Harto.

Work Portfolio

www.hartostudio.com

About the artist

Born in Spain in 1993, Harto (Arturo Fernández Rodríguez) seamlessly integrates the natural world, theatrical elements, and digital innovation into his artistic and design practices. Graduating in 2016 with a degree in industrial design and prototyping, he laid a strong foundation for a career marked by creativity and technical expertise.

Starting his career as a designer and art director, he later moved into the world of street theatre in France, where he spent almost four years working with inflatable structures, street performances, and light art installations. This period sharpened his sense of spectacle and spatial storytelling, elements that continue to resonate throughout his work today.

Harto is recognized for transcending traditional artistic boundaries, blending technology with avant-garde concepts. His work has been exhibited in prestigious venues such as Art Meta (Basel) with the Sigg Art Foundation, Asprey Studio, Expanded Gallery, and even the ISS (International Space Station) for the first NFT in space with 50 international artists, as well as at international events and fairs in New York, Miami, Hong Kong, Berlin, and London.
His collaborative approach is evident in his partnerships with esteemed institutions.

At the Belvedere Museum, Harto drew inspiration from The Kiss and other works in the collection to create a new generative series, Floraforms. Rather than directly reproducing Klimt, he reinterpreted its visual language, transforming iconic motifs into algorithmic patterns that merge code, plotter precision, and painterly gesture.

In collaboration with Ana María Caballero and Áncora at the Francisco Carolinum Linz Museum, he played a key role in developing the visual language of the Arrangements collection.

His latest collaboration was with the MOAL+ Museum, a project that has now concluded. He is currently working on new bodies of work in collaboration with several museums and institutions, continuing to expand his exploration of generativity, materiality, and conceptual art within institutional frameworks.

Through these diverse endeavors, Harto positions himself not only as an artist of his generation but as a figure who redefines the relationship between art, technology, and the performative. His practice offers both a continuation of avant-garde traditions and a glimpse into new aesthetic frontiers.



WORKS







Lucinoctes

Picto Facto

2017

Project commissioned by Picto Facto, for the "Fête des Lumières" in Lyon.

Combination of traditional techniques used by the company for the past 30 years, with new technologies such as 3D modeling, 3D printing and 3 Dscanning.

Art directors Louise Blanchard and Arturo Fernández.

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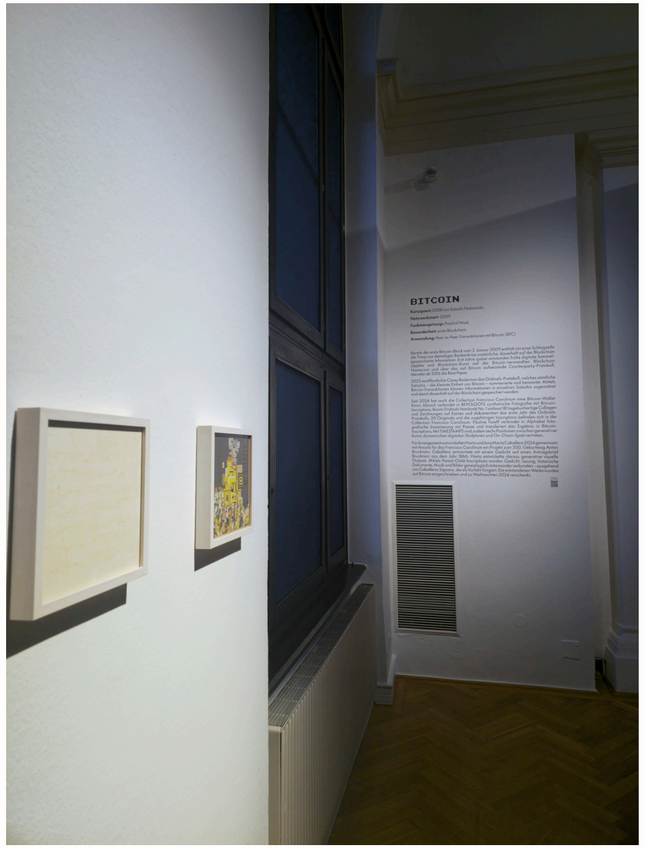
Floraforms

Belvedere Museum Collaboration

2023

A collection of 10,000 generative artworks inspired by Gustav Klimt, in collaboration with the Belvedere Museum in Vienna.

Currently exhibited in the Francisco Carolinum Linz Museum.





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Accumulation

ABC newspaper collaboration

2023

An infinite interactive canvas transforming a 100 years old newspaper into a contemporary piece of art.

Code based generative edition 25 pieces.



