

gallery of light. By One to One

ILLUMINATING THE ART: HOW THE GALLERY OF LIGHT BRINGS ARTEP STUDIO'S CREATIONS TO LIFE WITH LIGHTING

Petra Maierhofer, the visionary behind Artep Studio, has always viewed her art as a performance on a grand stage. And what better stage could there be than a gallery bathed in the perfect lighting?

"When I start with a new concept, I always like to think of my art as being at a stage," Petra explains. *"The space provides the stage, and obviously, what better stage could you have for an art piece than a Gallery of Light?"*



Petra's background in window dressing and fashion show staging has imbued her with a keen understanding of how to use light to elevate a work of art. She sees the gallery space as a canvas, with the lighting acting as the brushstrokes that bring her creations to life.

"The lighting is essential," Petra says. "It's not just about illuminating the piece, but using light to accentuate the textures, colors, and overall mood. The right lighting can transform a work of art, making it seem to almost come alive on the 'stage' of the gallery."

"I want the audience to feel like they're part of the performance," Petra says. "The way the light interacts with the art is constantly shifting, so each viewer gets a slightly different experience. It's like a dance between the artwork and the illumination."

By masterfully orchestrating the relationship between art and the lighting, Petra has created a truly captivating pieces for her audience. The Gallery of Light is a testament to the power of illumination to elevate and transform the artistic experience.

PETRA MAIERHOFER

