



# Humans of Art

# Editor's Letter

The project »Humans of Art« discusses different themes with artists from London and Vienna. Within this reportage book, artists share their opinion and experiences the have made in the art industry.

# Imprint

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# Sigrid Mayer

Sigrid Mayer works as a freelance photographer in the fields of fashion, beauty and portrait since 2013. With graduations in both photography and fashion design she knows exactly how to present different styles, cuts and fabrics in the best way possible. With great enthusiasm for every single project from concept to the final product her aspiration is to create timeless, clean images within international standards and trends.





**HOA: How would you describe yourself as an artist?**

**S:** One of my qualities would probably be the story telling part that I always try to combine within my photographs. I do not work as an artist but I live as an artist. It is always in my head.

**When did you decide to follow your passion and strive for a creative working career?**

I started my education in fashion design a few years ago. During that time, I discovered my interest in fashion photography, which was around eight years ago.

**Is it nowadays necessary to have a degree or can you make it as a self-made artist?**

It is not really necessary I think, but in photography, for example, it is very important to know all the techniques and what you are doing. When you have a client, he or she is not interested in how you do things, he or she just wants to see quick and good results. So you had better know how to properly use your equipment as you will not have time for that on the set. Apart from that, I think it was a big advantage that I finished my degree in fashion design before going into fashion photography as I know all the fabrics, I know what the cuts are like or I generally know what the designers are talking about.

**How realistic is it to make a living from being an artist?**

I would say that it really depends on what kind of art sector you are in.

**How are artists seen in Vienna?**

If we are talking about the people that work from 9 to 5, I think that they see artists as if they were just pursuing their hobby and they would never understand why artists charge money for what they do. But on the other hand, I have a feeling that, as an artist in Vienna, you first have to be successful before getting any respect for your work.

**If you could change something in the artistic field in Vienna, what would it be and why?**

I think what is really missing is the look on the rest of the world. It should be a bit more open-minded.

**What inspires you?**

To be honest, that changes a lot. Most of the time, it is when I am travelling and see different locations, but it can also be a keyword, a song or even just one color.

**Would you say that Vienna has an influence on or inspires your work?**

Not really. It is quite an interesting home base, but apart from that, I am looking more at what the rest of the world is doing.

**Does your success depend on the city that you live in?**

Yes, definitely. Vienna has a very small fashion scene and, therefore, you know most of the people you can get your jobs from. So if a place is very small, it is easier to get important contacts.

**Is social media a helping tool nowadays? And does it have an impact on your work?**

Well, I think that there is a lot of inspiration that comes from it. Moreover, you are able to showcase your work online, which is very important nowadays. But I could also live without it.

**What does art mean to you?**

For me, art is mainly aesthetics.

**What would be the city of your dreams to live and work in and why?**

I could actually work anywhere. I like Berlin and London a lot because of the interesting art scene and culture. It feels like home when I am in those cities.

**What is your next project?**

Apart from all the fashion stuff I am doing, there is a personal project I am working on at the moment. It is a book that will not have to do anything with fashion.

**Where do you see yourself in 5 years?**

The next step for me is to work on my portfolio and meet international standards. I would also really like to work for an agency outside of Austria. Generally speaking, to get more international contacts to work with.

**What advice would you give to young artists?**

As an artist, you should have your own personal style. People will buy your art because they know exactly that it is your unique style. Always stay down to earth at any time of your career.



**»People will buy your art,  
because they know exactly  
that it is your unique style.  
Always stay down to earth  
at anytime of your career.«**







# Sebastian Müller

Sebastian Müller is a London-based and multimedia-based artist from the Rhineland, which is famous for its distinguished art reputation. His work manifests the multifaceted and material transformation of our modern society, depicting his talent in a variety of unique and unprecedented ways. Sebastian is inspired by his everyday surroundings and, consequently, his medium of choice is adapted to visually expressing it in the most effective form.





**HOA: How would you describe yourself as an artist?**

**S:** I would say that I am very diverse in a way because I do not really specialize in one medium. Therefore, I would not call myself a painter, a sculptor or a photographer as I use all of these media to work with. It depends on the idea and on the concept I have. I choose the medium I feel is the best for me to visualize it.

