



WHEN ART TELLS STORIES

About the passion of creating unique objects



FERENCZ OLIVIER



Ferencz Olivier in his gallery next to the „Matador“

ART CREATES CHANGE

Art has an effect on our perception, it creates atmosphere and opens up new perspectives. Art gives new impetus to our fantasy and can tell us stories. I have been enthusiastic about this incredible effect for many years. Even as a young boy I stood still in front of old building facades, fascinated by the fragile remains of advertising campaigns from long ago. At that time I was not yet aware of what it is that makes these fresco-like fragments so fascinating. Today, however, I know what I was so enthusiastic about: the fact that they had not lost anything of their impact on the viewer throughout all those years. On the contrary – the imprints left by time had made them become even more exciting and unique in a very particular way.

HOW IT ALL BEGAN

Years later, on the occasion of a study trip to Italy, I had the opportunity to experience the very special pleasure of looking at original, historical frescoes from the Italian Renaissance period. The impression I immediately felt then, was the same one I had felt many years before: pure fascination. A window opened up before my eyes, allowing me a view of an epoch long past ... an unforgettable experience! It was that intensive experience that provided the final impetus for me to paint experimentally as an artist, to develop techniques, to look for new approaches and to play with materials and ideas. The final result of my enthusiasm for experimenting and my striving for perfection resulted in the fact that today the various works created in my studio display possess a distinctive quality:

They are all unique!



LOGOART »



190 cm x 190 cm,
Mixed media on canvas

WORD MARKS & FIGURATIVE MARKS CONTEMPORARY COATS OF ARM

We encounter them wherever we go and they leave their indelible imprints both consciously and unconsciously: word marks and figurative marks impart values, they arouse emotions and reflect different philosophies. Often, they are the companions of several generations thus becoming real cultural assets. It is true that the coats of arms of our consumer society are also subject to minor or major changes, but they do not lose their message and intensity. The snapshots of such logos are my passion. Metaphorically speaking, I would like to add to their aura thus providing new perspectives to the viewer.

With my passion for Italian frescoes we come full circle. By using various painting techniques on rough canvas I also try to give a historical character also to the respective logos thus enhancing their likeable appearance. The use of oil paints, acrylic emulsions, natural pigments, marble powder as well as gold leaf or real silver, brings about a sculptural, relief-like structure. The viewer cannot help but get the impression they are standing in front of a valuable asset created a long time ago.

Such characteristics are appreciated and used by companies already in possession of an exhibit. The paintings are mainly made available to the public in prominent places. Viewers are immediately fascinated by the interplay between new and familiar elements. They recognise tradition, the special promise and find inspiration in the energy and the unique expression of the logo. This effect leaves a sustainable impression giving the respective company an additional image boost. Following preliminary talks, I will prepare and present drafts to interested companies in the framework of a personal meeting. The next step would be to agree upon the motive, the material and the format of the artwork.



Artistical
interpretation
of the logo
„Ferez Olivier“
on a treasure chest



Impressions
from the studio



Detailed work using
gold leaf and linseed oil





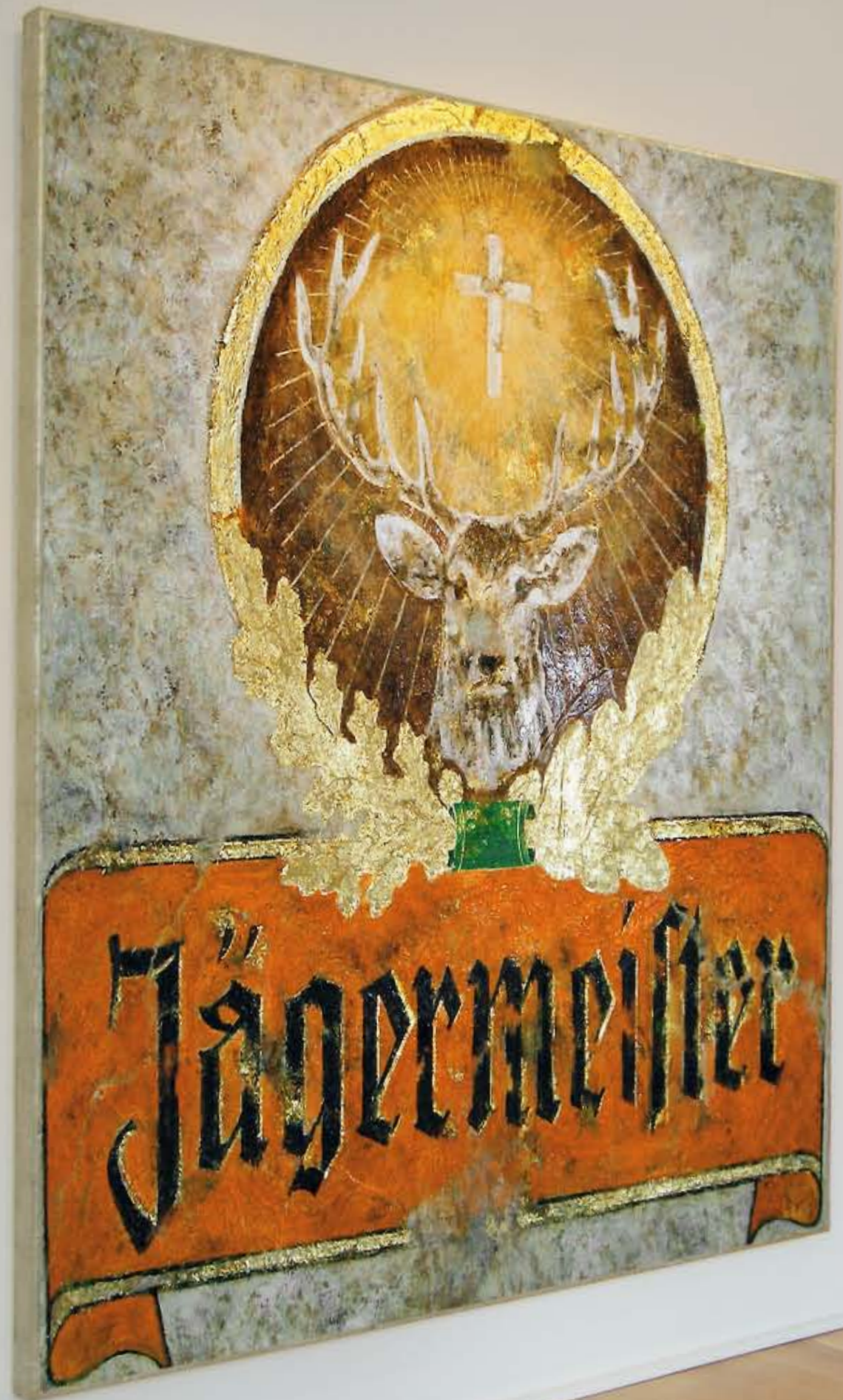
Preparation of paints, processing, working and aligning



