

ACTION PAINTING

A TYPE OF ABSTRACT EXPRESSIONISM

What is it?

The key characteristic of action painting is the sequence of dynamic gestural actions during the creative process. Action painting does not involve any specific vision of what the picture should represent. Instead, as Jackson Pollock put it, it sees the painting surface (canvas, wood etc.) as an arena where action takes place.

Painting process: The material required to produce a painting is put together; then you take on the challenge of modifying the painting surface - by creating various substrates, integrating materials and then roughly painting, splashing, dripping or spraying the paint onto the surface directly from paint pots or other containers.

Spinning a horizontal disc (Alfons Schilling's vertical wood disc, rotating up to 160 times) creates a unique result - which cannot be replicated or copied.

Franz-Otto Söchting was a pupil of Alfons Schilling, who introduced him to this genre in 1970.

The paintings do not portray anything specific, but what goes on in the observer's mind when looking at the painting - the school of seeing and the infinity of the painting. The painting goes on forever in all directions - there is neither a beginning nor an end.

Famous figures in the action painting movement were Jackson Pollock, Alfons Schilling (an early pioneer of Viennese actionism), William Baziotas, Arshile Gorky, Hans Hofmann, Franz Kline, Willem de Kooning and Robert Motherwell. Hermann Nitsch is the best known figure of the sub-genre of action painting, "splatter painting".

WHAT MAKES IT UNIQUE?!

Action painting is SOLELY geared towards YOUR needs!

Everyone has a **favorite color or chooses colors/picture sizes** to suit their interior design and furnishings, to give to a loved one, to set accents in the office/doctor's practice/law office/hotel/apartment etc.

- **YOU** choose which colors you want! And not just any old how, but using the **RAL-catalogue!** These exact colors will be mixed for you electronically.
- **YOU** choose the **picture format!**
- **YOU** select the **effects** you want - glitter, colored stones/crystals, shells, steel, jute etc.
- **YOU** get an **original/one-off/individual work** which is unique and cannot be copied.

- **YOU** pay a single **price** which you would also pay elsewhere for artistic posters which are produced in their thousands.
- **Your** painting **doesn't have to be a certain way up**; you can hang it up in different ways to create different looks. A "normal" rectangular format doesn't have to be hung up a certain way, but in 8 different ways (four sides and 4 edges) - which all look different!
- A **composite painting** can be taken apart and the parts hung individually - **there are many options.**

HOW MUCH DOES IT COST?

Prices:

Colors (numbers from the RAL color chart - please select online):

<http://www.ral-farben.de/uebersicht-ral-classic-farben.html>

The basic price covers 3 colors of your choice: of these, one is the base color which is used to cover the entire surface and then worked together with the other 2 colors. Besides the RAL color chart, the colors gold and silver are also available.

Each additional color costs € 5.

Painting formats (special formats are possible upon request):

Various formats are available, from 40 x 40 to 100 x 100

The most expensive picture currently costs just € 310, incl. 13% VAT.

The best value and smallest painting (40 x 40) costs € 50, incl. 13% VAT.

For paintings that consist of various parts, the total surface area of the painting is the basis for pricing - not the individual paintings.

Effects (free):

No effects (smooth painting)

Glitter (gold, silver)

Colored stones (yellow, blue, red, silver, gold)

Colored crystals (yellow, blue, red)

Shells (white, red, yellow, orange)

Spirals

Jute

Sand

Example order:

Colors: RAL 4009, 9001

Base color: Gold

Standard format: 80x60

Dilogy (2 panels), horizontal, rectangular

Effects: White shells (max. 5), sand

A down payment of 50% of the price of the painting must be paid into the company account:

IBAN: AT38 1912 0000 7809 6710, BIC SPBAATWW

A scanned copy of the order will be sent to the email address given.

Of course you can visit the gallery (please make an appointment beforehand!) and perhaps choose a painting for yourself.

A comment from experience: It can be better to take two or three pictures instead of just one, because this significantly increases the number of combinations which are possible.

In principle, the paintings are created by Immobilien-Verwaltung as part of its own operations: each newly renovated apartment is given one picture for free. Pictures are also sold on the open market and are used for advertising purposes.

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