**When did you decide to follow your passion and strive for a creative working career?**

I did art in my GCSEs and I really enjoyed being creative, but I hated the way the schoolsystem judge and how they think it is right to teach a creative subject like art. I do not agree with the way art gets rated within the educational system and, therefore, it kind of put me off for a while. Only one year after switching schools again and repeating my AS-level, I chose to pick up art again. From that moment on, I was able to do more of my own “thing“ as it was not as set and strict compared to the GCSEs. In addition to my

education, I also grew up with my mother being an artist and I often found myself in her studio, which sparked an interest in creating something myself.

**Is it nowadays necessary to have a degree or can you make it as a self-made artist?**

Well, I do not have a degree in that sense. I mean, I graduated from school and got my education right, but I do not have a degree in art. I do not think that this keeps me from doing anything. When I was in Swaziland (South Africa), there was one word - “singnaba“ - that always stuck with me. This special word means that we are forceful together. Since I dropped out of university, I have been getting many creative minds together and we have made great exhibitions just with “us“. This is something a degree cannot teach you. It really depends on how passionate you are about what you do and what you want to achieve. I do not think that having a degree is necessary in order to achieve those things.

**How realistic is it to make a living from being an artist?**

London is a very expensive place. In addition, the art industry is huge here in London as it is so international with people from all over the world. I mean, every start is tough and you have to go step by step to build up your life. Then again, there are so many possibilities in London to work together, to share a studio and to help each other as one hand washes the other in the end. So I think even though London is a very expensive place, it is realistic.

**How are artists seen in London?**

I think they are highly respected. Any creative mind is very welcome here in London. Those creative minds create something very unique for this world.

**If you could change something in the artistic field in London, what would it be and why?**

I would probably create more art supply stores as there are not that many of them in central London. Most of them are situated in big warehouses outside of London.

**What inspires you?**

To be honest, there are many things that inspire me. It is either my daily life or it depends on what I work on. It can be anything from personal events to even colors from a field I passed which inspire me. So it really depends on how deep you want to go into the question of what inspires me.

**Would you say that London has an influence on your work?**

Yes, 100 percent. Every city I work in has a completely different audience and, therefore, it has an impact on what work I can showcase in exhibitions. For some of my work, there would not be an audience in Germany. In London, people are much more open-minded.

**What artists inspire you?**

I would not be able to give you one name. There are just too many great artists, dead or alive.

**Does your success depend on the city you live in?**

No, not at all. Of course, you always have different audiences and, therefore, your art is differently seen in each city, but I would say that your success does not really depend on the city you live in. For example, I do not only exhibit here in London. I also had a show in Germany and in Paris. Moreover, I fly around to all kinds of art fairs to meet and to connect with other artists. I think your art should be seen in as many places as possible to spread what you want to show the world.

**Is social media a helping tool nowadays? Does it have an impact on your work?**

Social media is a funny one with me actually because I have been working with the stars of social media for a long time and have become really good friends with them. They use Youtube as their main platform and have been very successful with it. Oli White, for example, has become a very close friend of mine over the last couple of years. He has also been helping me to film some behind-the-scenes footage of my last project “Bow and Error“. But talking about myself, I have not really launched an online platform for my art yet because I think you have to be very careful as a young artist about the way you present yourself in social media as it can also ruin your image. But if you do it right, I think it can be a very good tool and you can reach out to a lot of people. Therefore, I was very careful with it, but now I am doing a final show this March and I am planning to launch my own social media platforms there.

**What does art mean to you?**

Art is my passion. Anything I do relates to art at the end of the day.

**What would be the city of your dreams to live and work in and why?**

I live in it right now. London is my base, but I am not here 365 days a year as I love traveling and seeing the world. The longest I am in London for might be two months and then I am off traveling again.

**What is your next project?**

I have some things coming up, but I do not want to give away too much. There is definitely something public coming up and it is going to be very provocative.

**Where do you see yourself in 5 years?**

In five years? I will be nearly 30 by then! I think I want to be doing very big pieces of art. Because here in London, I am very restricted in size as the space in galleries is not that big. So in five years, I want to be at a stage where I am able to create very large pieces.

**What advice would you give to young artists?**

Follow your passion. Do what you think is right for yourself. If you have a vision, never doubt yourself.



**»Follow your passion.  
Do what you think  
is right for yourself.  
If you have the vision,  
never doubt yourself.«**









# Will Solomon

Will Solomon is a mixed media artist & luxury designer from London. His studio is a sort of sanctuary to him and is the only place where he feels he can truly escape reality and unlock his thoughts. His work is very instinctive and filled with raw and intense emotions. This energy is what fuels his creativity.