Reference artworks:
some LogoArt paintings,
in exposed positions
at the respective
company headquarters

A trademark logo
communicates values
and represents
the company





Jägermeister,
200 cm x 150 cm,
Mast-Jägermeister AG,
collection, Wolfenbüttel

Red Bull,
200 cm x 150 cm,
Red Bull headquarters
collection, Austria

WORLDART »



200 cm x 200 cm,
Mixed media on canvas

Artistic
interpretation
of trademarks
using globes



The WorldArt artworks consistently continue the trademark art involving the globe as an element of design. The message is unmistakable. Companies selecting this type of presentation are operating Europe-wide or globally and wish to express this fact through art. Thus, artefacts are created that clearly underline the pride and the success of a company and convey this to the viewer through a unique work of art.

UNIQUEART »



195 cm x 195 cm,
Mixed media on canvas

FOR MOMENTS DESERVING SOMETHING VERY SPECIAL

The history of companies and associations is full of special occasions and events representing real milestones, whether it be the company anniversary, the achievement of ambitious goals, the trend-setting construction of a new building or the birthday of an honoured board member, CEO or of the founder of the company. I am particularly preoccupied with honouring and celebrating such occasions adequately and, at the same time, presenting a unique gift that will still be reminiscent of those unforgettable events for a long time.

For this purpose I use the same techniques and materials as in LogoArt, but – in addition – I will investigate backgrounds and research and integrate individual quotations as well as photographic material consistent with the respective motive. Thus, unique works of art are created, works of art that can tell stories and open up an unparalleled view of the here and now.

If you would also like to celebrate a very special occasion in an extraordinary, artistic way I will be pleased to submit you my individual proposal.



„Special occasions
deserve to be captured
in pictures!“



Close-up pictures



Dr. Oetker,
200 cm x 150 cm,
Inauguration of
the new building for
the Oetker-Welt,
Bielefeld, Germany

Presentation ceremony
with Reinhold Messner
on the occasion of his
60th birthday
for the Messner
Mountain Museum,
Bolzano, Italy



