

Vivays Publishing

Advance Information Sheet

Crazy Art

Chantal Allès

Crazy Art will be a revelation to anyone who thinks that art is more or less limited to painting, sculpture and photography. The title features the work of more than sixty contemporary artists drawn from all over the world, demonstrating that there are absolutely no boundaries to expressing the most inventive and exciting ideas through a vast range of different media and materials.

Five chapters pitch well-known artists – such as Carl Warner with his bizarre ‘foodscapes’, or Nathan Sawaya, creator of Brick Art, and Larry Moss with his famous balloon sculptures – alongside young practitioners like Pei-Sang Ng, an artist whose stunning matchstick designs burn brightly but all too briefly.

Each artist and subject receives a short introduction, whilst illustrations and detailed descriptions provide insight into their most important, individual and creative works of art. From Food Art to Body Art, Junk Art to Street and even Dust Art, **Crazy Art** brings their original, radical and provocative ideas to life. Website links guide the reader toward more information on the artists, their work and the galleries or museums that give them patronage.

Specifications:

210 x 210 mm (8 ¼ x 8 ¼ inches)

192 pages

Soft cover with flaps

Recommended retail price: £ 14.95 | € 19.95 | US\$ 24.95

ISBN 978-1-908126-08-5

20,000 words

September 2011

Key features:

- * A vivid survey of contemporary art
- * Covers more than 60 artists from all over the world
- * Gives insight into all important art movements of the 20th century
- * Provides website addresses for each artist

Contents:

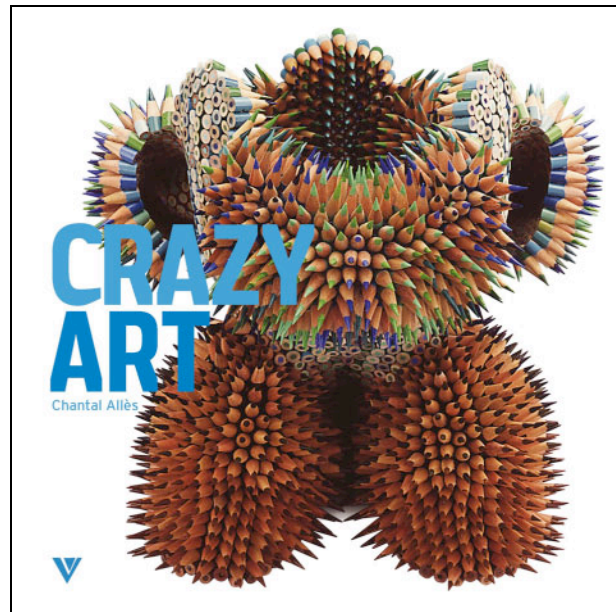
The Child Within

A Question of Perception

Creating a World

Ordinary made Extraordinary

No Limits



Crazy Art

76

A QUESTION OF PERCEPTION

PHOTO MANIPULATION ART

PIERRE BETELLE

www.pierrebetelle.com

Photography has been reborn in recent years. The digital era, with its scope for retouching and manipulation, has revolutionised the way we capture and look at images. At the shallower end of the sea change celebrities are endowed with eternal youth, whilst on higher creative planes a new breed of artists push the boundaries of visual wizardry ever further.

Pierre Betelle is endearingly modest. The fifty-something Frenchman, based in Toulouse, considers himself neither artist nor photographer. And yet, as an experienced artistic director, web designer and photo retoucher, he creates prints that are quirky, interesting and richly artistic. In truth, he could be called both artist and photographer – retouching and manipulating to create compelling, original images. Pierre's work resonates with humour, as a glance at his self-portraits confirms. He enjoys playing with the great figures of creative culture: in a series called *Les Livres* (*The Books*) Pierre depicts himself vomiting up words whilst reading Jean-Paul Sartre's *La Nausée* (*Nausea*), in another he's a larger-than-life idiot, struggling to grasp Dostoyevsky.

MANIPULATING BUT NEVER WALKING ON HIS WEBSITE
PIERRE BETELLE EVEN RECORDED THE PROCESS
OF CREATING RETOUCHEE PRINTS SUCH AS THESE
EGGHEADS IN Y'S BOY DDM (TUMMY ZONES)



100

ORDINARY MADE
BY TAIWANESE ARTIST

MATCH ART

PEI-SAN NG

www.peisanng.com

Don't confuse 'match art' with those scaled down matchstick models of Big Ben or the Eiffel Tower, invariably glued together by a retired bloke in a shed. Match art is an altogether different beast. It's inventive and brash. It makes a statement; ignites a debate you might say. Take the work of Pei-San Ng, an artist whose flammable sculptures just beg to be destroyed.

One thing about Pei-San Ng is certain: she isn't afraid of playing with fire. Indeed, she positively delights in it. Born in Taiwan and brought up in Los Angeles, Pei-San turned her back on a life in the laboratory after graduating in molecular biology and yielded instead to the artist within, turning to studies in interior design and then architecture before moving on to work as a multimedia artist. The match art that has characterised Pei-San's recent work gathers together the themes that consistently inspire her – the purity of line, mass production, urban landscapes, order and rigour. For Pei-San, the most rewarding part of the process lies in persuading the spectator to destroy the works of art – each piece of match art is made to be burned.

PEI-SAN NG SPENT DAYS LIVING UP THE £300
RED-TIPPED MATCHSTICKS THAT MAKE UP LOVE, A PEEK AT PASSION, WHICH
APPROPRIATELY ENOUGH, CAN BE
REDUCED TO ASHES IN JUST A FEW DESTRUCTIVE SECONDS.



128

CREATING
A WORLD

EDIBLE LAND ART

CARL WARNER

www.carlwarner.com

In the 16th century, Arcimboldo became famous for a series of portraits entitled *The Four Seasons*. Where the rest of the world saw a nose, Arcimboldo imagined a pear. Onions became cheeks and beards were formed from grapes. The caricatures were allegorical masterpieces, packed with humour and ingenuity.

London artist Carl Warner could easily be described as the Arcimboldo of the photographic age. At first sight, his photos appear to immortalise simple landscapes. However, take a closer look and you find that the forests are forests of broccoli, the mountains are made of bread and the seas are shaped from cauliflower. Soaring above it all we find hot air balloons of fruit. "Surprising others and making them smile is my greatest reward," says the artist by way of explanation. Each composition takes two or three days to complete, with the component parts photographed individually before being assembled and digitally enhanced. Carl's technical prowess melds with a vivid imagination, transporting the viewer to an imaginary, poetic and colourful world. Were he still with us, Arcimboldo would no doubt be shedding spring onion tears of paternal pride.

CARL WARNER SELECTS HIS VIRTUAL METEOROLOGICAL
CHOOSING ON THE BASIS OF SHAPE AND COLOUR, HE THEN
WORKS QUICKLY IMMORTALISING THE SCENE BEFORE THE
VEGETABLE FRESHNESS IS LOST.