**HOA: How would you describe yourself as an artist?**

**W:** Art meets fashion. I try to combine my art with my fashion designs, but I would rather call myself an artist than a brand.

**When did you decide to follow your passion and strive for a creative working career?**

I would say at the age of 16 when I started working at a garden center. In my spare time, I put everything into my art. In that period of my life, I started to sort of find my passion. Also as a young boy, I participated in a graffiti festival in London spraying works next to Banksy. So I have always loved doing something creative.

**Is it nowadays necessary to have a degree or can you make it as a self-made artist?**

I think having a degree as an artist can be helpful in terms of learning different techniques and it helps you to get important contacts through people you meet at university. But I must admit that the educational system would not have worked for me. I feel like I could use the time and money for my own work rather than for attending university.

**How realistic is it to make a living from being an artist?**

I think it is difficult, but if you handle the money you earn from selling your work carefully and plan wisely what you need to spend it on, for example on your studio rent, exhibitions and so on, you should be fine. Of course, you need to invest more and more each year if you want to get your name out there. But you can still balance it. I can say for myself that I have seen an increase in what I earn and I am very happy and positive that it will continue.

**How are artists seen in London?**

To be honest, it depends on who they are seen by. There are so many different types of people here in London. Some have a deeper connection to the art industry and some just do not. I am happy to see that there are still many people who like to support artists and want us to push our work. I think the interior design industry also helps us to get our work into houses, which is a great support. But still I would say that within the art industry, a painter like me is seen differently than a musician, for example, even though we are on the same stage.

**If you could change something in the artistic field in London, what would it be and why?**

I would have more platforms to get artists' work seen.

**What inspires you?**

I always find this question difficult, because I feel like my inspiration usually just comes out of my head. Sometimes I look at art in catalogues, but I do not look at one artist in particular and say he or she inspires me. So I would say my daily life and how I feel. My emotions inspire me a lot.

**Would you say that London has an influence on or inspires your work?**

Definitely. I would say that this question has such a long answer that it is very difficult to even answer. London has had such an influence on my whole life. I grew up here and I have probably seen a side of London that others have not in the same way I have. It definitely has affected how I feel as a person and the faith I have in humanity and life. London arouses a lot of emotion in me, which again inspires me a lot.

**What artists inspire you the most?**

As I said, I do not really look at other artists' work in order to get inspiration for my own work. But a lot of people looked at my work and said it looked like Jackson Pollock's or Yves Klein's. Therefore, I was asked if I was inspired by them. To be honest, at that time, I did not even know who Jackson Pollock or Yves Klein were (laughs).

**Does your success depend on the city you live in?**

No, it does not, but I think which city you live in depends on how you should use the tools to get your name out there as an artist. For example, I would say London has a huge fashion scene at the moment. So if I were in some place like Egypt, I do not think my art wear would work as well as it does in London. But there are of course other cities as well that would have gotten me into the industry faster, like Los Angeles or Paris.

**Is social media a helping tool nowadays? Does it have an impact on your work?**

Social media is definitely a helping tool. I would not say that it has an impact on my work, although I think that it is a great way to show my work to the world. It is also a great opportunity to connect with other artists.

**What does art mean to you?**

Pretty much my life.

**What would be the city of your dreams to live and work in and why?**

I do not think I have seen enough of the world to be able to answer that question.

**What is your next project?**

I am working on quite a few projects at the moment. My women's collection of art wear is out next, as last year's focus was on the men's collection. Apart from that, I have a sculpture project that I am looking forward to working on in collaboration with another artist.

