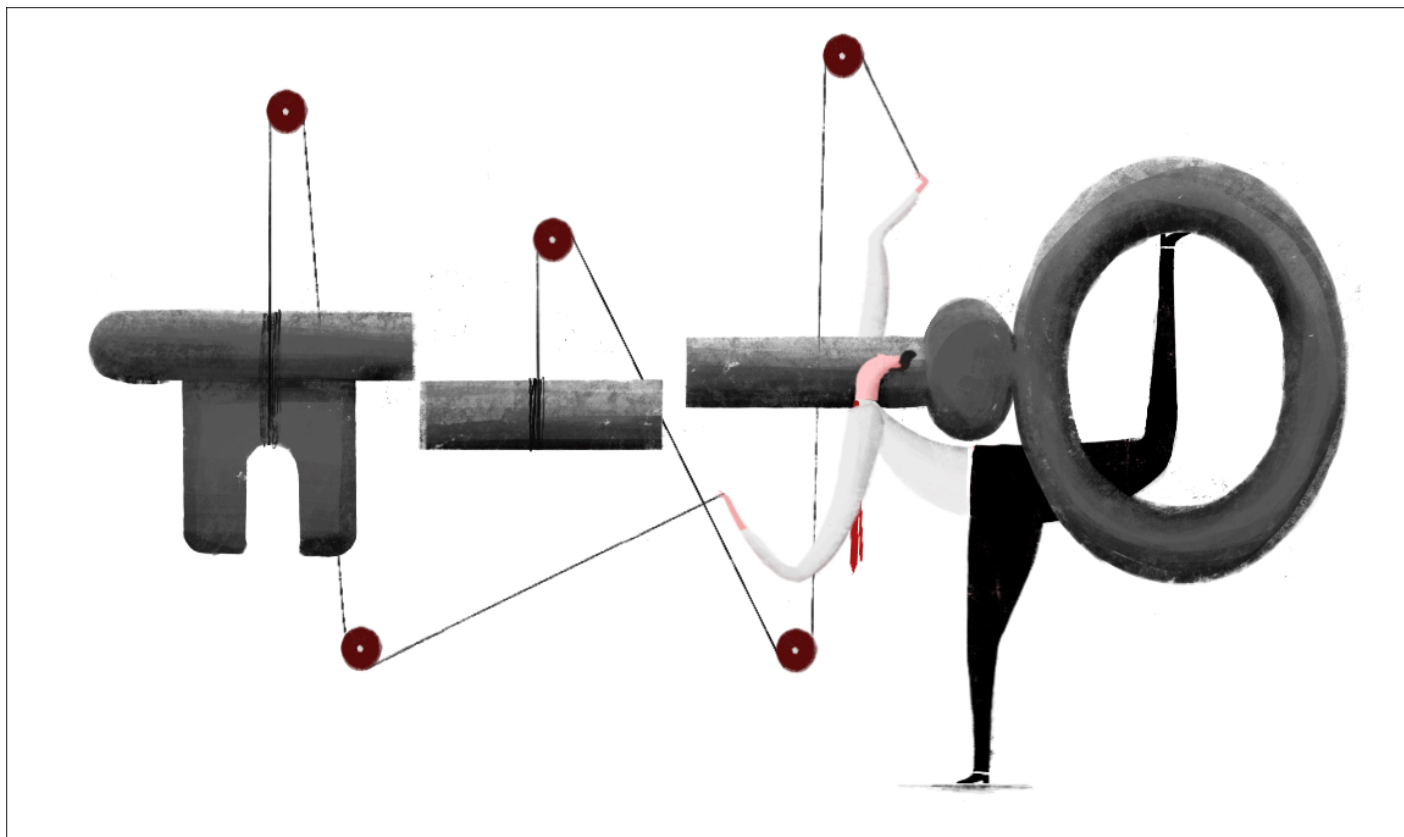
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Animations by Josep Serra and Xavier Hernández





Artist's Statement

A World Without Bosses

Published on Talking Writing (<https://www.talkingwriting.com>)



I'm from Tarragona, a small city next to Barcelona in Catalonia. For a few years, I worked as an engineer in a big company, until I decided to change my way of life by doing what I really like to do—illustrations. Now, I work for some magazines and newspapers, and I also collaborate with some of the best advertising agencies of the city.

The concept is what really matters to me. I think aesthetic plays an important role, but it is only the way we dress up the final idea. I like many types of media such as engraving and collage, but some are incompatible with the immediacy of editorial illustration. That's why I use digital media, which gives me speed and versatility.

Everything that causes me to react inspires me. We are lucky to receive millions of inputs every day—the important thing is to make a choice and to stay with the inputs that kick our brains.

For more information, see [Josep Serra's website](#) [5] and follow him on Twitter [@pepeserra](#) [6].

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The animation is by Xavier Hernández, who works often with Serra at the Mensula Studio in Tarragona, Spain.

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