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Inmutable memories

Expanded Gallery, 2024

This project innovatively combines traditional watercolour techniques with advanced robotic technology to create multi-layered artworks. Using the Idraw Pen Plotter H Version A3, it layers various artistic materials on a single sheet to produce complex, textured visual compositions.

25 pieces, p5.js generative edition + plotter drawings

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Part of THE PATH TO THE PRESENT, 1954–2024, on exhibition in Berlin

Singularity

Lezar House Studio

2024

Singularity surges from the search for the intangible, creation, and destruction. An infinite wheel that explores concepts such as infinity, technological singularity, and the role of blockchain in the future of art.





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Singularity 7 was sold and exhibited in Sotheby's NY :

See the auction here: link
3D experience: link

Material: aluminum and sublimation

Collection of 9 unique pieces.

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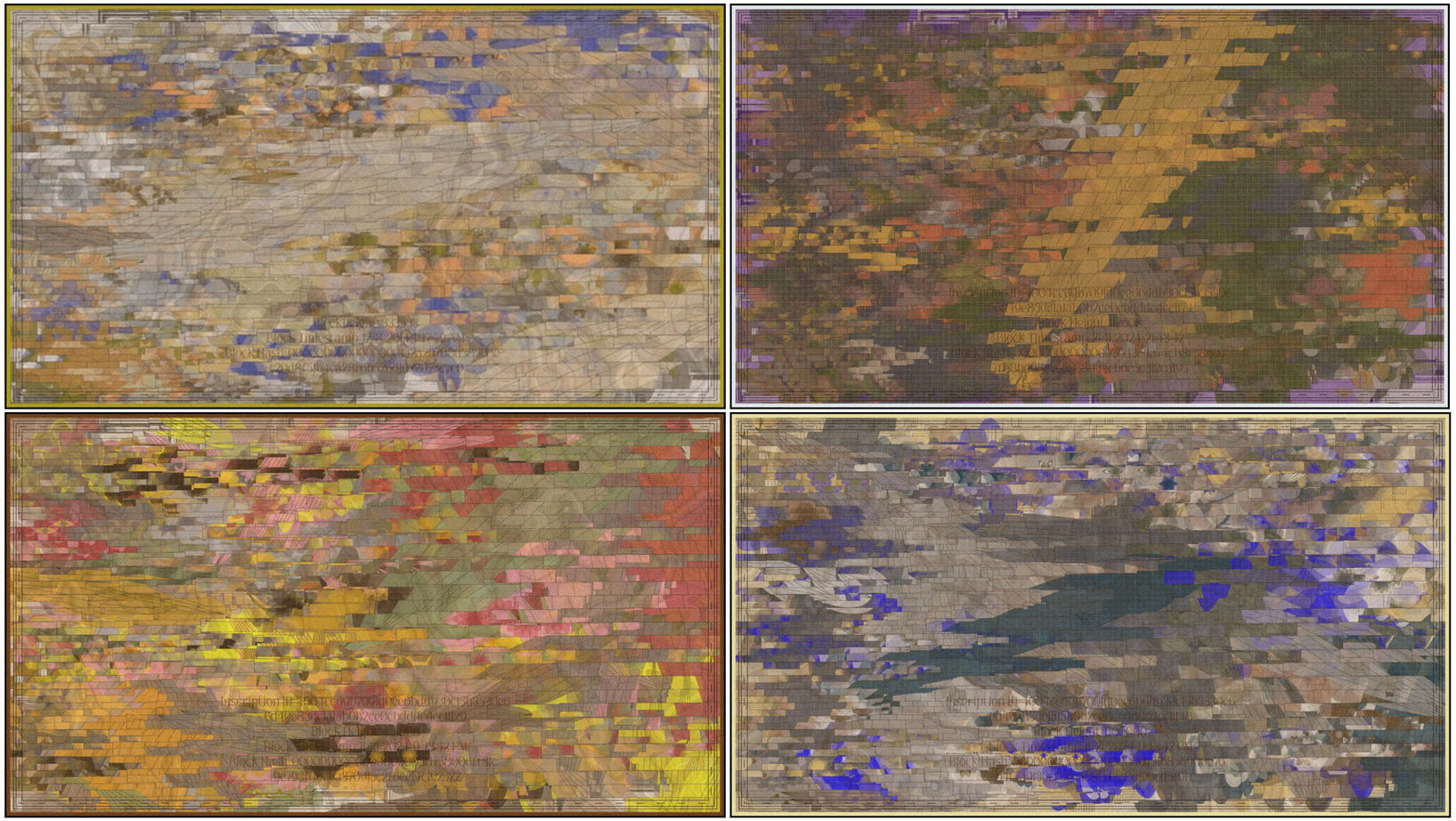
ATLAS

Forbes collaboration

2024

An exploration of the interconnectedness of modern societies, expressed through the lens of generative art, cartography, and blockchain technology.