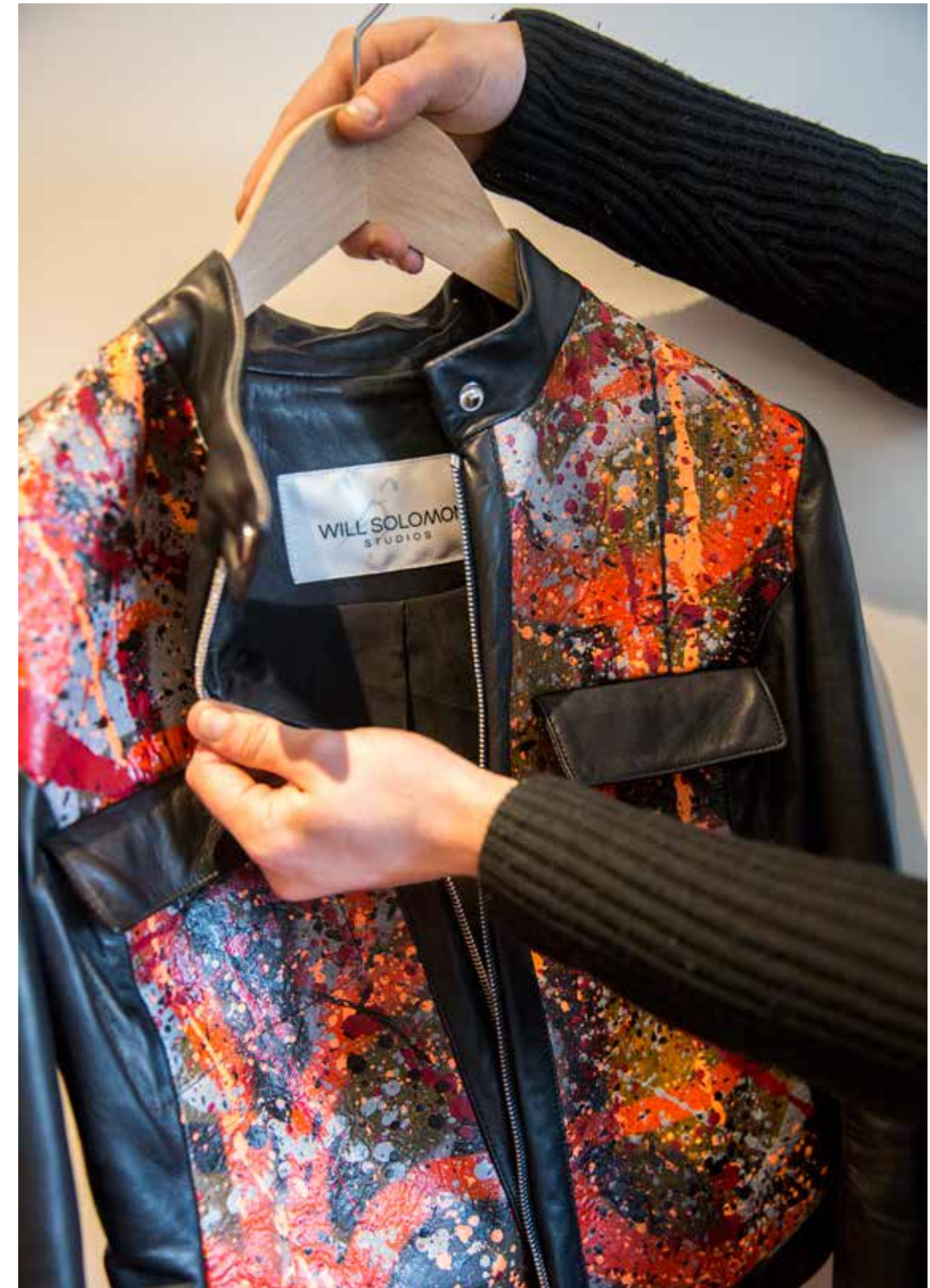
**Where do you see yourself in 5 years?**

I would like to see myself traveling a bit more with my work so that it is seen in other galleries rather than just in London. Step by step I want to see where my work is going to take me.

**What advice would you give to young artists?**

Put your passion and everything you have into what you are doing. Keep pushing yourself and believe in your vision!

**»Put your passion  
and everything you have  
into what you are doing.  
Keep pushing yourself  
and believe in your vision!«**





# Martin Tardy

Martin Tardy is a French/Austrian artist, who currently lives and works in Vienna. He started drawing passionately at the age of 3 and never stopped ever since. Drawing became an essential part of his daily life and throughout the years he developed his skills and his personal style. Martin has become extremely viral with his asynchronous “one-liner” drawings, that he partly also creates with both hands at the same time.





**HOA: How would you describe yourself as an artist?**

**M:** Actually, as a person, I see myself very normal. I have also had the feeling that artists are very different. Talking about myself, I see myself as a humble person who still likes to communicate a lot. I do not want to provoke with my work or gain the center stage. My main guideline is the aesthetics I reflect in my work.

