

Offer: Action Painting

Corporate occasion, jubilee, wedding party or birthday

With my longstanding expertise as a freelance artist I offer my current service in the field of animation, events and entertainment to groups of all ages on a global scale.

Large scale canvases come into being paintings. The client has a souvenir of the celebration that can be placed on the wall at home or in the company. A keepsake of an enjoyable time well spent.

The client decides the size of the canvas. Charges depend on the size of the canvas. I will bring all the necessary material.

Before the work of art is finished I will make full use of my personal painting style and turn the canvas into a true piece of art.

I can be booked in Switzerland and abroad. Travel expenses are additional and to be borne by the client.

What is Action Painting?

The notion of Action Paintings was characterized in 1952 by American art critic Harold Rosenberg. Action paintings are assigned to abstract paintings, especially the abstract expressionism.

The most famous artist is Jackson Pollock, yet there are some more representatives of Action Painting such as Willem de Kooning, Sam Francis, Georges Mathieu and Franz Kline just to name a few.

The Action Painting is a direct and dynamic painting technique. The canvas, mostly an oversized format (up to 4x10m), is viewed as an arena, in which the action of action painting is to be held. At the beginning the artist does not have a clear vision of how the composition of the painting is going to be like, since the main element is the momentary action. The form and color are regarded as secondary. The artists create on inspiration while the process is left to chance. Conscious influences shall be blanked out and instead one makes use of the unconsciousness. The focus lies on the process of painting - not the final outcome.

While performing Action Paintings the entire movement of the body is part of the painting process, all senses are captured. Since the canvas usually lies on the ground, it is accessible and can be 'worked on' from all sides. The artists while painting can stand, kneel, bend over or keep a straight position, sit on chairs or stand on other elements. The material used to create the canvas is rather simple, but offers a variety of tools in order to shape a painting. To apply the color not only brushes are used but spatula, paint rollers or brooms. Sometimes one splashes the color with brushes or other items directly on the canvas. Sometimes spray cans maybe used a whole paint tube might be hurled at the canvas. *"One needs to banish all sense and meaning of the painting"* Jackson Pollock.

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