Generative edition 311 pieces



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Finestra

Asprey Studio

2024

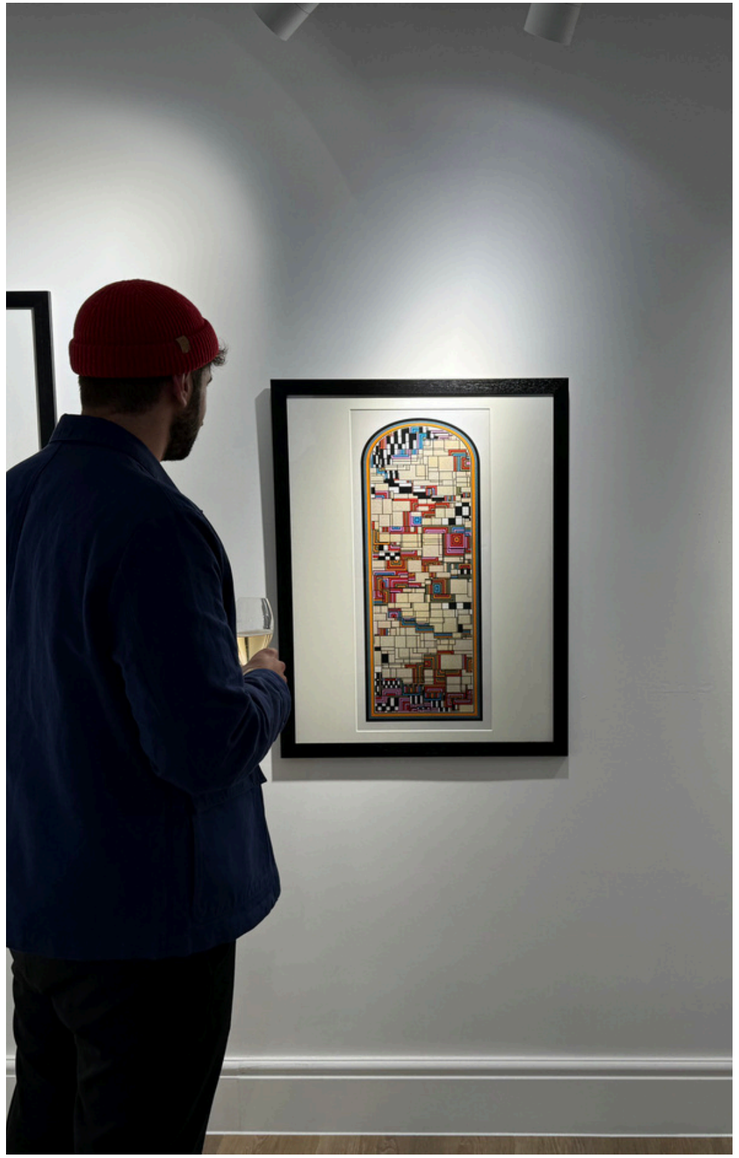
In this collection, I weave together my fascination with the ethereal beauty of light as seen through stained glass or natural biology, the elegance of art nouveau, and my personal reflections inspired by the architecture of Barcelona. 5 pieces.

Chromogenic print (C- Print) Fuji paper and digital artwork.



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Game theory

Bitcoin Las Vegas, 2025

Game Theory is an interactive sculpture that produces digital artwork through presence detection, symbolic interaction, and blockchain logic.
The viewer initiates the creation process by pressing a red button.

The system simulates a random outcome that is always resolved as a win — triggering the generation of a unique artwork.





