



Product Of God

DE-LUXE LIMITED EDITIONS FROM THE WORLD'S LEADING GRAPHIC ARTISTS

The world's leading illustrators and graphic artists will be showcased by a new gallery space launching in May 2007. Product of God is a brand new online gallery offering limited editions by some of the most exciting contemporary illustrators and artists working today.

The launch of www.productofgod.net will be marked with an unique art litho poster created by London based designers Big Active in collaboration with the internationally acclaimed musician Beck. Best known for their music design work, Big Active has created award winning album imagery for a variety of bands including Snow Patrol, Keane, Athlete, Basement Jaxx and Goldfrapp. Most recently their groundbreaking work for Beck's latest release 'The Information' has attracted much attention as a result of its collaborative nature. The poster is printed on self adhesive stock and features over 100 individual kiss-cut stickers selected from those originally commissioned for the album package by Big Active. The stickers themselves have been created by leading graphic artists and illustrators including Kam Tang, Jasper Goodall, Michael Gillette, David Foldvari, Jody Barton, Vania Zouravliov and Genevieve Gauckler, to name just a few. This limited edition of 200 individually numbered prints will be available exclusively on www.productofgod.net from 1st May 2007. Each print is signed by Beck.

You don't have to be an art connoisseur to appreciate Product of God, but if you are, then you'll be delighted by the quality of the work available. You'll recognise some of the artworks for sale from the editorial, commercial and exhibition projects undertaken by the artists. Perhaps best known is Jasper Goodall, one of the most influential graphic artists of his generation, his work having helped pave the way for the re-evaluation of illustration over the last few years. Jasper's work presents a wry and heavily symbolic look at eroticism and contemporary culture, generating bold, humorous and often provocative imagery.

Paris-based illustrator Genevieve Gauckler has exhibited her work of playful characters and photo-montages in exhibitions in Tokyo, Melbourne and London, while Finnish artist Klaus Haapaniemi - best known for his print collections for Clements Ribeiro, Cacharel and Levis - recently created a range of ceramics for Iittala.

Product of God is the brainchild of artist agent Greg Burne, who has been working with and curating artist exhibitions for over 10 years. Burne says, "Product of God is about showcasing a diverse range of ambitious and exciting talent and reaching a wide audience. The aim of the site is to be inclusive – without compromising the quality of work for sale."

The pricing for all works of art sold on www.productofgod.net will be set on a sliding scale – the more prints sold, the more the editions will increase in price as they become rarer. Each item is stamped with an unique Product of God mark of authenticity to ensure the work is genuine and produced with the approval of the artist concerned. New work will constantly be added to the site from both the artists presently featured online, as well as new faces. Sanna Annuka (Keane) and Dave Foldvari (Nike, Just Jack) and Kate Gibb (Chemical Brothers, Magic Numbers) are just a few names to look out for in 2007....

www.productofgod.net

For further information about Product of God please contact Sam Oxley on 07968 442241 or sam@bigactive.com

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ARTIST BIOGRAPHIES

Geneviève Gauckler

Geneviève is based in Paris where she lives and works with her shiba dog, Kawa. She can already look back on an accomplished career in graphic design, illustration and art direction. She has worked for French record label F Communications (Laurent Garnier, St Germain), on music promo projects for Dmitri from Paris, Pierre Henry and Sparks with directors Kuntzel & Deygas. Recently Geneviève worked on Beck's new album and website, experimental videos with Pleix, and exhibitions at Colette in Paris, Tokyo and Someday Gallery in Melbourne. She spends any free time travelling around the world, giving lectures, exhibiting work and obsessively taking photos for her ever-expanding collages.

Jasper Goodall

Jasper's work presents a wry and heavily symbolic look at eroticism and contemporary culture, generating bold, humorous and often provocative imagery. He embraces recent developments in technology, the use of photography and highly developed drawing skills, which have led him to contribute to some of the most style defining editorial and commercial commissions of recent years, including work for Gucci, Nike and Adidas to name but a few. Widely imitated, Goodall has consistently reinvented and modified his output resulting in a body of work that is both extensive and incredibly diverse. His future output will see him focus on the further development of JG4B, his luxury swimwear collection plus new editions for Product of God.

Kam Tang

Kam Tang lives and works from his home in Brixton, London and is one of the UK's best-kept design secrets. Naturally shy of publicity, his creative output is poetic, contemplative and can best be typified by his meticulous attention to detail and constant reinvention. He is one of the most successfully diverse graphic artists working today leading him to collaborate with The Chemical Brothers, Gnarl Barkley, Burberry, Adidas, the London Design Museum and Royal Mail. He has exhibited widely around the world including in the British Council's "Picture This" touring show plus "Versus 2" and "Who Let you In", in Tokyo.

Parra

An underground star in his hometown of Amsterdam, where fans scour the streets to tear down his club posters, Parra's work is treasured by a new generation of design fanatics. A natural self-taught typographer and graphic artist, Parra makes his work available for everyone to use, keep or discard as they wish. His first solo gallery show, "Jobs I did for friends for under £100" took place at London's Kemistry Gallery in March 2005 and sold out in three days. Hugely prolific, Parra also designs his own streetwear label, Rockwell clothing stocked in London, Tokyo, Berlin and New York.

Mat Maitland

Mat Maitland began his design career working in-house at WEA records before joining Big Active and creating memorable music graphics for artists including Basement Jaxx, Goldfrapp, Simian and most recently Beck. Not content to simply art direct from the touchlines, he has evolved into a leading image-maker in his own right. Combining his love of fashion, glitz, music and photography he has developed a surreal and individual cut-and-paste utopia where '80s Americana sits side by side with wild animals and satin tour jackets.

Klaus Haapaniemi

Finnish born and now London-based artist Klaus Haapaniemi got interested in illustration after seeing some well-designed Russian animations on TV when he was only eight years old. After graduating from Lahti Design-Institute, Klaus lived in Italy where he worked as a key-print designer for Diesel and Diesel Stylelab. Klaus's long list of commercial clients include print collections for Clements Ribeiro, Cacharel, Marimekko and Levis, plus store identity for Selfridges, an ever expanding range of his own published books and wall tapestry collection. The list is endless.

Vania Zouravliov

Russian-born Vania was inspired from an early age by influences as wide as The Bible, Dante's Divine Comedy, early Disney animation and North American Indians. He was something of a child prodigy in his homeland, championed by many influential classical musicians including Ashkenazi, Spivakov and Menuhin. He even had television programmes made about him and was introduced to famous communist artists - godfathers of social realism - who told him that his work was from the Devil. By the age of 13, he was exhibiting internationally, visited Canterbury several times as well as Paris, Colmar and Berlin. Vania subsequently studied at a Christian art school in Scotland, and during this time began creating illustrations for The Scotsman and comics for Fantagraphics and Dark Horse in the US. His most recent projects have been for Beck and National Geographic.