Fusion as an official Representative of ArtMerchandising & Media AG

ARTIST PORTFOLIO
PORTFOLIO
Andy Warhol Cars

- Andy Warhol: Certainly the most well-known artist around the world
- His art is art irrespective of all trends & causes enthusiasm for people of all ages
- The Cars-Series evolved in the 80’s as an homage to 100 years of automotive history
- Companies like Rosenthal, Givitech and IKEA already used his images for their products
- Besides Home & Living, striking Publishing transformations and advertising efforts are particularly promising

product example: porcelain series by Rosenthal
**Marco**

- The New Yorker interprets Pop-Art in his own unique way
- Influences of legendary idols such as Keith Haring are as well recognizable as his incredible sense of humor
- His prestigious clients are the NY Times, the United States Olympic Committee, the NBA and Swatch
- Marco’s art inspires a young, cosmopolitan target group
- Since he is actively painting, he is involved in several auctions and events and creates for his clients customized artwork which suit perfectly the respective projects
Charles Fazzino

• The New Yorker is the most famous three-dimensional artist worldwide
• He creates cities, icons of the show business, and legendary moments with his extraordinary humor and his affection to details
• Fazzino’s limited serigraphs are being exhibited and sold in more than 600 galleries around the world
• As a present artist he is also doing remittance works – as for the 46th Grammy Awards, Universal Studios, NBC, Walt Disney Art Classics, Commerzbank AG, & Credit Suisse

product example: promotion – Kraft Jacobs Suchard, Pavlides
Victor Vasarely

- He is considered to be the founder of Op-Art who inspired architects, computer graphics designers and fashion designers alike with his unique geometric style.
- Nowadays his art is being exhibited in the “Vasarely Foundation and Museum” in Aix-en-Provence, in the Vasarely museums in Budapest and Pécs as well as in renowned galleries like in the Tate Gallery in London.
- Vasarely’s works not only touch art connoisseurs but the observer directly.
- The diverse portfolio of motifs offers a rich panoply of design possibilities, especially in the areas of stationery, home and living, and games.

product example: mugs from the Porzellanfabrik Tettau
Mercè Flores

- Mercè Flores studied at the "Escuela Llar" and the "Escuela de Artes Aplicadas y Oficios Artísticos de Barcelona"
- Mercè is a member of the Spanish Association of Painters and has contributed to the spread of knowledge about painting in numerous radio and TV interviews
- Her joyousness and zest for life are powerfully expressed in her paintings of burgeoning nature
- She does not copy nature; she creates it anew with her rich colors

product example: Stationery linie Unipapel
Salvador Dalí

- Painter, sculptor, poet, movie director, graphic designer, illustrator, author - Salvador Dalí is without a doubt one of the most important and versatile artists of all time
- Dalí’s art is visionary, provocative, fascinating and inspiring. The artist himself is the epitome of individuality
- Dalí’s works have worldwide the highest recognition value and are timeless beyond all passing fads

product example: vase and bowl Goebel Porzellanmanufaktur GmbH.
Ertè

- Ertè is recognized as the founder of the Art Deco movement.
- He felt at home in a number of artistic disciplines, including painting, sculpting, fashion and stage design.
- His works are an expression of endless fantasy and beauty - his style is totally timeless and esthetic.
- In addition to his paintings, he also created works for the film and fashion industry, as well as theater.
- He designed the wardrobes for Hollywood divas like Josephine Baker, Anna Pavlova and Marion Davis.
Samantha Barnes

- At the end of 1999 Samantha Barnes had her debut with her first individual exhibition in London's famed Harrods department store
- She is an artist with an international reputation and present her art in her own gallery in London
- The lightheartedness that pervades her works crosses over to the observer
Bernd Terwey

- Bernd Terwey, a university-trained graphic designer and freelance artist living in Germany, devoted many years to the development of objects and sculptures. He gathered important impressions for his works on numerous trips abroad

- His shrill, colorful works are well-loved by gallery owners, collectors and commissioning sponsors alike

- The cheerful mood of his art reflects power, visions and harmony – attributes which can perfectly be transferred on merchandising products
Vincent™

- Vincent Van Gogh is considered one of the founders of Expressionism.
- In a period of just 30 months, Vincent van Gogh produced the 463 paintings which formed the basis for his worldwide reputation and became the landmark for 20th-century art.
- His life has been picturized in the 1956 film Lust for Life starring Kirk Douglas.
- His Portrait of Mr. Gachet was sold at auction in 1990 for the sum of 82.5 million dollars at Christie’s