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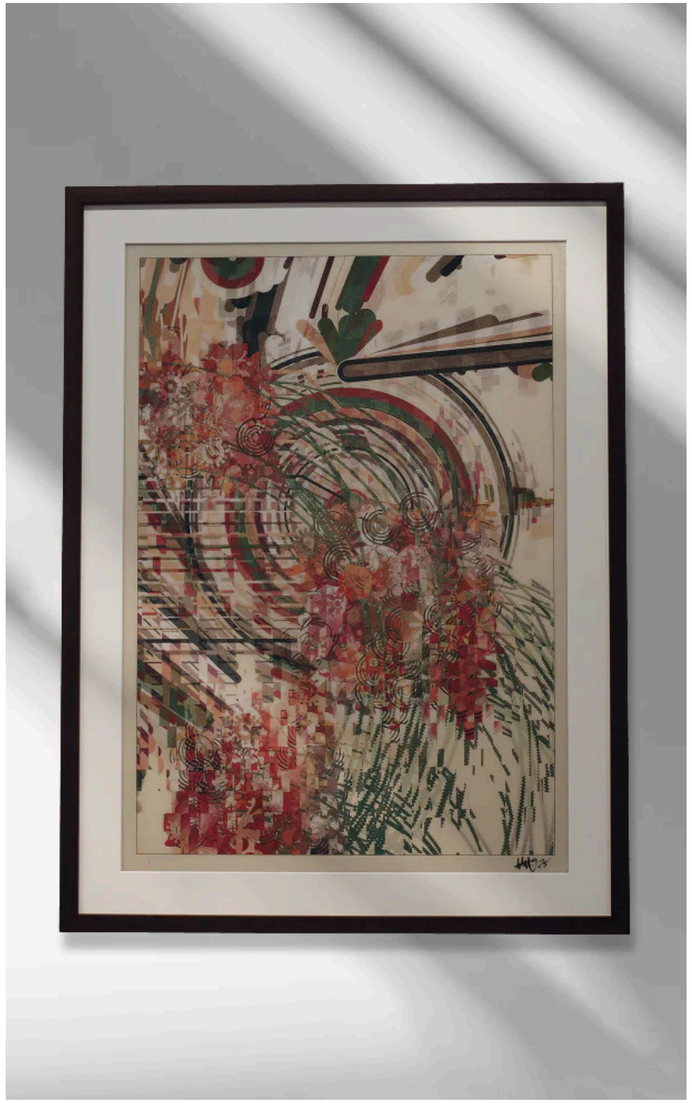
Altered Bloom

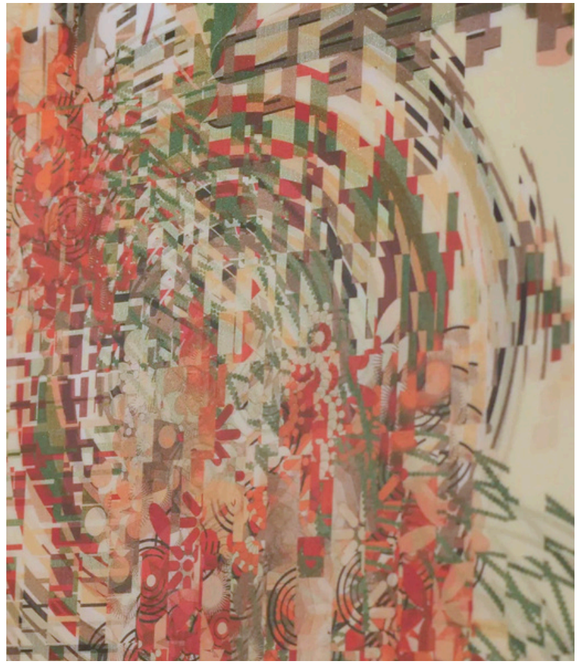
Robert Mallary Foundation, 2025

Lenticular artwork that transforms depending on the viewer's perspective, blurring the boundaries between abstraction and organic form.

Inspired by Robert Mallary's exploration of texture, transformation, and digital processes, this piece reflects a modern interpretation of dynamic visual shifts.

Presented in Tokyo, Lenticular print + generative algorithm.







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Recursive memory

MOAL+ museum and ICONIC collaboration

2025

“Recursive Memory” is an evolving dialogue between artist and AI. The plotter and the hand create the first layer, the machine responds with annotations, and the artist answers again through gesture.

Each cycle produces new insight, a loop where human intuition and artificial perception feed one another. The work is not static but recursive: memory inscribed, read, and rewritten. In this exchange, art becomes a living protocol of learning together.






