

CLEMENS BRIELS

The color is the vehicle...the message is what it is all about



Every decade a new artist appears who is truly unique. An artist who creates work that captivates the public and shows everyone a new way of looking at the world. Clemens Briels is that type of evolutionary artist. His fresh, colorful, primitive, pop canvases throb with the energy of the new century.

After years in the world of advertising design, Clemens Briels, Dutch Pop artist, abandoned his former creative life as design director in search of new challenges of expression. He began creating work with a refreshing lack of respect for the academic straightjacket of perspective. Briels transforms the ordinary into a creative vision of original symbolisms. He consciously opts for new challenges in which he exchanges academic law regarding perspective and surface division for his own vision-antipodism- a reverse existence, a fourth

"This Dutch artist lives his work as an adventure of absolute creative freedom, a spontaneity where every act is a game and a definitive expression; that vision of the world that knows that beyond the precise there is more, and how fascinating it is to go in search of it"

Armando Alvarez Bravo, Art Critic, The Miami Herald

Above: Dos Gardenias para mi Linda Muchaca. Left: A Jump of Joy



dimension of seemingly unending sensory and visual representations in which every existence has a direct and opposite existence. It is this vision that is translated onto the canvas in rich interpretations other than what we expect to see, a fascinating and colorful world where the artist conceptualizes his experiences into naturally spontaneous, beautiful images of unending possibilities.

An Official Artist of The XIX Olympic Winter Games, Clemens Briels was recently joined by Olympic Gold-medallist Dan O'Brien, considered the greatest athlete in the world and Olympic Gold-medallist Dominique Moceanu at the unveiling of his Official Olympic Poster for the 2002 Winter Olympic Games to be held in Salt Lake City, Utah.

The unveiling of *A Jump of Joy* was an incredible event covered by ABC, NBC, FOX News and NY1. This image contains the 13 flags of the countries that hosted the past 19 Olympic Winter Games. At the bottom, a grid displays all the sport disciplines. The center of the print is an aspirational figure skater jumping for joy in a leap of pride, achievement, success and joy. The Salt Lake City mountain landscape can be seen in the background.

A widely traveled man, the artist translates his experiences of the Far East, the Caribbean and North and South America into

intriguing paintings of visual intensity. Briels' travels furnish him with a kaleidoscope of inspirations influenced by the sights and sounds of exotic worlds. The traditional music of Central and South America adds to the plethora of creative possibilities. The Cuban mambo, meringue and soul topped with a lightly erotic sauce of musical tones, compels

him to create intriguing paintings. Such creations, more than captivating textually what happened, interprets with freedom the atmosphere where it developed.

Inspired from his travels, Briels' Cobra-infused style together with his bright vivid colors are produced in bold three-dimensional canvases, resin sculptures and 3-D serigraphy. His three-dimensional prints are silk-screened using a newly invented silk-screening process, 3-D serigraphy, which captures the markedly three-dimensional quality of the originals.

Briels refuses to limit himself to painting on canvas. His use of alternative two and three-dimensional expressions includes serigraphy, sculpture, glass, ceramic, furniture design, and fabric design. Ford cars used his design in their KA car. His global exhibitions include Curacao, New York, Miami, Kuala Lumpur, Antwerp, Brussels, Stuttgart, Hanover, Lucerne, and Moscow. Intensely sought after by corporate clients his placements include KLM Airlines, Bank ABN/AMBRO, Philips, EMI Records, Pfizer Pharmaceuticals, plus many more. Briels many outstanding awards for excellence include the prestigious International Award from San Francisco's renowned

Left: Sky Flying discipline



Above: Antigua, after a bay a day I'll settle down...

Below: Showing off the wings 1/50

Simpson Paper Company. As one of Holland's premier artists, Briels recently was asked to paint a portrait of the Queen of the Netherlands in honor of her 60th birthday exhibition.



Intense is the best word that can be given to describe the work of Clemens Briels- artist, painter, sculptor, visionary. A vision so free that knows that beyond the exact there is more. It is the search toward that visual freedom that is this artist's perpetual goal.

For information, contact:

Side Roads Publications,

177 NE 39th St, Miami FL 33137

Tel 305 438 8828 Fax 305 576 0551

www.sideroadspub.com

