

# KURT WENNER

## Master Artist

### Event Information

#### Overview

Kurt Wenner has not only invented *3D Pavement Art*, he has gone on to create *Interactive 3D Art* as well, and now offers up the best of both techniques. Familiarity with his name and art drives an exceptional amount of press coverage and the public to view his images in person. Wenner has always brought art out to the public and now his art has evolved to integrate the public “into” the art.



2010 Kaohsiung, Taiwan. 250,000 people view one Wenner image over five days.



*Einstein is Impressed*, Tokyo, Japan. The public interacts with the art and the client's product.

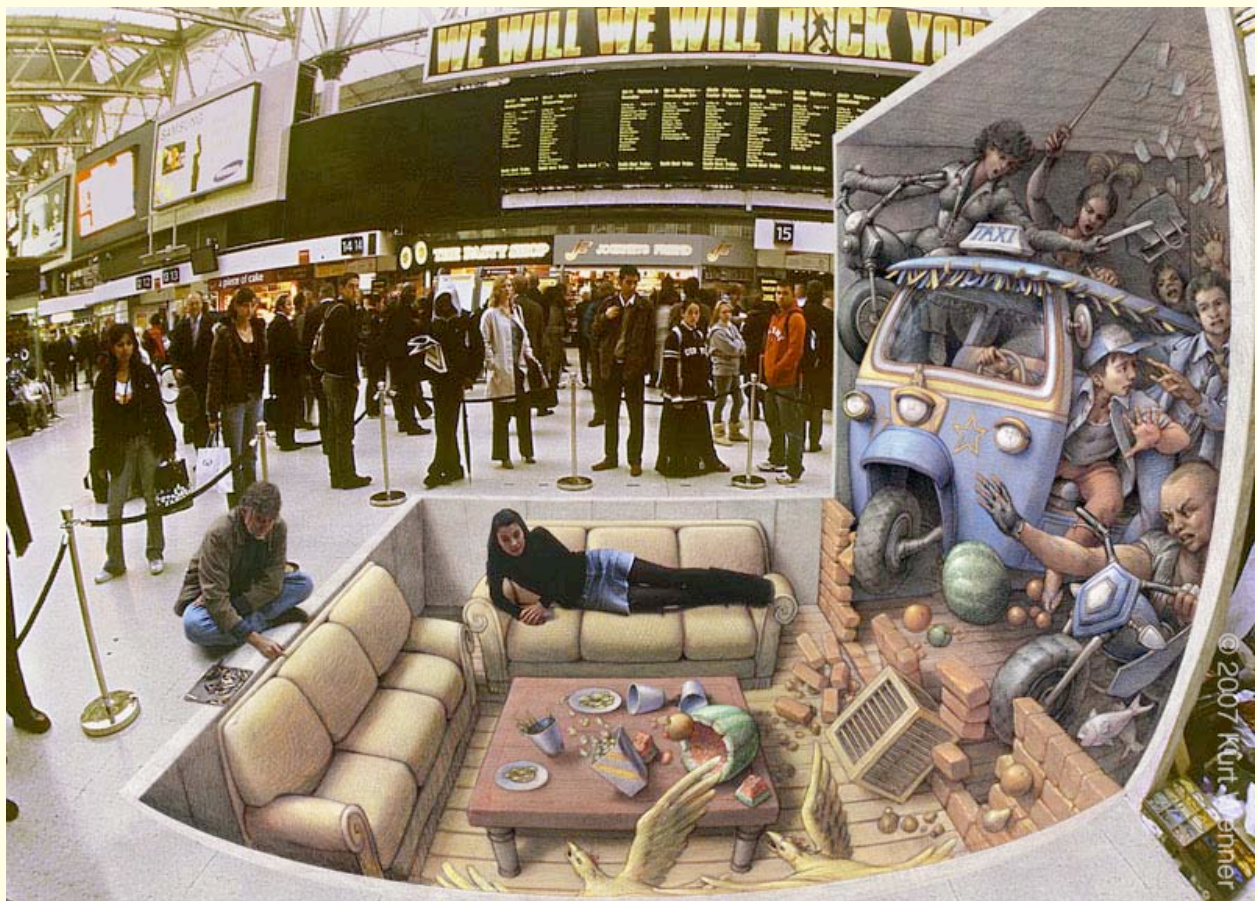
### Interactive 3D Art:

Over the years Wenner heard the same requests repeated and was challenged to find a solution to create art that would:

- Leave the event space clean.
- Provide a full-scale finished image onsite within 1-3 days.
- Allow the public to walk on the art.
- Avoid damage from rain and wind.
- Utilize the artwork for multiple events.
- Provide multiple copies of the art.
- Display the artwork for weeks or months.
- Repurpose the artwork for display in corporate settings.



Wenner's initial response was to begin creating his work on a canvas support. These large works of art were heavy and difficult to transport, however they enabled him to arrive with a portion of the image already completed. This went over well with the public who loved seeing the large-scale colorful work already underway. He found he could also work in a variety of locations, as he was no longer dependent on the site's surface. The technique was not perfect, but it was a start. Eventually the digital age arrived and Wenner immediately embraced all of its advantages.



*Incident at Waterloo, London, England.*

Wenner's art has always utilized invention and technology and finding a way to incorporate the best of digital imaging into his work was a natural progression. He continues to *create all his artwork by hand*, and thanks to digital technology he can now produce images that truly meet the needs of the clients and presenters.

Wenner offers two approaches for live events:

### 1. Digital Transfer

In his studio, Wenner creates a portion of the full color artwork by hand and prepares a high-resolution digital file to transfer the image onto vinyl canvas.