SELECTIONS FROM
THE MoA+L COLLECTION

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I don’t need a name

Asprey Studio

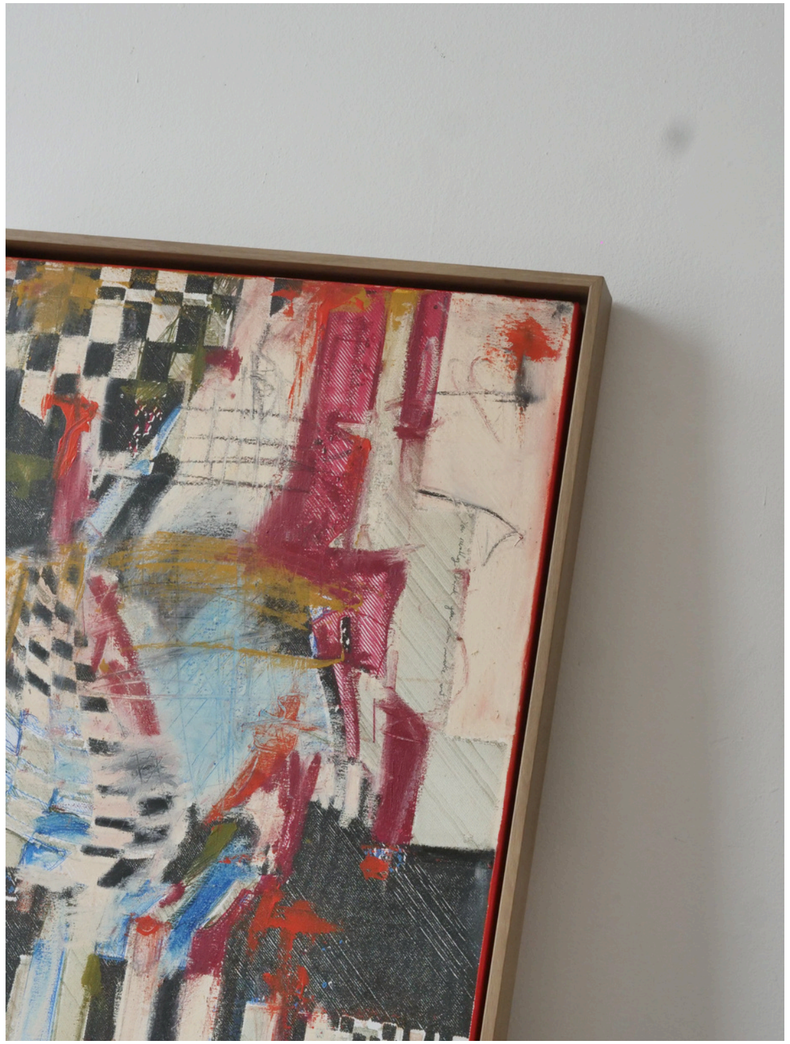
2025

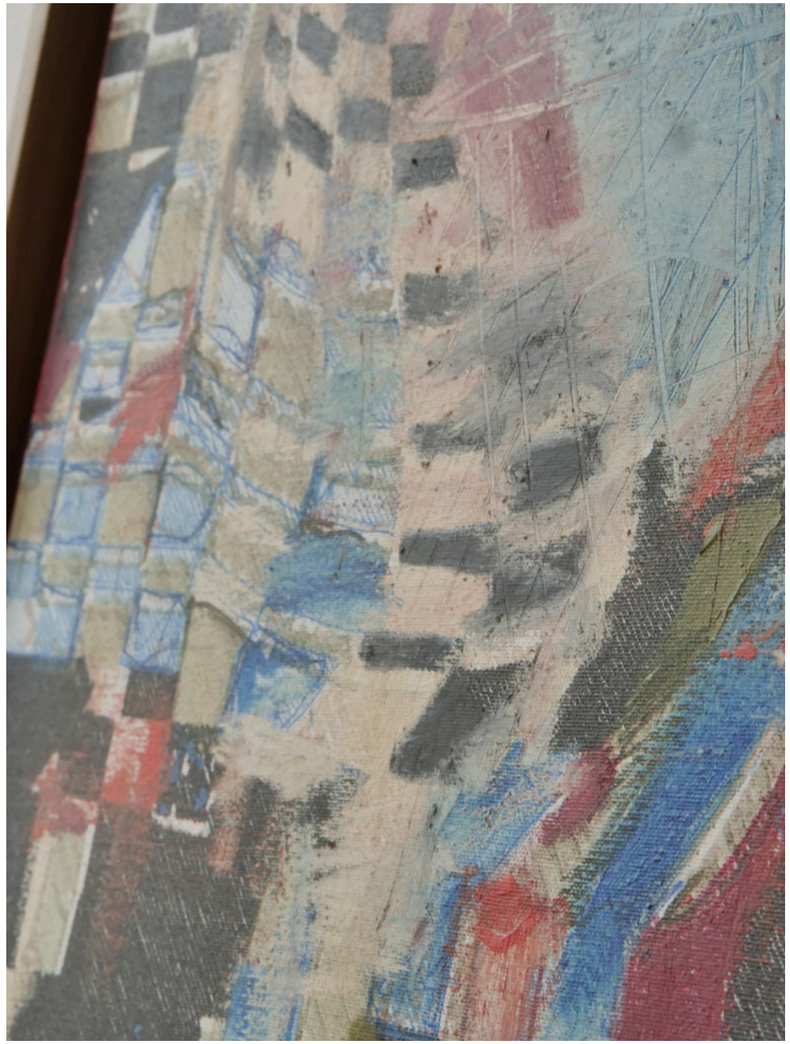
This piece invites us to reconsider the myth of singular authorship. It challenges the idea that creativity must originate from a person. It suggests that in a world of increasingly intelligent tools, perhaps art is not about who made it, but how it was made, and why we choose to finish it.

