



# PLATUX sets an exclamation mark!

The renowned gallery owner and art historian Dr. Ingo Seufert from Munich conducted an interview with photo artist Andreas Denstorf alias PLATUX:

"Valuable Collecting" visited the artists-fair ARTMUC in Munich, where the photo-artist Andreas Denstorf PLATUX enthused the visitors with the extraordinary realization of his artworks. He combined the "4 Seasons" and the "Circle of abstract World" to an over-dimensioned exclamation mark, which also surprised the audience with sound effects. The Dubai, London and Berlin artworks were presented from the internationally covetable City Art Collection. With his radiant light the Triptychon "The London Way" appeared particularly lively. The luminosity and color intensity emphasises the artist's marvellous handwriting. During the ARTMUC the artist attended personally. At the same time further PLATUX artworks had been presented at the galleries art-fair "Art-Stuttgart".

## What is the meaning of your artist name "PLATUX"?

PLATUX combines the philosopher PLATON & LUX the Latin word of the light, because my photographic art is living with the radiant colors of the light spectrum and the philosophy.

## What is unique about the "PLATUX photo art"?

My artworks are multi-dimensional. Based on extraordinary photographs I create different levels and meanings which invite the observer into other worlds. Each level tells a part of the story and intension.

Further more symbolism is developed by separations, mirror effects, overlays and the intense colors, which are just as typical for my unique art style.

## Which motives form the foundation of your art?

From metropolises all around the world I am creating my City Art Collection. In contrast, there is my Nature Art. Another collection is devoted to the focus of human. As a rule, there are no individual works, but collections; When there is a theme which inspires me, I dive deeply into the matter.

## Can you tell me more about the genesis of your work?

Every piece of art follows a feeling. Gerd Richter certainly was right with his statement "The picture makes what it wants". For example, my art work "Abstract World" was created from the photo of a couple in the sunset under palm trees. From a thousand of my photos, which would be a perfect postcard, I am searching for the very special one to be the basis for a PLATUX work.

## How did you get to the art of photography?

Already as a teenager I was accompanied by a love for the photography. My professional career enabled me to look at the world from many different perspectives. The navy time as a mine-diver took me to distant lands.



*The perfect Moment, PLATUX Photo Art,  
Little Toscana Girl, Toscana 2009*

### What does the collector expect?

PLATUX collectors invest in modern art that is presented internationally. All signed artworks remain rare and strictly limited. Per country - according to my country edition - there is just one print per artwork. This exclusivity fosters the increase in value and boosts demand. As a matter of course all pieces of art are produced in the best gallery and museum quality.

The art collector can look forward to high-quality prints (fine art, offset printing, screen printing) and high-quality materials (brushed aluminum, dibond, acrylic, glass), which are the best suited and hamonized solution to his work of art. Additionally I am offering the PLATUX Luxury Art, like light-art objcets, acoustics ArtSorber and special prints on mother-of-pearl. These remain absolutely exclusive as Continent Editions with just seven artworks worldwide.

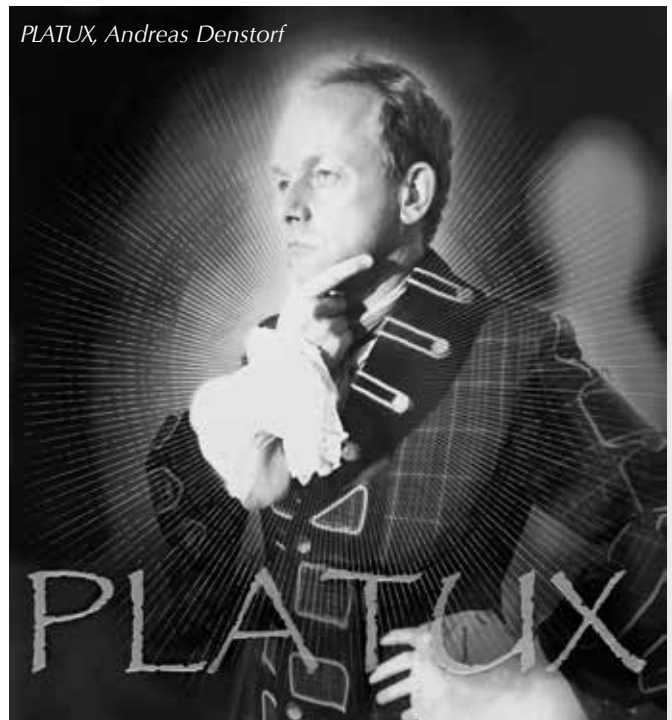
### How do collectors react to your artworks?

