

Dr. Antonio Salmeron

heraldic artist

curriculum vitae

Dr. Antonio Salmeron is Doctor cum laude from the Politechnical University of Madrid, Master from the IESE at the University of Navarra, Specialist by the department of private Law of the University of Burgos, and he has a Grade by the San Antonio Catholic University.

He makes heraldic art for individuals, companies, associations, and religious groups, from countries like Argentina, Australia, Benin, Chile, Dubai, France, Ghana, Holland, Hungary, Israel, Italy, Mexico, New Zealand, Norway, Poland, Russia, Rwanda, South Africa, Spain, Switzerland, United Kingdom, United States or Venezuela.

He has edited 14 books with ISBN, from 2009 to 2017, he has registered his intellectual property of 10 art notebooks, the last 2 in 2016 with 370 heraldic paintings, and in 2017 with 474 heraldic paintings, and he is preparing the 2018-2020 registry.

He is full craft member of the Society of Heraldic Arts, a correspondent fellow of Asturian Academy of Heraldry and Genealogy and of the Instituto de Estudios Históricos Bances y Valdés, and a member of The Heraldry Society and The International Heraldry Society.


Arms of the Principality of Asturias
by the Dr. Antonio Salmeron



Artistic style: clear, symbolic, and methodical

His style as a heraldic artist could be drawn with 3 terms:

- It is clear because his work searches pieces which transmit energy and vital force to the owner and its relatives. He thinks that a coat of arms should be a source of light and joy and an expression of freedom.
- It is symbolic because coats of arms must be a representation of its bearer, his/her ideals, goals, motivations, history, and anything he/she might want to display. Thus, its creation should encompass all the signifieds brought by the future



owner together with its signifiers, the blazon heraldic rules, and the art contributed by the heraldic artist.

- It is methodical because heraldic art is founded on a science, the so-called «science of heraldry». This systematic knowledge has its principles, its composition rules, and its own formal language all of those the true foundations of his artistic methodology.

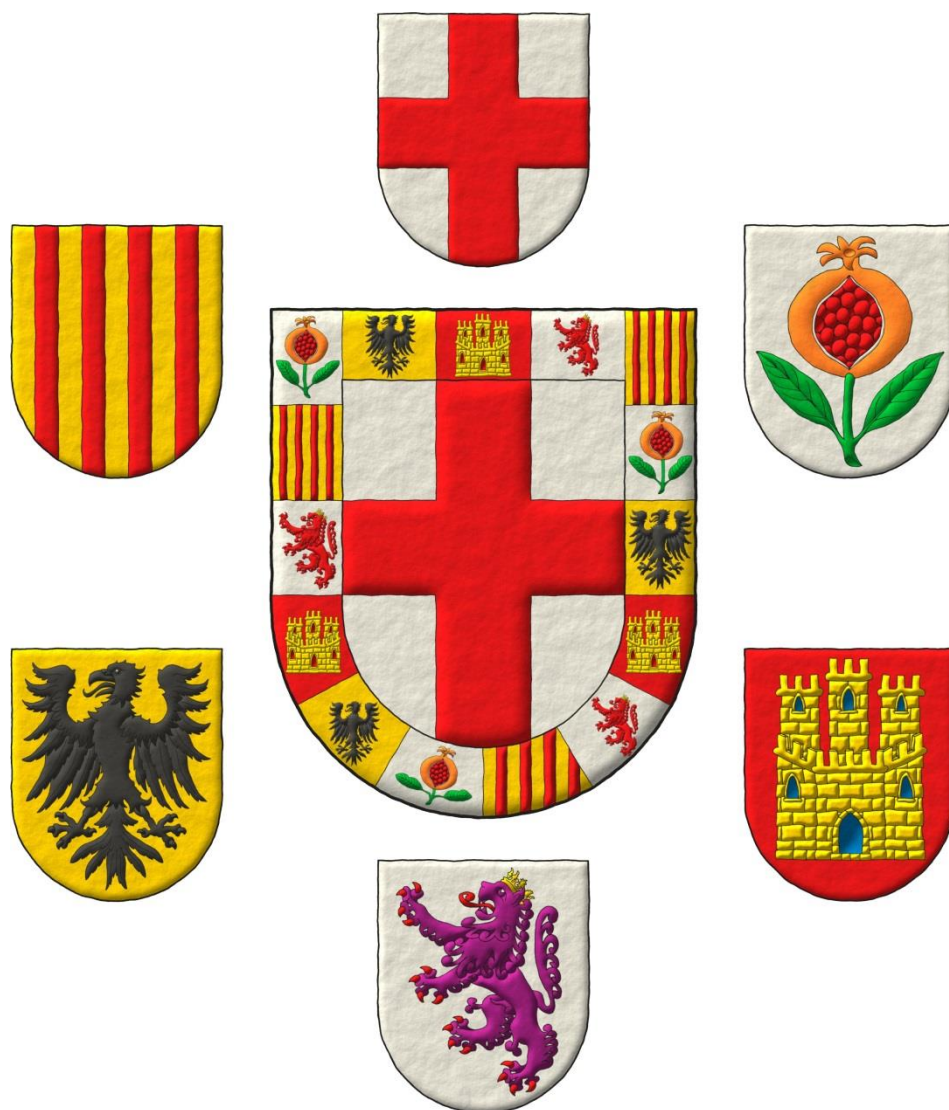
Heraldic creation methodology and techniques