Unique oil painting, AI, p5.js and plotter drawing



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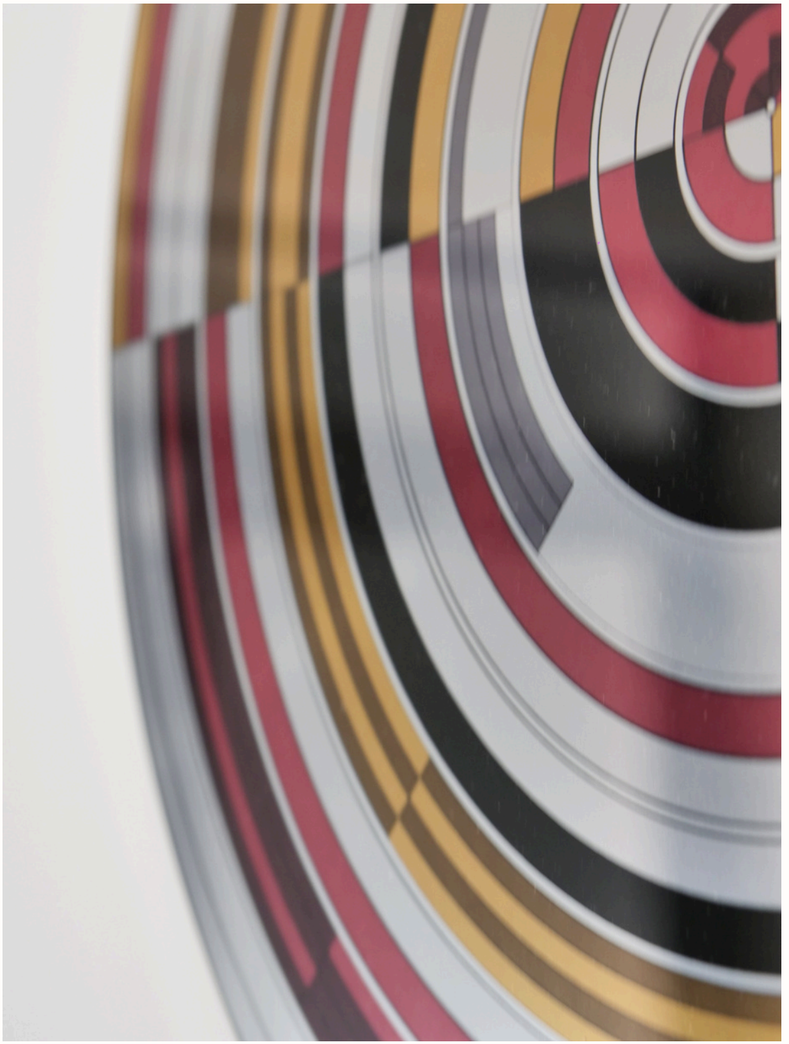
Timestamp

Private collector

2026

p5js time machine inscribed on bitcoin





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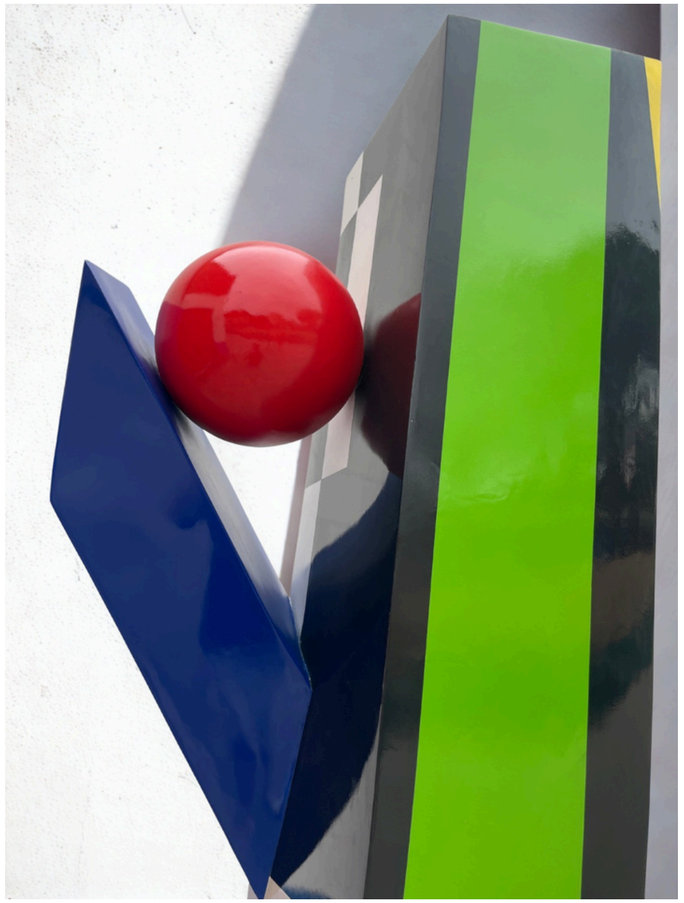
Oblicuo