Often I experience the moment, at first a particular image touches the collectors soul, because he combines something personally with it. Possibly it gives good energy and you constantly discover something new. It stimulates, ask questions and reflects wishes, memories as well as moods. In particular, the large-format PLATUX photo-art is appreciated for business and public spaces. My Country Editions serve as a diplomatic bridge for art & culture. The 15 square meter PLATUX Artsorber "Brandenburg Gate Berlin", which is permanent part of the German General Consulate in Sydney, is a perfect example of this.

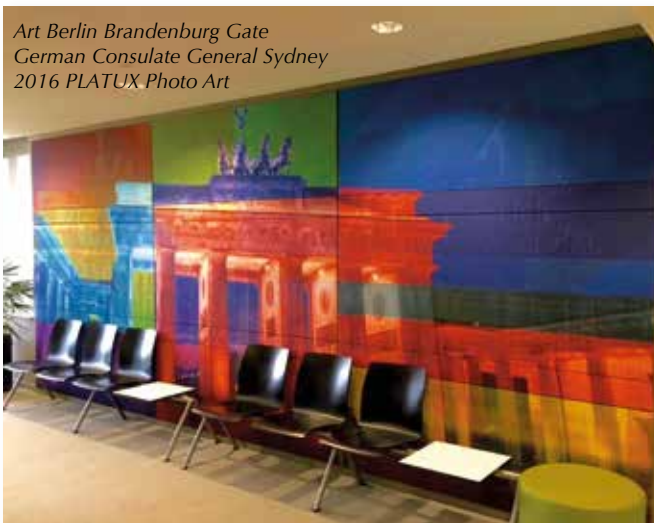
Photography and Philosophy were perfect to compensated for this highly concentrated activity. After that, I founded one of the first German internet companies and thus conquered the virtual world. Followed by Mallorca TV and an artists' agency - a social network that already has more than 15,000 members. With "The London Way" I created the first work in 2010 and I felt myself first time as an real artist. PLATUX was born.

### Where is your PLATUX art exhibited?

My first art exhibition in 2010 was at the art-fair Rees. Just a year later, I made the leap to Dubai Art Avenue and got the cover story at Interior Design Magazine. Since then, various exhibitions have been held in Canada, France, Germany, Dubai and Switzerland. Further highlights were a solo exhibition in museum, the Louvre, ARTMUC, Art-Stuttgart, as well as the inclusion in the art book "International Art Today 2016". Current art exhibitions and a virtual art gallery is presented on my website: [www.platux.com](http://www.platux.com).



*PLATUX, Andreas Denstorf*



Art Berlin Brandenburg Gate  
German Consulate General Sydney  
2016 PLATUX Photo Art



### What connects you you with the art collector?

As an artist, I am the first collector of my art and initially put together my own collection. It's great to see the same joy in the eyes of the beholder, which I feel in the completion of an artwork. It is also a great honor to get a place on the wall as well as in the life of the collector. Fantastic when we create a piece of the world together.

### What are you working on at the moment?

Currently the PLATUX Royal & Castle Collection is originated. Based on the castles of former and still existing nobility houses. In parallel, I am preparing further exhibitions: Hotel Show Dubai, EquipHotel Paris and a Solo Exhibiton in the Emirates Palace, Abu Dhabi with 18 PLATUX artworks. Highlights for 2017 are the Florence Biennale, Salon d'art in Montreux and Art Shopping at Louvre Paris. Furthermore I love to be inspired by every new day.

Andreas Denstorf  
PLATUX Photo Art

### Summary:

At the ARTMUC art fair in Munich magazine "Valuable Collecting" met Andreas Denstorf, who works under the name of PLATUX. In an interview with art historian and gallery owner Dr. Ingo Seufert PLATUX tells us about his photographic art. A new project will be the Royal & Castle Collection.

English translation with updated details.