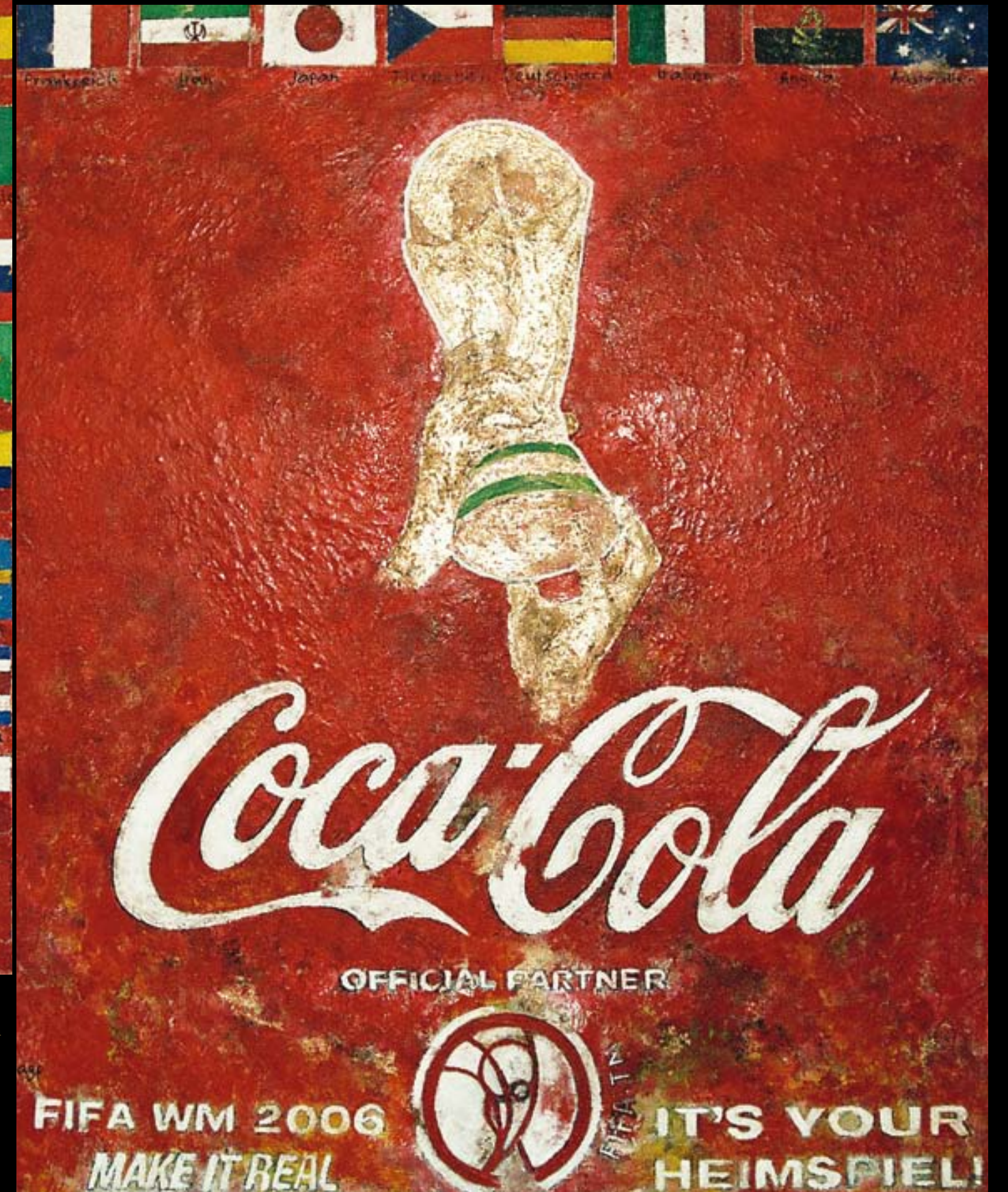
205 cm x 205 cm,
Oil / collage
on canvas



Departure of Oliver Kahn,
September 2nd 2008,
Allianz Arena, Munich, Germany



Coca-Cola
Germany,
on the occasion
of the 2006
World Cup





FIFA centenary,
Zurich headquarters,
Switzerland



various
football clubs

TIMEART »



A JOURNEY THROUGH TIME BECOMES A VERY SPECIAL GIFT

Thousands of years ago, people were already recording matters that stirred them and things they considered to be important, on papyrus. This form of historic memory was kept for posterity, despite our various, modern storage media. Newspapers and magazines of the past, which enable us to take a look at almost each day in the history of the respective epoch, are slumbering in antiquarian newspaper archives. Experience has shown that hardly anybody can evade the historical charm of those printed witnesses of their times. To integrate those editorial treasures into individual-related works of art on the occasion of special anniversaries or birthdays is the main focus of my TimeArt. It is a combination of occasion-based collages using historical print products which are processed using a special transfer technique. In addition, I will integrate personal photos and documents after consultation with my customers. The premium version will contain additional painted figurative marks such as favourite clubs, car makes, city arms or the kind of sport the recipient identifies and likes to be associated with. If you are interested in my TimeArt work, we can determine further details concerning the design and dimensions of the artwork, together in a personal discussion.



A TimeArt object
will always
touch the viewer's
emotions.



TimeArt example:
Original newspaper
in the centre,
personal photos
as well as incorporated
slogans from the
same newspaper

The original newspaper
issued published on the
date of birth is attached
elevatedly to a support
frame



190 cm x 160 cm,
Mixed media / collage on canvas

Example of the premium version:
Here, paintings of the most important figurative marks, such as the favourite club, car make, coat of arms of the city of birth as well as hobbies are integrated and the title page of the original newspaper is incorporated for the person celebrating his/her jubilee





Ferencz Olivier speaking with customers in his own gallery



PUBLISHER'S DETAILS

Editor

Ferencz Olivier

Visual Artist

Hollenbecker Straße 25

48143 Münster, Germany

Phone: 0049.251.48091216

Fax 0049.251.48091215

Web www.ferencz-olivier.com

Mail info@ferencz-olivier.com

Photography

Rasmus Schübel

Web www.schuebelpictures.de

Text and Design

Saga Werbeagentur GmbH

Web www.saga-werbeagentur.de

Print

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Web www.thiekoetter.de



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