SIGG ART FOUNDATION , Le Castellet

2025

The work situates itself within a lineage of geometric abstraction, recalling the legacy of concrete and constructivist practices, yet reinterpreted through a contemporary lens. Here, patterns are subtly altered through projected mappings that generate an oscillation between imperfection and precision, destabilizing the viewer's perception of surface and volume.

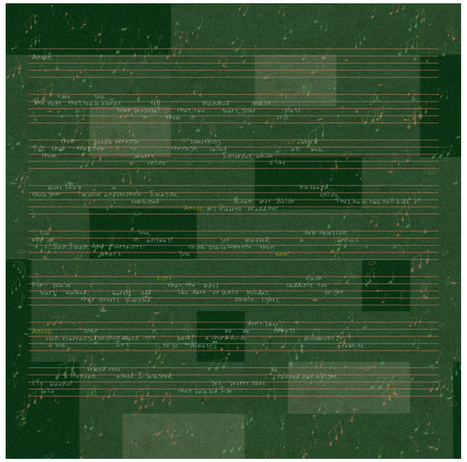
Resin and paint, 270cm



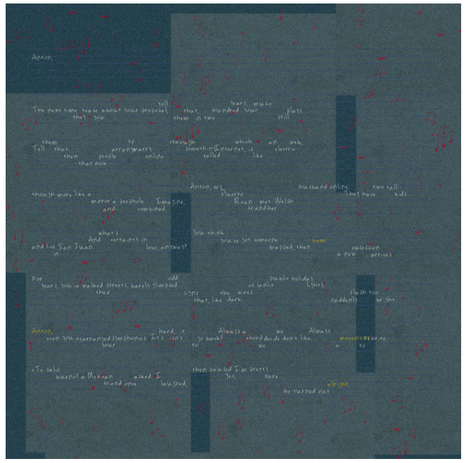


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Arrangements

Collaboration with Ana Maria Caballero, Museum Francisco Carolinum Linz

2025

For Arrangements, I developed the generative code behind the visual interpretation of Ana María Caballero’s poetic response to Anton Bruckner’s marriage proposal.

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Arrangements
POETRY X GENERATIVE ART X CULTURAL HERITAGE
ANA MARIA CABALLERO
X
Francisco Carolinum Linz
CELEBRATING ANTON BRUCKNER
POETRY X GENERATIVE ART X CULTURAL HERITAGE
ANCORA
Francisco Carolinum Linz
2024
Arrangements



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Cubic3

MAGBA3, Mostra d’art generatiu

2026

The starting point of the exhibition is an anniversary: this year marks the fiftieth anniversary of Computer Graphics and Art , the magazine that between 1976 and 1978 documented the first experiments of a generation of artists who explored the computer as a creative tool.

The project explores Basset cubic series.







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Memoria viva

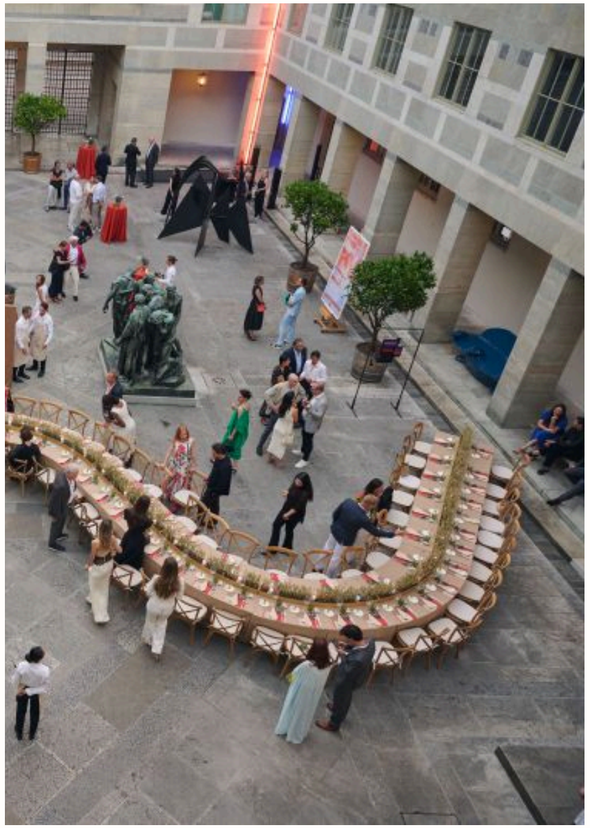
Kunstmuseum Basel, Private Event preview with Sigg Art Foundation

2026

Developed as a body of physical artworks and technological processes where ancient materials are treated as living archives.

