

To Commission Street Painting

Artist | Architect

Wenner's 3-dimensional painting style has many popular applications for advertising —publicity events, print ads, animated videos, and point of purchase displays. His distinctive ability to weave a product, logo, or campaign theme into a unique artistic environment makes for fantastic compositions when placed on the surface of the floor or pavement. Wenner's art grabs the viewer's attention and spotlights the product in a completely unique way. When a multi-day interactive event is desired, Wenner will create the work on site as a street painting demonstration. Images created at public events can then be reproduced as durable vinyl floor graphic stickers for use at additional installations. If desired, the design for these floor stickers can also be executed completely in Wenner's studio (in some cases, a print ad can be produced as a digital composite without creating full-size art). All art can be provided to the presenter as a high resolution, digital file.

For specific advertising products, please click below:

SELECT A PRODUCT

- **STREET PAINTING EVENTS**
- **FLOOR GRAPHICS**
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STREET PAINTING EVENTS

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*X-Box launch of
"Gears of War"
at the E3 (Electronic
Entertainment Expo)*

Overview:

All of Wenner's art starts with a hand drawing of the full composition. He learned the art of drawing after spending years in Italy studying firsthand from the great Master's drawings, paintings, and sculptures. In today's computer charged environment many assume that Wenner's artwork is created electronically, but that is not the case. Only once the drawing is finished does he utilize the computer to deliver a digital image of the work for client review. Throughout the process, Wenner's manager Karen Schmidt will be in touch with you, to assist in moving the project forward and answer questions. The steps for creating the artwork are outlined below:

Process:

The first step toward creating a design starts with sending a preliminary theme, design concept, creative brief, roughs, text and logos, etc. to Wenner. The date of the final artwork is also needed at this time. This material will serve as a starting point and reference during the telephone call between the Wenner and your creative team. Once received, the conference call will be scheduled.

After the creative consultation, Wenner will deliver a written description of the design via email. In general, only one design concept will be pitched.

Creative Consultation:

The creative consultation and drawing concept pitch are at no charge to the client; however the cost of the conference call, which is to include Wenner and his manager is the responsibility of the client.

Drawing Concept Pitch:

Once the concept is accepted, the size of the final artwork determined and the contract executed, the following final material must be delivered prior to Wenner's commencing the design drawing:

Deliverables from Client:

- Logos
- Text
- Final Creative Brief including elements that must be included in the design and those elements which are optional as well as any other instructions or concerns

The optimum format for image files is JPEG and the files should be several megabytes. If an actual product with an organic form is to be included such as a car or a bottle, a sample or model of that product is appreciated. Rectangular products such as boxes can be mocked-up by the artist.

Once the concept for the drawing is agreed upon, a creative brief is written. On the basis of the creative brief, Wenner will create a tonal drawing (in place of a linear drawing) for review. This drawing will be delivered electronically. A minor change in the drawing is included at no charge to the client. If extensive re-draws are necessary, additional design charges will apply. Any charge for changes must be approved in advance before work on the change begins.

FLOOR GRAPHICS

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*Floor Graphic:
Kraft Good Seasons
"The Big Salad"*



Overview:

Each Kurt Wenner design is an original work of art that starts with a unique design, which integrates a client's theme or product into his style of artwork and can include logos, products, or other specific elements.

Wenner's unusual designs create an outstanding opportunity for any client to attract attention to a product or event with vinyl floor graphic designs (stickers), indoors or outside. With this type of work it is possible for any number of copies of the same design to be created and revealed in various locations simultaneously, which can be very cost effective for the client. This type of work does not require Wenner to visit the location or be on-site for installation, which means there are no travel costs. Wenner's fee includes the right to print an unlimited number of floor graphic stickers during the term of the contract. Upon approval of the design, the final artwork is delivered either electronically, or on a DVD, as a very large high-resolution file (150 PSI at the destination size), that it ready to print. The client is then responsible for printing and installation costs.

The size of floor graphics can vary. An image can be as small as 3' x 4' however, the 3-dimensional effect is increased with size. An overall graphic size of 15' x 15' is optimum. In some instances, the same graphic may be reproduced in different sizes, but the design is generally created for one specific size and viewing condition.

Process:

All of Wenner's art starts with a hand drawing of the full composition. He learned the art of drawing after spending years in Italy studying firsthand from the great Master's drawings, paintings, and sculptures. In today's computer charged environment many assume that Wenner's artwork is created electronically, but that is not the case. Only once the drawing is finished does he utilize the computer to deliver a digital image of the work for client review. Throughout the process, Wenner's manager Karen Schmidt will be in touch with you, to assist in moving the project forward and answer questions.

Creative Consultation:

The steps for creating artwork for floor graphics are outlined below:
The first step toward creating a design starts with sending a preliminary theme, design concept, creative brief, roughs, text and logos, etc. to Wenner. The date that the final artwork is due in order to reproduce the floor graphic is also needed at this time. This material will serve as a starting point and reference during the telephone call between the Wenner and your creative team. Once received, the conference call will be scheduled.

Drawing Concept Pitch:

Drawing Concept Pitch:
After the creative consultation, Wenner will deliver a written description of the design via email. In general, only one design concept will be pitched.

The creative consultation and drawing concept pitch are at no charge to the client; however the cost of the conference call, which is to include Wenner and his manager is the responsibility of the client. Following the pitch, a contract will be executed and a deposit will be due at the time of contract execution.

Deliverables from Client:

Once the concept is accepted, the size of the final floor graphic determined and the contract executed, the following final material must be delivered prior to Wenner's commencing the drawing:

- Logos
- Text
- Final Creative Brief including elements that must be included in the design and those elements which are optional as well as any other instructions or concerns

The optimum format for image files is JPEG and the files should be several megabytes. If an actual product with an organic form is to be included such as a car or a bottle, a sample or model of that product is appreciated. Rectangular products such as boxes can be mocked-up by the artist.

