

Golden Project – Power, Strength and Beauty

concept

New York photographer Andres Serrano once said that you don't always have to understand what exactly an artist is doing. The key thing is to ask yourself why he or she became like that.

In my work I have always been triggered by the concepts of Power and Strength. To me, Power is a force that can only thrive in co-existence with other beings, whereas Strength is foremost an inner quality of the individual, a capital virtue.

For a long time I associated Power exclusively with the male and Strength solely with the female, a distinction that was always visible in my work. As my insights evolved with the years I realized matters are less black and white; human beings universally encompass both qualities.

Although the intense and attractive force of Power visually dominates the world's stage, it must be balanced with Strength for it to lead to an effective and positive life, regardless of specific male or female elements. This desired harmony paves the way for a beauty that appeals to power and strength, male and female. Without distinction. My new work, Golden Project, fearlessly and expressively shows this approach: Power, Strength and Beauty are in the eye of the beholder.

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