**When did you decide to follow your passion and strive for a creative working career?**

Well, I have always had a passion for drawing since I was little. I was constantly interested in creating things, no matter if it was doing sports, drawing or even molding. To be honest, I have always had that strive to draw and create things at any time of the day. Additionally, I had my grandfather, who is an architect and a creative person himself and who always gave me feedback on my sketches. But he still told me that I needed to learn how to draw properly. I have taken that feedback in a very positive way and I have known since then that if I want to have my own style, I need to know how it is properly done. I would not be able to call myself an abstract artist without knowing all the basics and without having learnt all different types of techniques. So I would say during that time of learning, I started to get more into drawing my one-liner, which was now 12 years ago already!

**Is it nowadays necessary to have a degree or can you make it as a self-made artist?**

While I was looking for a location to exhibit my work last October, I got the feeling that I had missed something as an artist. It was not having any kind of artistic degree. The first two questions I was asked by galleries I wanted to exhibit my work in were which university I attended and who my main professor was. Well, as I did not attend university, it was hard to find a well-known gallery in Vienna to exhibit my work in. Therefore, I started looking at smaller galleries and talking with friends about it, who were also able to recommend some locations. After a while, I found a very trendy café and concept store that gave me the possibility to have my first solo exhibition. I was very happy to exhibit my work there for about one month without any complication or any need of showing a university certificate. The owner of the café really liked my work and so he said “yes” to the exhibition straight away. So I would say it is definitely possible to make it as a self-made artist, but you will have to make a little more efforts than someone who has a degree.

**How realistic is it to make a living from being an artist?**

If you had asked me that question before I started getting more into art professionally, I would have said that I had no idea but I would try. In my case now, with all the interest and positive feedback I get, I would say yes, it is very realistic.

**How are artists seen in Vienna?**

I would say that there are lot of possibilities in Vienna for artists to have a great career if they really work hard for it. If that is the case, they are highly respected.

**If you could change something in the artistic field in Vienna, what would it be and why?**

Probably to have people help you with all the organization of exhibitions and so on. Kind of like a mentor for self-made artists.

**What inspires you?**

Aesthetics is my lead. I rarely look at something specific and then say that it inspires me. I constantly have ideas in my head. It can be different types of techniques or things I want to build. It can also be things that passively lead myself like works, shapes or colors. Just very simple things, to be honest.

**Would you say that Vienna has an influence on or inspires your work?**

Yes, definitely! I think Vienna is such an aesthetic city. There is so much great architecture, it is clean and the city authorities always try to renovate as much as they can. Vienna really takes much care of itself and that is what I love. No matter where you go, you will always be able to find new sculptures or beautiful details on buildings you have not seen before.

**What artists inspire you the most?**

I do not have any artists in particular that inspire me, but there are many artists I find fantastic. I mainly find my interest in abstract art.

**Does your success depend on the city that you live in?**

Yes. Compared to other cities, Vienna is very small. Therefore, I think it is easier to attract attention with what you do. At the beginning, I actually thought that my art would work more internationally and not in Vienna. But somehow I found the right people who were interested in my work and I managed to have my art sold in Vienna.



**Is social media a helping tool nowadays? And does it have an impact on your work?**

It definitely had an impact on my work. I have never intended to become an Instagram star or something like that, but at the beginning, I enjoyed using Instagram as an open platform for everyone. For example, if my phone battery is dead and I am not able to show people any pieces of my art, I still have the possibility to tell someone to check out my work on my profile, which is really great. I also started connecting with other profiles and they started reposting videos of my one-liners, which then led to this massive boom of followers and more people wanting to see my work online.

**What does art mean to you?**

Art has always been a normal thing in my life. It has always been a part of me and, therefore, I have never called myself an artist. I am never an observer, I always have to be the creator as I love having my art around me at any time.

**What would be the city of your dreams to live and work in and why?**

Vienna, with a holiday house at the beach.

**What is your next project?**

I have my second solo exhibition this May, which I am very much looking forward to. Apart from that, I have other things planned where my art will be showcased, for example at the Dorotheum auction in June.

**Where do you see yourself in 5 years?**

I would love to collaborate with different professionals in the sculpture and conceptional art sector and create new art, for example three-dimensional ideas or sculptures. My aim really is to be a successful and renowned artist.

**What advice would you give to young artists?**

If that particular sport brand had not already said it, I would honestly say: “Just do it!” Do it because it is your passion and do it for yourself rather than for others.