First artwork in the series.





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Synthetic Memory

Annahuacalli museum, 8NAP collaboration

2026

Synthetic Memory, the second work in Materia Viva, brings the biological memory of ancient oak paper into dialogue with the volcanic memory of Xitle and Anahuacalli. Through artificial intelligence, fibres, stone and fractures become material archives exploring time, memory and transformation.





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CV

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2026

3 Blockchains, one Collection
Francisco Carolinum Linz Group Show

Inflation
Generative open edition

IAhub talk
El taller invisible

MAGBA3
Mostra d'art generatiu Barcelona - Generative Art Museum

Compas
Agentic collection

Anahuacalli museum group show -
8NAP x Superchief

Memoria Viva preview
Sigg Art Foundation - Kunstmuseum Basel

La Floristeria
Open edition collection Paiman x Taya

BMAG - Bitcoin Museum
Bitcoin Vegas gallery "The reason I'm here"

Consensus Hong Kong
Projection mapping

2025

Recursive memory - Kansas
Collaboration with The Museum of Art + Light and ICONIC

2048 - Collection
Gamma.io

Bee:wild Fundraising Exhibition - London
Group exhibition Asprey Studio

Plastic FREE - New York Times Square, London and The Netherlands
Group exhibition Le Good Society

Art Meta (Art Basel) - Basel
Group exhibition Curated by Sigg Art Foundation

Bitcoin Conference - Las Vegas
Curated by Gamma and Inscribing Atlantis

Sothebys Auction - New York
Group exhibition and auction – Contemporary Discoveries

Altered Bloom - Tokyo
Curated by Superchief and SCRYBZ in collaboration with Robert Mallary foundation

2024

Arrangements with Ana Maria Caballero - Linz
Studio collaboration Curated by Ancora for the Francisco Carolinum Linz Museum»

Atlas - collection
Collaboration with Forbes x AOI

Tissu - London
Group exhibition Asprey Studio

Finestra - London
Group exhibition Asprey Studio

Immutable Memories - Berlin
Group exhibition EXPANDED Art gallery

NXT Museum - Amsterdam
Group exhibition curated by VIVID gallery and Scrybz

Digital walls - Amsterdam
Group exhibition Le Good Society Leidseplein Amsterdam & Poort Amsterdam

SCRYBZ opening - Berlin
Group exhibition berlin

Brutal Edge - Collection
Harto x FAR

Bitcoin Conference - Nashville
Nashville Solo Curated by Studio Paiman and Bitcoin Magazine

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2024

MAGBa - Barcelona
Palo Alto curated by TGAM(The Generative Art Museum)

PATH TO THE PRESENT - Berlin
Group exhibition Expanded Gallery

Art Basel (Digital Art Mille) - Basel
Group exhibition Curated DANAE with Lezar House – Singularity

NFT Rome - Rome
Group exhibition Curated by VIVID

NFC Lisbon - Lisbon
Group exhibition 6060 exhibition with 50 artists in NFC

Rinascente walls - Milano
Muse Frame

Digital Art Week digital walls - London
Floraforms and The Golden Ratio

Forbes Party curated by Bless - Miami
Digital walls

Deeep - Paris
Deeep curated by Lezar House

Metaversal x Lumen - Paris
curated by Lezar House

Floraforms - Vienna
Belvedere and Super Chief Gallery NYC

2023

The Golden Ratio - collection
Vivid Gallery

Let art be - Barcelona
Group Artworks exhibited in Lezar House

Mareas Temporales and Accumulation - Madrid
Harto x BYN “Collaboration with ABC cultural”

Formation - Collection
Highlight.xyz

NFT Show Europe - Valencia
Curated by Vivid Gallery

ETH BCN - Barcelona
Curated by Lezar

POL - collection
Emotional NFT

SATS- collection
Commission for Order&Co (now Vivid Gallery)

Blocks - collection
Generative art collection

2022 - The Big Dream Outer Space
10 artworks exhibited in the ISS (International Space Station)

2021 - Soho House - Hong Kong
Artworks exhibited in Hong Kong Soho House x Project ark

2017-2020 Picto Facto
Art direction, design, and performance
(100+ shows; 2 original productions).

2017 Escola Massana
Group exhibition honoris causa

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