Aware of the need for a methodology to deliver a constant quality service to his clients he established his own heraldic creation methodology. It is a 3-phase 3-activity-per-phase process which includes a cycle of constant refining. These three phases are:

- Conception which includes the activities of elicitation and ideation, heraldic research and critique as well as the creation of a sketch coat of arms.
- Plastic execution which includes the activities of layout and tincture, ornamentation and accompaniment, lighting, and final art.
- Completion and fulfillment which includes the activities of heraldic edition, final review and delivery, documentation, and closure of records.

His creations are drawn by hand and the final resulting images are enhanced by a unique combination of digital imaging procedures.

Composition of the arms of Almeria
by the Dr. Antonio Salmeron



Last references

Exhibition of 20 heraldic artworks by Antonio Salmeron, Madrid International Lab, Council of Madrid, Spain, 2017.

«My heraldic art methodology», in The Heraldic Craftsman, edited by William Beaver, United Kingdom, 2017.

«Wha!8, World Heraldic Art 2018», an exhibition of 40 heraldic artworks by Antonio Salmeron, Ronda Space, Spain, 2018.

«Heraldic art & classical music», in The Heraldic Craftsman, edited by William Beaver, United Kingdom, 2018.

مع والمسند قبل التاريخ بين العوائل شعارات
«Family symbols between history and future with Dr. Antonio Salmeron», by Abdulelah Alyahya, in Lailat Khames, Arab magazine of culture, poetry and art, Saudi Arabia, 2018.

Closing lecture by Antonio Salmeron of the course «Investigating family history: Genealogy and Heraldry», University of Santiago de Compostela, Spain, 2019.

Two heraldic artworks by Antonio Salmeron have been included in pages 569 and 582 of the «Registro Araldico Italiano», by Giuseppe Quattrociochi, 1st edition, volume I, 680 pages, ISBN 9788831608107, Italy, 2019.

«Dr. Antonio Salmeron, heraldicus in Spanje, Een kijkje in het atelier van een heraldisch kunstenaar», by Dr. Bernard Grothues, in Heraldisch Tijdschrift, heraldic bulletin of the Nederlandse Genealogische Vereniging, 2019.

Seven heraldic ex libris by Antonio Salmeron have been included in the pages 58-61 of the book «The Splendour of the Modern Heraldic Bookplate Artist», by Bernard Juby, 1st edition, volume I, 130 pages, England, 2019.

One heraldic artwork by Antonio Salmeron has been included in pages 6 and 12 of «The Armiger's News», a quarterly journal of The American College of Heraldry, Volume XXXXI, number 2, Little Rock, Arkansas, Spring 2019.

«El escudo de armas de J. A. Freiherr von Quast de 1790, características e interpretación», in «Mesa de los Notables» of the «Nobility of the Principality of Asturias», 2020.

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