



Emma HACK

ARTIST STATEMENT

My art-works symbolise femininity and strength and being 'at one' with nature and our environment through the eye-catching art of painting my muse into wallpaper design and hand painted canvas.

I create my art works over 8-15 hours as my model stands in front of my hand painted canvas or Florence Broadhurst Wallpaper designs in the past. The camera is set up approximately 5 meters from the model and is my main viewpoint and reference for the 'blend'. I start at the shoulders and use them as my first reference. I then follow down the arms and interior torso, finishing on the face. I don't use projection or stencils as I work completely freehand, I prefer this result due to the artwork retaining its own quirks and feel, it creates movement on the body, rather than a very flat look. There is minimal retouching, you can see the paint strokes and slight cracking from movement, which I really love and proves the artwork genuine.

I choose models that have a soft face and optimistic personality. This is very important for me as the works are very demanding and the model is feeling mostly pain by the time I start shooting the final result. I started photographing my own works in the beginning of 2008, this is a very satisfying process for me, I don't see myself as a photographer, this is just a means to creating the art-work. I am a multi-media artist, the concept and final visual is what I am focusing on, rather than any particular part of the artwork. I am really enjoying the canvas painting process, especially with the works from my Utopia and Mirrored Whispers Collection's. There is a certain sense of freedom with this style.

I choose to use animals and birds within my works, most are alive and are held. The deer in my Utopia collection is taxidermy as they are very flighty and I was worried for them in the studio. I am very aware that the animal or bird featured should be comfortable with the process, it is important to me as this is the message I feel I am projecting and they should not be harmed in any way.

I am so inspired by Dali, I love the way his artwork translated in so many ways from art to the commercial

side of Vogue covers and jewellery, I hope that my art can inspire in a similar way. Other inspirations are fashion, nature and the sea, I find ideas come so freely when you can just stop and immerse yourself in nature. Other cultures are also an inspiration while traveling.

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