

INDEX

Inspiration daily

www.indexexhibition.com | 24 October 2011

In association with

COMMERCIAL

Interior design

ILLUMINATION EXPERTS

Learn what brings lighting companies back to INDEX year after year

CUPCAKE CORNER

Design uses Victorian chic to create a cupcake haven in Abu Dhabi

Plus

SHOW NEWS
HEAD TO HEAD
EVENT GUIDE
NEW PRODUCTS
OPINION

PHOTO Art

PLATUX ART BLENDS COLOUR,
MATERIALS AND CREATIVITY



Platux Photo Art

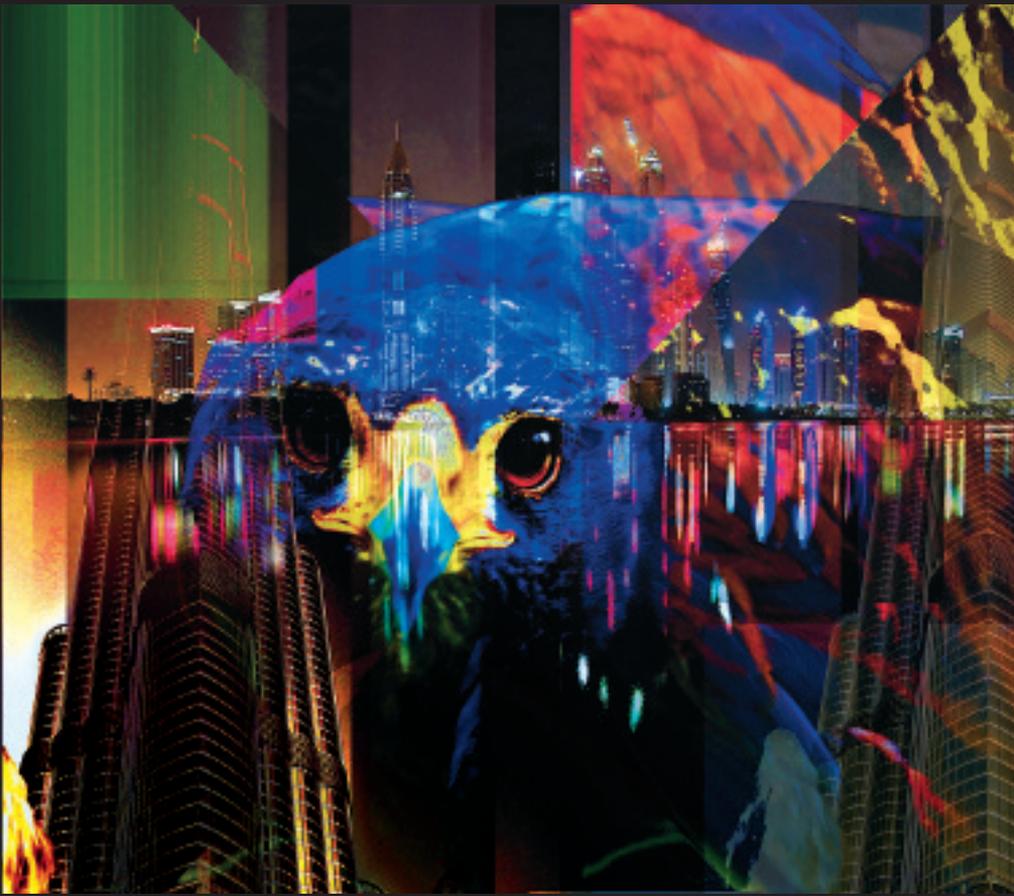
Hall 2, Stand D89

WHO?

Platux Photo Art was founded by Andreas Denstorf in 2010. The name is derived from the philosopher Plato and Lux, which means light. Prior to Platux, Denstorf founded the artist's agency, Talent Brief, three years ago in Germany, a hub for creative people, from composers, to models, actors and painters, which has in excess of 15,000 members. Platux was a vehicle for the artist to take a new direction in his life, where he can realise his passion for photography creating unique pieces of artwork from the pictures he takes, gathering inspiration from his travels all around the world.

He feels a connection Dubai because he respects the way it gives people the freedom to create something from a vision and turn it into a reality. His inspiration comes from the Mexican artist Gustavo and American painter, printmaker, and filmmaker, Andy Warhol. "I get my ideas from life and nature; from a song, a cloud, a woman, a man, a child and a thought. Everything inspires me. I love the effect of light on a picture, the play on colours, and the various angles which create a crucial role in art. It has no rules."





WHAT'S NEW?

It is the first time Denstorf has exhibited at INDEX and he came to the country a couple of months ago, prior to the show to take images of the city and show his audience how he can turn these pictures into colourful, abstract works of art.

The images he creates use a blend of materials, colours, dimensions and forms to create something visual for the client. Next year, he will travel to Queensland, Australia, and New Zealand to take photographs there and plans to hold an exhibition of his artwork in Zurich, Switzerland. His dream is to one day exhibit at the TEFAF, Maastricht, Netherlands, the world's leading art and antiques fair. His advice to a budding artist is 'always be creative and don't be restricted to one style, but be curious, frugal and generous in your imagination. Don't stick to one standard logic to define yourself'.

USPs?

Denstorf's artwork is similar to pop art but he tries to go one step further by separating the picture into more colours. For example, he has one image reflecting the four seasons split into different colours and forms on the page to represent the sun, winter, spring and autumn.

The cost of each piece depends on what material the image is printed on. It can be paper, glass, ceramics or textiles. The starting price is from as little as 200 euros to 100,000 euros. Each work is made to order according to the customer's specifications. Denstorf has produced 250 limited edition pieces of the Dubai skyline printed on silver chrome paper on an aluminium printer. These normally fetch 500 euros in the gallery but visitors to INDEX will get a 20% discount if they buy it at the show. The prints are proving to be popular and Denstorf has already sold 20 of these.

CONTACT

PLATUX Photo Art
 Andreas Denstorf
 info@platux.de
 Tel.: +49 162 3636363
 www.platux.com