**»Do it,  
because it is your passion  
and do it for yourself  
rather than for others.«**



# Anna Cornish

Sebastian Müller is a London based, multimedia based artist from the Rheinland, which is hailed for its distinguished art reputations. His work manifests the multi-faceted and material transformation of our modern society, depicting his talent in a variety of unique, unprecedented ways. Sebastian is inspired by his everyday surroundings and the chosen medium is consequently adapted to visually express it in the most effective form.







**HOA: How would you describe yourself as an artist?**

**A:** As a photographer, I am trying to combine techniques of art and abstraction within my work. Moreover, I also like fashion. But it is hard to define myself at the moment, because I am still trying to find my niche as an artist. I am still experimenting and pushing all my boundaries of what I have learnt at Westminster University during the last three years. To be honest, I will probably be able to answer this question by the end of next year when I have graduated.

**When did you decide to follow your passion and strive for a creative working career?**

I already did photography at college and I really enjoyed it. But after college, I decided to take two gap years and traveled through South-East Asia because I needed some time to think about what I really wanted to do, even though I kind of knew it would be photography. So I would say that during that gap year, I decided that I wanted to do something creative.

**Is it nowadays necessary to have a degree or can you make it as a self-made artist?**

I think it is definitely possible.

**How realistic is it to make a living from being an artist?**

To be honest, even though it is harder than other jobs, it is still realistic. At the moment I still need a part-time job to earn money, but I hope to get more photography jobs one day.

**How are artists seen in London?**

London itself has a lot to offer and there are many creative people around here. I think that this is the reason why a lot of young artists come here to work and meet other people in the industry.

**If you could change something in the artistic field in London, what would it be and why?**

It might sound very random, but more street art. And more free exhibitions!

**What inspires you?**

Definitely other people in the industry and my friends. In addition, I also get inspiration from Instagram and different art magazines.

**What artists inspire you the most?**

I would say Picasso because I like his style and his weirdness. If we are talking about photographers, I am a bit torn because I like documentary and fashion photography at the same time. So I really like the fashion photographer Viviane Sassen and, on the other side of the spectrum, Corinne Day, who is a documentary photographer but does fashion as well.

**Would you say that London has an influence on your work?**

Many of us move here as students because it is such a great city to live in as a creative person. So I would say yes, it has an influence.

**Does your success depend on the city you live in?**

Not always. I think if you have the talent and motivation, it does not matter where you actually are.

**Is social media a helping tool nowadays? Does it have an impact on your work?**

It definitely does. Particularly Instagram, as it is the main tool at the moment I think.

**What does art mean to you?**

It is in a way relaxing for me. I could not be the person I am without art.

**What would be the city of your dreams to live and work in and why?**

London would be that place but it does not have the weather I want! (laughs) So I would love to work and live in London with the Spanish climate.

**What is your next project?**

Right now, I am working on my final major project, which is going to be exhibited soon. The exhibition is going to showcase this year's work and our "best of" portfolios we have created during the last three years. Many people from the creative industry will come over to see the exhibition, which is great as this gives us the opportunity to network with them and to make our work seen. Apart from that, I would like to travel again and build up a travel photography portfolio.

**Where do you see yourself in 5 years?**

I would like to get paid to travel the world and to take photographs.

**What advice would you give to young artists?**

As long as you have the passion for it, anything is possible.



**»As long as you have  
the passion for it,  
anything is possible.«**

# Dasha Loyko

Dasha Loyko is a London-based artist with a background in philosophy. Dasha works primarily with writing, moving image and installation. She describes her practice as world-making and develops pagan creation myths for and about living in the cantemporary info space, bowworing her eclectic reference speculation. Dasha Loyko is currently doing her MA in Contemporary Art Practice at the Royal College of Art.







**HOA: How would you describe yourself as an artist?**

**D:** Unemployed philosopher and artist.

**When did you decide to follow your passion and strive for a creative working career?**

I have quite a few artists in my family, but I never thought it would be the main thing I would do. After studying philosophy and coming to London, my interests changed and I realized that art was something I wanted to do. So I started by renting a studio and doing short courses.

**Is it nowadays necessary to have a degree or can you make it as a self-made artist?**

I am pretty sure you can, especially with the help of those supporting networks. But having a degree obviously helps. Being at university means having a supporting environment as well.