*Belgian Underground, Brussels, Belgium*  
The work was prepared ahead of the event  
and “Alice” was drawn while on-site.

This approach enables him to be on-site with a large, colorful image of exceptional quality and fine detail that immediately attracts attention. Within the allotted event time, Wenner works to complete the artwork with his handmade pastels.



## 2. Digital Transfer with Overlay

Wenner creates the entire full color image in his studio and transfers it on to a vinyl canvas as described above. During the event he uses his handmade pastels on a second piece of vinyl canvas that overlays the full color image. Once the event has concluded, the overlay can be removed leaving the clean full color high-resolution image in excellent condition for an extended display time or relocation to other event sites.

Both approaches preserve the performance aspect of creating the artwork for the public and media. By embracing digital technology Wenner has been able to create an entirely new field of art, *Interactive 3D Art*, since the images do not smear or wear off as the public engages with the art.



*Acqua Panna, Napa, California. The branding of the bottle appeared “miraculously” on the day of the unveiling by removing an overlay of an unbranded bottle*

## Branding:

Branding of a client's product, logo, or other specific elements can be incorporated into the artwork. Because the art is often interactive many events have a photographer on-site to hand out instant prints to the public. Numbers can also be given out to download the photograph directly from the client's website, thus creating a second marketing opportunity.



*Above Shanghai, Shanghai, China. The full size vehicle is contrasted with a model vehicle that appears to be far below.*





*Northwest Fantasy*, San Francisco, California. The surface is 3M's sticker product that resists the elements and is safe to walk on even when wet.



*Sea Dragon, Kaohsiung, Taiwan. Wenner's image drove over three million visitors to the client's web site during the event.*

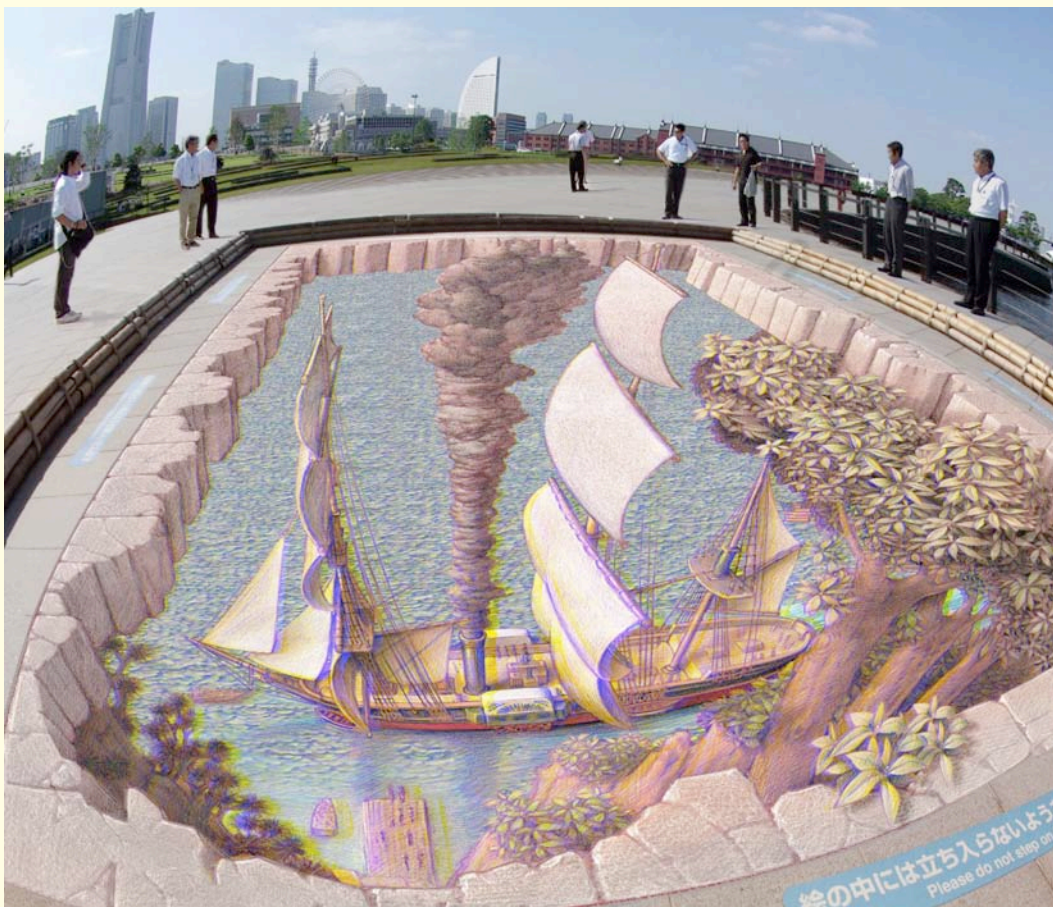


## Time On-Site:

The amount of time Wenner is on-site typically ranges from 1-5 days for most events and depends on the client's request. The size of the work is independent of the amount of time spent on-site.

Should an image need to remain outdoors for an extended period of time it is created on a durable 3M-sticker product that can remain on-site for months.

Wenner's on-site schedule may be customized to fit event traffic flow, as well as press interviews, etc.



*The Great Ship, Yokohama, Japan.* This stereoscopic image was created for viewing with special 3D glasses. The image is on a 3M adhesive product and remained on display outdoors for 6 months.

## *Questions? Need More Information?*

Due to time zone changes, email is often the best way to reach us:

[masterartist@kurtwenner.com](mailto:masterartist@kurtwenner.com)



*Fishing in Old Shanghai, Shanghai, China, is an example of a large-scale sticker. The artwork provided a photo opportunity that lasted for several months outdoors.*

This description is for preliminary discussion purposes only.

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