

nicneu

artist's statement

Nicole Neufeind (nicneu) is a versatile visual artist who throughout her life has been active in various media including design, photography, painting and printmaking.

Her artwork transmits emotion to the viewer not only through the story told by the image, like a documentary or journalistic photograph, but rather through the harmony of the piece itself - it's composition, colors and textures. Her interpretation and rendering of the subject portrayed is what creates the impact.

Creativity consultant Peter Simons summarizes it well, "I would call her style *wisdom*. Her photography makes people see the beauty of our daily lives."

As she creates artwork that shows the hidden essence of objects and spaces and highlights the beauty of our world in unexpected ways, she aims to increase awareness of the importance of the visual arts for our society.

Nicole believes that with the increasing digitalization of our society, we are losing the emotional and sensual enrichment we receive from physically interacting with objects and other people. On the one hand, we have instant access to photographs of millions of artworks and e-book versions of literature. We can communicate instantly with people all over the world. On the other hand, we are increasingly missing out on the feel of the texture of a high-quality paper, the pleasure of the weight of a nicely bound book in our laps, the examination of the artist's brushwork in a painting, and the relaxation of having coffee with a friend, uninterrupted by a smartphone.

"One of this generation's greatest challenges is to find a healthy balance - for each individual and for our society as a whole - between the value generated by technology and the quality of life that it can take away. My personal answer to this challenge is to look for that balance in my artistic creation," she explains.

She was a successful business manager, before giving up that career to dedicate herself full time to a pursuit she feels is more important for nurturing the human spirit.

For a number of years, she has been a professional photographer, running a commercial photography studio while focusing her personal work on capturing images during her travels, whether exotic or mundane, since during vacation time the mind was most free to roam and look for captivating scenes and details.

However, in a world where the photographic image has become ever-present and ever more a commodity, she began to feel that these images did not satisfy her need for creative expression nor adequately represent her capacity for artistic creation.

Nicole explains, “For me the photograph is a tool, an input for a final, original piece of my own creation. Each of my recent projects is fruit of experimentation with a variety of methods for incorporating the photographic image, drawing from other disciplines such as painting, drawing or printmaking to complete the final piece.”

As a result, her current projects explore the crossover between digital media and artworks created by traditional, hand-made techniques. Her creative process is an evolution of ideas that incorporates visual inputs received continually, elaborates on them with study and experimentation, and synthesizes them into a piece.

Although it may seem that her artistic projects include a wide variety of styles, they are all united by three common threads:

- the use of imperfection as an aesthetic element,
- the achievement of beauty in the final piece,
- finding a balance between with use of digital tools and manual processes to generate artistic value.

For example, some recent projects have used the cyanotype process, a photographic process introduced and widely used in the mid 19th century which results in blue-colored prints. It was frequently used to make photograms - camera-less photographs generated by placing objects directly on the photo-sensitive paper while exposing it to sunlight.

The “Fashion fantasy” series of cyanotype prints is part of the artist's exploration of the relationship between digital and analog media and the creation of art that repeatedly crosses the line between the two. The project's basis consists of several of the artist's photographs that are digitally merged into new, layered images of her creation, carefully selecting bits and pieces of each photograph to incorporate.

The images used are photographs of shop windows in London, New York and Paris blended with objects captured around the world, illustrating how the beauty of fashion blends seamlessly with that of other items that have a beauty of their own.

Negatives the size of the final print are created from digital files and used to produce handmade cyanotype prints where the emulsion is hand-painted on handmade, cotton artists' paper.

In this project, the artist exposes the negative in combination with pieces of fabric to create a mixed effect, generating one-of-a-kind prints that are a combination of photographic prints and photograms.

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NICOLE NEUEFEIND

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Nicole Neufeind is a German, US-educated visual artist who has been active in a variety of disciplines throughout her life. Her current projects unite photography with design and printmaking, bridging modern digital and traditional, handmade media. She creates artwork that shows the hidden essence of the objects and spaces that surround us and highlights the beauty of our world in unexpected ways.

SHOWS

- 2013 The Beauty of Buddhist Symbols. Kobeia Gallery, Munich.
- 2013 Cracked. Flaxon Ptootch, London.
- 2013 Bilder, Briefe, Noten LXXX. Autoren Galerie 1, Munich.
- 2013 A Million Little Pictures. Brooklyn Art Library, New York.
- 2013 Serigrafías / Silkscreens. Centre Civic Pati Llimona, Barcelona.
- 2012 Silkscreen Recipes. Centre Civic Convent Sant Agustí, Barcelona.
- 2011 Fashion Fantasy. MTX Mertxe Hernández Workshop, Barcelona.
- 2011 100 x 100 foto. Galería Espai [b], Barcelona.
- 2010 Traditional printing techniques. Escola Massana, Centre d'Art i Disseny, Barcelona.
- 2009 The Faces of Barcelona. Hotel H10 Montcada, Barcelona.
- 2009 Images from a Trip around the World. Barcelona City Hall.
- 2008 Royal Academy Summer Exhibition, London.
- 2005 Traveling show of winning images of the Lux 2004 professional photography prize.
- 2004 Photography group show, Galería Espai [b], Barcelona.
- 2004 Las fiestas de Sant Antoni. Golferichs El Xalet, Barcelona.

AWARDS

- 2012 Bronze. International Loupe Awards.
- 2010 Bronze. International Aperture Awards.
- 2004 Bronze trophy. Lux Awards of the Spanish Professional Photographers' Association. Still Life and Food category.
- 2004 3rd prize. IV Landscape Photography Contest, Terres de l'Ebre.
- 2004 Honorable mention. II Grand Marina Contest (Eurostars Hotels). Theme: Barcelona – Design City.

COLLECTIONS

Barcelona City Hall.

Hotusa Group Hotels, Barcelona.

El Paraiguas, Barcelona.

Artwork held in private collections in Spain, Italy, Germany, United Kingdom and the United States.

WORK EXPERIENCE

2004-present. Artist, photographer and designer, nicneu studio.

2005-present. Independent photography teacher.

2005 Photography professor, European University.

2003 Photographer's assistant in the studios of Javier Sardá and Mavi Arsalaguet.

1991-2001 Marketing executive in internet businesses and strategic consulting with multinational companies.

EDUCATION

2012-13 Silkscreening class/workshop. Centre Cívic Convent Sant Agustí, Barcelona.
Teacher: Sergio Rocha.

2012 Drawing. Centre Cívic Pati Llimona, Barcelona.

2010 Experimental Techniques: between Painting and Photography.
Escola Massana – Centre d'Art i Disseny, Barcelona. Teacher: Tat Vilà Jordà.

2003 Portrait master class with photographer Umberto Rivas, Barcelona.

2002-03 Comprehensive Photography, Studio Lighting, and Advanced Digital Retouching.
Escuela de fotografía Joaquim Muntaner y Mavi Arsalaguet, Barcelona.

2002 Drawing and Oil Painting. Academia Tarrega, Barcelona.

1998 Abstract Painting in Acrylic. Brentwood Art Center, Los Angeles, USA.

1997 Life Drawing workshop. Walt Disney Company Employee Training, Los Angeles, USA.

1997 Developing and Printing Black and White Photography,
Pasadena Community Center, Los Angeles, USA.

1995 MBA. Kellogg Graduate School of Management, Northwestern University, Chicago, USA.

1990 B.S. Product Design. Stanford University, California, USA.
Fine Art classes in Photography, Drawing, Painting and Printmaking.