**How realistic is it to make a living from being an artist?**

Statistically speaking, only 2% of all artists make a living from their work. It is a pretty big risk of course, but at the same time, there are a lot of ways you can still make it. So you can have your “money work“ and your “own work“ and practice.

**How are artists seen in London?**

London is the artistic capital of the UK. But at the moment, I would say that a lot of artists are leaving London as it is changing now. Artists cannot live and work here anymore as it is getting more expensive. I would say that Glasgow is becoming the second biggest city for art.

**If you could change something in the artistic field in London, what would it be and why?**

I would abolish unpaid internships and pay people for their exhibitions.

**What inspires you?**

Words and objects.

**Does your success depend on the city you live in?**

It depends on how you define “success“. Sometimes it is making money from your work, but sometimes it is only being able to keep up your practice and being sustainable. So I would say it kind of does and does not at the same time. There are obviously so many different opportunities in London compared to those in a small city.

**Is social media a helping tool nowadays? Does it have an impact on your work?**

In terms of impact, I think it is as important as anything else. But as a tool, I do not really use it to showcase my work. My Instagram is more of a mood board I would say, so I just snap something that I find particularly interesting. In that way, it kind of helps me as I can look back and see what caught my attention. Apart from that, I use it for research as well.

**What does art mean to you?**

I think it is not so much what it is as what it does. So I think everybody responds to that differently.

**What would be the city of your dreams to live and work in and why?**

It would probably be something between London and Copenhagen.

**What is your next project?**

I am working on a film right now. It explores physics and self-help. Additionally, I am planning two projects in public places, which are going to take place in London and Moscow.

**Where do you see yourself in 5 years?**

I want to keep making art and make a living from it. I would also like to stay in London and work here.

**What advice would you give to young artists?**

Talent is cheap.

»Talent is cheap.«



# Nuriel Molcho

Nuriel Molcho is an Austrian, Israel rooted hat designer from Vienna. Growing up in an artistic family, Nuriel has already drawn to art and design at an early stage. Nuriel is a visual thinker. In order of feed his creative input, he travels and tries to look at as much art, design, architecture and basically anything he can draw inspiration from and internalizes that. He creates hats that hold true to their heritage, yet reflect the spirit of the Modern Nomad traveling the world. Every hat is handmade in Vienna, using traditional millinery techniques.





**HOA: How would you describe yourself as an artist?**

**N:** I am a very aesthetically driven person, and always have been. I am a visual thinker, which means that I see concepts in pictures. So when it comes to my creative process, I cannot write it down, I need to think of it and visualize it. In order to get my creative input, I travel and try to look at as much architecture, art, design, fashion - and basically anything I can draw inspiration from - as possible and internalize that. So our hat creations are a representation of traveling and of inspiration I draw from all over the world. That is how I would describe my artistic process.

**When did you decide to follow your passion and strive for a creative working career?**

I was lucky that our parents have always invoked a sense of pride in our passions and that they have never forced us to become something they had wanted us to be. They always told us to experiment and to try anything in order to see what we enjoy doing and to try to live our passion. So I think it is hard to say exactly when it began as I have always had that passion within me since I was a kid. At the young age of 16, I started getting interested in art and I would go to exhibitions on my own and sometimes I would just listen to music and walk through the exhibitions. My friends were wondering why I went to museums alone, because that was what parents or grown-ups did, but I just liked it. I liked looking at art, colors, shapes, no matter what, it just sort of inspired me without knowing if it would pay off one day. Fashion has always inspired me as well. I think the way you dress is a big interpretation of who you are. And in this respect, I have to say again that I had a big advantage because of my parents, who always dressed differently. So when I grew up back in the 80s or 90s, all the parents were wearing suits and ties. My father does not even own a tie. My father wears oriental clothing, Indian and Asian, and he just wears so many different weird things that I never grew up with the norm. And it was embarrassing at the beginning: Why does he dress differently? But now I am happy that he did and that I was confident enough to go into that direction as well.

**Is it nowadays necessary to have a degree or can you make it as a self-made artist?**

Yes, I think that you need a degree, but not a degree in a classic sense. So in photography, for instance, I needed a degree, but the way I got it was by asking other artists how they work. And I was taught by other people who did something I loved. Especially today, when you can really easily connect with people all around the world, there should be no shame in asking for help and in learning from better people. So yes, you can get a degree by learning from other people, because it is just a quicker way of doing it. Just go out into the world and find people who are doing what you want to do. You do not have to attend university and invest money to get a degree. Just do not be afraid to ask!

