

CONCEPT

... a moving image is worth a thousand words.

To what extent does this statement apply to imageries, illustrations, and depictions of contemporary art?

Neither a picture nor a thousand words can describe contemporary art or the work of an artist or agent as well as a film (moving images), a short movie, or a documentary video can.

Your benefit

Moving images not only allow you to document, present, and profile your work, but they also convey valuable background information on the content and your intentions.

- › You will acquire an up-to-date marketing tool for your presentation and public image
- › You will reach the target group that is adept at using visual media
- › You will increase the dwell time on your website
- › You will improve your image
- › You will receive a reference and proof of a unique creative work
- › You will receive a contemporary document for your website and your professionally maintained archive
- › You will make an indispensable contribution to the presentation, support, and discussion of new forms of contemporary art

What is documented by AugenZeugeKunst?

Whether you are an agent or artist, AugenZeugeKunst provides you with moving images, which also move the viewer, for the presentation of your specific profile.

Documentation

A video documentary captures your one-time event in a vivid way:
for example

- › The creative process in the studio
- › Art production / project implementation

- › Setup of exhibition
- › Joint art projects
- › Opening events
- › Visitor reactions
- › Documentation of project completion for sponsors and archive

Presentation

Your attractive visualization of projects for

- › Grant applications
- › Sponsors
- › Curators
- › Art fairs
- › Exhibitions

Business profile

Your objective put in a nutshell

Your project vividly displayed

An offer for

- › Art foundation / art sponsor
- › Artist residence, artist house
- › Art institution
- › Art collection / art collector
- › Gallery / gallery owner
- › Patron of the arts
- › Businesses engaged in the arts
- › Artist groups / artists

What makes AugenZeugeKunst superior?

- › Specialization on art and creative branch
- › Filming with professional high-quality HDV camera
- › Sensitive guidance through interview (coaching effect) linking
- › Professional digital editing, compositing and mastering

Coaching Effect

Your collaboration with AugenZeugeKunst and the artist can be a form of coaching. The coaching takes place while the artist is being followed with the camera.

The projected outsider's view serves as a stimulation of self-reflection and as a self-controlled enhancement of one's perception, experience, and conduct during the production of art. In doing so, capturing the work process on film is not the only motivational force. The selected film excerpts, gained from in-depth interviews on the individual works and their creators, will be used as targeted statements in the documentary. During the course of the interview, we will discuss and, as a result, foster the process of the individual artist's (further) development. The interviews will primarily include discussions on current creative processes, but, going further into detail, they will also touch on the difficulties of creating art and working creatively and how to cope with them. This aspect plays an important part in dealing with art collaborations. It is here that the effects of the conversation techniques multiply, since they systematically unveil, organize, and evaluate in complex topic areas the individual issues that affect the entire group. As a result, we will be able to draw up a clear guideline for the rhetorical and visual composition of the documentary. The overall aim of one-on-one interviews and group discussions is to find out to what extent the participants can utilize their current artistic experience for their future creative work.