On the basis of the creative brief, Wenner will create a detailed tonal drawing for review. This drawing will be delivered electronically. A minor change in the drawing is included at no charge to the client. If extensive re-draws are necessary, additional design charges will apply. Any charge for changes must be approved by the client in advance before work on the change begins.

Preparation of Painting for Floor Graphic:

Following approval of the drawing, the design is enlarged and the work is executed in Wenner's studio. The art is then scanned or photographed by Wenner, and composited into a large digital file.

Delivery of Artwork:

The final artwork is delivered either electronically or on a DVD, as a very large high-resolution file (150 PSI at the destination size), that is ready to print.

Color/Texture Matching for Installation Site:

Wenner will make every effort to achieve the color and tones desired for final matching to the installation site or brand/packaging required PMS colors. However, due to the nature of the differences between computer screens, your creative team should plan to work closely with your printer to assure the desired coloring and texture edging (assuming that graphic is to blend into pavement or other surface) for installation site. Wenner only asks that he be advised of any changes so he can inform you if it is likely to make an unfavorable change to the perspective effect of the artwork.

Schedule:

The following schedule assumes a final floor graphic size of between 100 and 150 square feet. Depending on Wenner's other commitments it may be possible to expedite a work.

Following acceptance of design concept and receipt of deposit:

Creation of tonal drawing: 7 days

Creation of final artwork following client approval: 7 days

Please allow additional time for client review and changes.

**PRINT
ADVERTISING**

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*Absolut Vodka,
Absolut Wenner*

Overview:

The three-dimensional quality of Kurt Wenner's art lends itself perfectly to the creation of print ads. The painted surfaces combine themselves seamlessly with the real environment around them, and can incorporate into the image products, models, and other important props or narrative devices. The art can either be created in the studio and shipped to the shooting site where the edges of the painting are blended into the surrounding area to provide a seamless transition, or sent as a high resolution file in order to be digitally reproduced (see floor graphics).

In order to create a successful image, the initial design concept must include all the two and three-dimensional elements that will appear in the final work. The camera lens and shooting angle are to be established before the art is created, and reconstructed for the final shot. Wenner is highly specialized at photographing his work, however the client is free to use a commercial photographer to shoot the final art. Wenner can also produce an entire print advertisement from start to finish. He is able to

create traditional images which may be sent as digital files and require no special photography or post-production.

Process:

All of Wenner's art starts with a hand drawing of the full composition. In the case of a print ad, the initial composition may already include three-dimensional elements and landscape that will appear in the final piece. In today's computer charged environment many assume that Wenner's artwork is created electronically, but that is not the case. Only once the drawing is finished does he utilize the computer to deliver a digital image of the work for client review. Throughout the process, Wenner's manager Karen Schmidt will be in touch with you, to assist in moving the project forward and answer questions. The steps for creating artwork as print ad are outlined below:

Creative Consultation:

The first step toward creating a design starts with sending a preliminary theme, design concept, creative brief, roughs, text and logos, etc. to Wenner. The date that the final artwork is due for installation and photography is also needed at this time. This material will serve as a starting point and reference during the telephone call between the Wenner and your creative team. Once received, the conference call will be scheduled.

Drawing Concept Pitch:

After the creative consultation, Wenner will await delivery of the written description of the design, or if the client prefers he will deliver a written description of the design via email. In general, only one design concept will be pitched by Wenner.

The creative consultation and drawing concept pitch are at no charge to the client; however the cost of the conference call, which is to include Wenner and his manager is the responsibility of the client. Following the written description, a contract will be executed and a deposit will be due at the time of contract execution.

Deliverables from Client:

Once the concept is accepted, the size of the final artwork is determined and the contract executed, the following final material must be delivered, if applicable, prior to Wenner's commencing the drawing:

- A preliminary photograph of the site that is to appear in the final image. This photograph does not need to be high quality or perfectly lit. It must, however be taken with a specific lens from a position indicated by the artist in a shooting diagram.
- Preliminary photos of all products that will appear in the final image. These must also be taken according to instructions provided by the artist. Alternatively, the artist himself may photograph the site and the products.
- Final Creative Brief including elements that must be included in the design and those elements which are optional as well as any other instructions or concerns.

The optimum format for image files is JPEG and the files should be several megabytes. If an actual product with an organic form is to be included such as a car or a bottle, a sample or model of that product is appreciated. Rectangular products such as boxes can be mocked-up by the artist.

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is included at no charge to the client. If extensive re-draws are necessary, additional design charges will apply. Any charge for changes must be approved by the client in advance before work on the change begins.

**Creation of Original
Artwork for Print
Advertising**

Depending on the specific requirements of the job, the artwork may be created as a full-size original or a full-size digital reproduction. Unless it is a specific requirement that the work be created on site it will be created in the artist's studio and shipped to the shooting location if necessary.

**Photography and
Post-Production**

If no special or complicated lighting requirements exist, Wenner is capable of taking the final shot.

If a photographer is necessary, Wenner will provide instructions for the camera position, lens, and angle of the shot to yield the dimensional effect.

**QUESTIONS?
MORE INFORMATION?
READY TO SCHEDULE?**

US & All Others: masterartist@kurtwenner.com

EU & Switzerland: italica@kurtwenner.com

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Please include the dates, specific location and client's product base or other specific interest with your inquiry!

Due to world time zone differences and the international nature of our business we kindly request you to contact us via email for the fastest response. Please look for our initial reply via email.

www.kurtwenner.com

This description is for preliminary discussion purposes only and is subject to change at any time prior to final execution of a specific service contract.