**How realistic is it to make a living from being an artist?**

Nowadays, I think it is a mixture of talent, marketing and self-promotion. Talent is not enough anymore. In former times, when you were talented, you were maybe one of a few people, because people chose their parents' career path as not anyone could do anything. So very few people were artists and when you were good, you made it. Today, when anyone can learn and there are so many incredible people, it has become a lot harder. Therefore, you do not only have to be good, but you also need to get your name out there. Marketing has become such an important aspect. If you look at the biggest living artists nowadays, like Damien Hirst or Jeff Koons, they are marketing experts. Their art is unique, but there are other people who are better or who can do the same, but they are not good at getting their names out there.

**How are artists seen in Vienna?**

Art has always been a culture in Austria and plays a huge role. But yes, we are a bit conservative because the buying force still remains with the elderly people. I feel like some interest in art exists in Vienna. You see all those big art fairs where many young people show up as well. We just need to price our art at their level. You cannot adjust your prices to the global market, because the global buyers are not here yet. So to price your art a bit lower and to try to connect now with the young people, because one day they will be the older generation and they will follow the artist they grew up with, that is more how to do it I think.

**If you could change something in the artistic field in Vienna, what would it be and why?**

There are people who try hard and things are moving, maybe not as fast as in other cities, but we are definitely not on a hold, which is good. So I think the city is moving and opening up for new ways of art. Therefore, I cannot really complain, it is just taking a bit of time.



**What inspires you?**

Nearly everything. Traveling, looking at other people's art and also just learning by doing. Daring to make mistakes, daring to try to make a hat which is a different shape or take a photograph which is edited in a different style. So on the one hand taking a risk, also creatively, and on the other hand learning from that and also getting information from that. And always keeping your eyes open.

**Would you say that Vienna has an influence on or inspires your work?**

I think growing up in Vienna and also in Europe, I am very inspired by the old and beautiful. For example, Otto Wagner or Egon Schiele, all the old forms and architecture. We are not very minimalistic in our things, so it is a mixture of Israel, where I am from and which is always very colourful and form free, and then mixed with the old Viennese style. That is definitely what has influenced me in a lot of things.

**What artists inspire you the most? Does your success depend on the city you live in?**

There are pros and cons. It is easier and quicker to become well-known in a smaller city like Vienna, but the effect and the reach you have is way smaller. So obviously, if you make it in a city like New York or London, your reach is much bigger but it is also a lot harder to get famous. I think the city you live in can both help and disadvantage you.

**Is social media a helping tool nowadays? And does it have an impact on your work?**

Yes, massively! My entire hat company was built up on social media. We have international orders in our little shop in Vienna on the Naschmarkt only through social media and at very low cost. We did a few commercials with magazines, TV and so on, but this has in no way impacted us as much as social media have. You need to know how to take advantage of them. You need to know how to post, what to post, what pictures and what content. It is not enough to just have an Instagram account, it needs to be created very well.

**What does art mean to you?**

Art is emotions. It is an expression of emotions that you sometimes cannot put into words, so you express it in art. That can be anything from music, photography, paintings or singing. I think you cannot live a life without art.

**What would be the city of your dreams to live and work in and why?**

Well, I love Vienna. I am very happy in Vienna, especially because I travel so much in my job and it is nice to have a calm place to come home to. So when you travel to big cities, it is fun for a weekend, it is fun for a week, but if I feel like I need a place to relax, then Vienna is perfect for that.

**What is your next project?**

My next project is a cookbook which will be published soon. It is called TEL AVIV PEOPLE STORIES and I photographed the entire book. So it will be my first internationally published photographic work. It is a mixture of portraits, architecture and food.

**Where do you see yourself in 5 years?**

In five years, I would like to still work with big global brands and also to collaborate with more artists and designers as we did now with the Off White x Nike collaboration. Having our work included in the work of someone else. I see myself getting better at the things I already do, it is perfecting my craft as you can never stop learning.

**What advice would you give to young artists?**

Work hard and stay true to your style. Be comfortable with your mistakes, but do not let them hinder or stop you. Do anything you have to do in order to get your work out there. If you get a "no", do not accept it and go to another person because you need to make your voice heard. Never give up!







**»Work hard and stay true to your style. Be comfortable with your mistakes, but not to let that hinder you or stop you. Do anything you have to do in order to get your work out there.«**