Product example: vase Goebel Porzellanmanufaktur GmbH
Monet™

- Claude Monet: Key representative of Impressionism and artistic genius.
- Born in Paris, Monet subsequently moved to the port of Le Havre with his parents.
- In his later paintings, Monet would frequently express his childhood impressions of the arbor, coast and the sea.
- It is impossible to adequately characterize his paintings by the choice of his subjects or esthetic programs.
- The light became the decisive factor in his compositions.
Gauguin™

- Gauguin loved to use unrealistic colors to express his feelings or to achieve special color effects.
- The work he created in Tahiti, which reflects the life of ‘primitive’ people of the time, made Gauguin one of the founding fathers of modern art, together with Cézanne, Van Gogh an Munch.

product example: vase Goebel Porzellanmanufaktur GmbH
Klimt™

- Between 1897 – 1905 Klimt led the Vienna Sezessionist movement of which he was co-founder. The group primarily supported the cause for freedom in individual creativity.
- Klimts Jugendstil paintings are characterized by fluid line work, decorative colors and esoteric symbols.

product example: lamp Goebel Porzellanmanufaktur GmbH
**da Vinci™**

- Leonardo belongs to the great masters of high renaissance.
- His innovations in the area of painting defined the character of Italian art.
- His scientific studies, particularly in anatomy, optics and hydraulics, already anticipated numerous developments in modern natural sciences.
- His few works of art served as an example of perfection for all future generations.

*product example: case Goebel Porzellanmanufaktur GmbH*
Renoir™

- Renoir wanted to convey joie de vivre through his pictures
- He produced landscapes in luminous colors and sensual pictures of women and young girls
- Like all his work, these paintings are an expression of his unshakable belief in the life-giving power of nature

product example: vase and bowl Goebel Porzellanmanufaktur GmbH
Cézanne™

- Cézanne is considered the first painter of modern art. After meeting Camille Pissaro in 1861, he enrolled in the drawing school in Aix. With his inconsistent use of perspectives and illumination and the return to basic geometric shapes, he has given modern art the strongest impulses.
- Most important pioneer of modern art.
- In 1999, a painting by Cézanne was sold for the sum of DM 110 million – the highest price ever paid for a work of art at that time.

product example: case Goebel Porzellanmanufaktur GmbH
Rembrandt™

- Rembrandt, actually Harmensz van Rijn, decided after a short duration of study to become a painter.
- He left behind 700 paintings, 300 etchings and 1600 wood drawings.
- His works are characterized through his technical capability and his sensitive power of observation.
Michelangelo™

- Michelangelo was the greatest master of the high and late renaissance period and left a monumental legacy of paintings, works of art and architectural structures.

- His work and particularly his sculptures express a highly intense awareness of life.

- World-famous works of art, including the frescoes in the Sistine Chapel in Rome and the sculpture of David in Florence.
Toulouse-Lautrec™

- Although his work was affected by Impressionism, it is strongly shaped by his own personal characteristics. He found his motives in the Paris world of amusement and entertainment – theater, cabaret, circus, variety shows and brothels.
- In 1892 he turned to color lithography, which he brought to artistic perfection.
- His lithographic work and posters are still being reprinted today
Marc™

- Franz Marc, just as August Macke, also belonged to the “Blaue Reiter” group of Munich artists, whose combined works are today considered milestones in the development of 20th century modern art.
- Animals form the central theme of Fanz Marc’s paintings. For him, they were a symbol of absolute perfection and purity.
Degas™

- Besides his close relationship with Manet and other Impressionists, Edgar Degas maintained his artistic independence. He found inspiration for his paintings in everyday life, taking his favorite subjects from the world of horse racing, concert cafés and the theatre.

- The seemingly arbitrary structure of his pictures which he applied in order to heighten the intensity of movement was revolutionary.
Rubens™

- The enormous life’s work of Peter Paul Rubens includes every genre of painting – altar-pieces, landscapes, hunting scenes, cycles at royal courts, mythological studies, official and private portraits, ceiling paintings and festive decorations. His sensual and passionate brushstroke technique combined with his brilliant color compositions make him the undisputed master of time.

- Most famous artist of his time: in his lifetime his works were widely known throughout Europe through graphical reputations.
Botticelli™

• Botticelli’s development as a painter was strongly influenced by the Medici family and the Florentine circle of philosophers, who procured many commissions for him.

• Botticelli embodies the heyday of 15th-century Florentine art. His paintings are imbued by realism and delicate, spiritual beauty.

• His works can be seen in all major museums around the world as well as in Uffizien in Florence and in Rome in the Sistine Chapel.
**Macke™**

- August Macke was in close contact with the “Blaue Reiter” group of artists and in 1912 and 1913 also participated in the group's exhibition.
- People in everyday situations stood at the center of all his creations. The brightly colored and clearly structured water-colors represent the highlights of his work.
- The water-colors and drawings, which Macke painted during his trip to Tunisia, are highlights of 20th-century modern art.
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