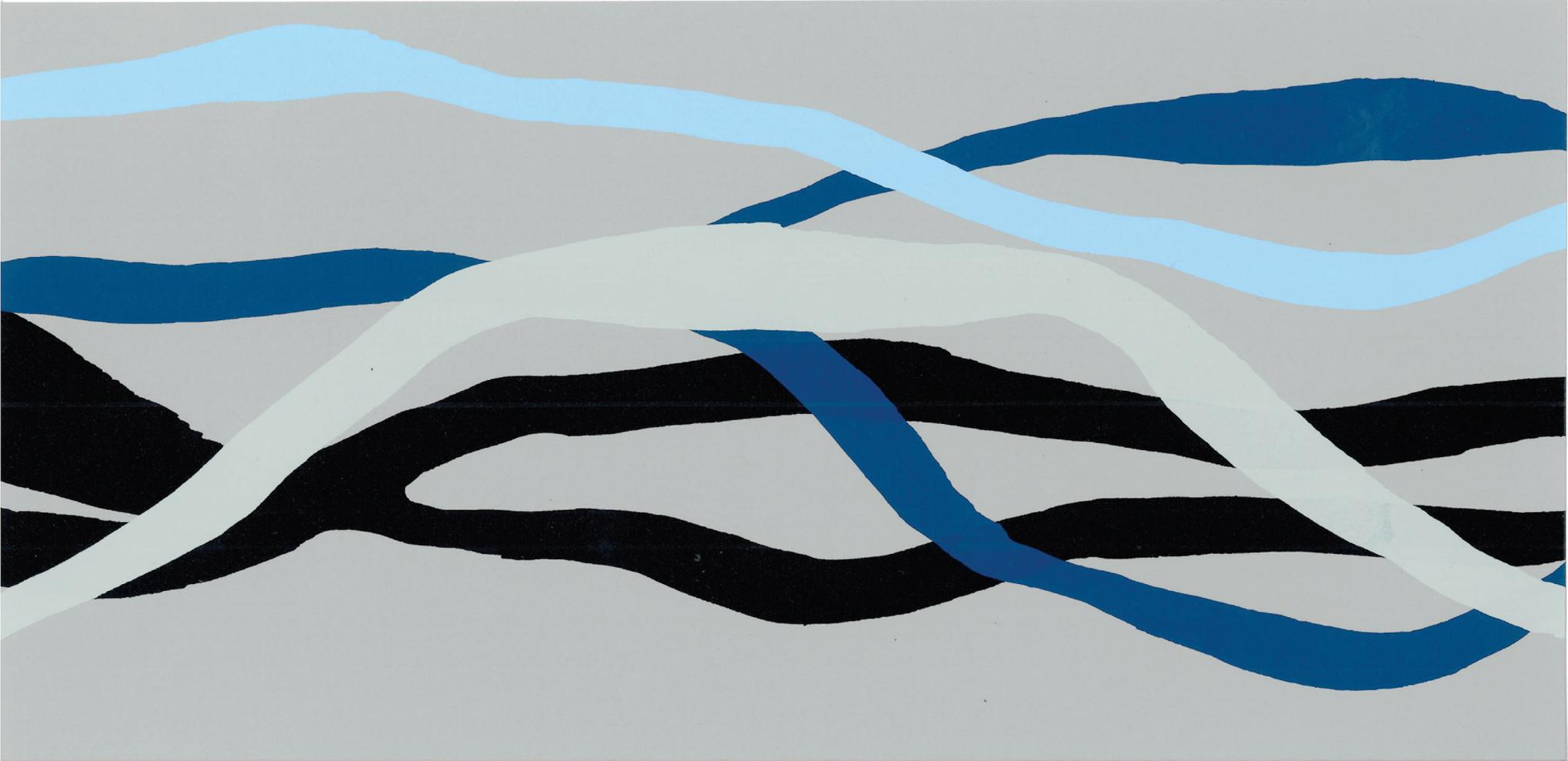


Idea for a Wall Design



Project by Myrtha Steiner, Zurich

1. Idea (Concept)
2. Added Value
3. Uses (Applications)
4. Flexibility
5. Technique
6. Myrtha Steiner



Idea for a Wall Design



Project by Myrtha Steiner, Zurich

Idea (Concept)

Drawings of lines and grasses on metal or glass. Each image is unique.

The drawings can be produced in countless variations and can be arranged in any desired order.





Idea (Concept)

Large buildings, particularly functional constructions, often overshadow the neighbouring buildings because of their dimensions and appear alien and misplaced. The artistic design establishes a relationship between the large structure and the surrounding natural and urban landscapes.

The subjects of the images are derived from observations of nature.

The nuances of the colours and the clarity of the lines grant the individual drawings a memorable aesthetic and elegance.

Lines

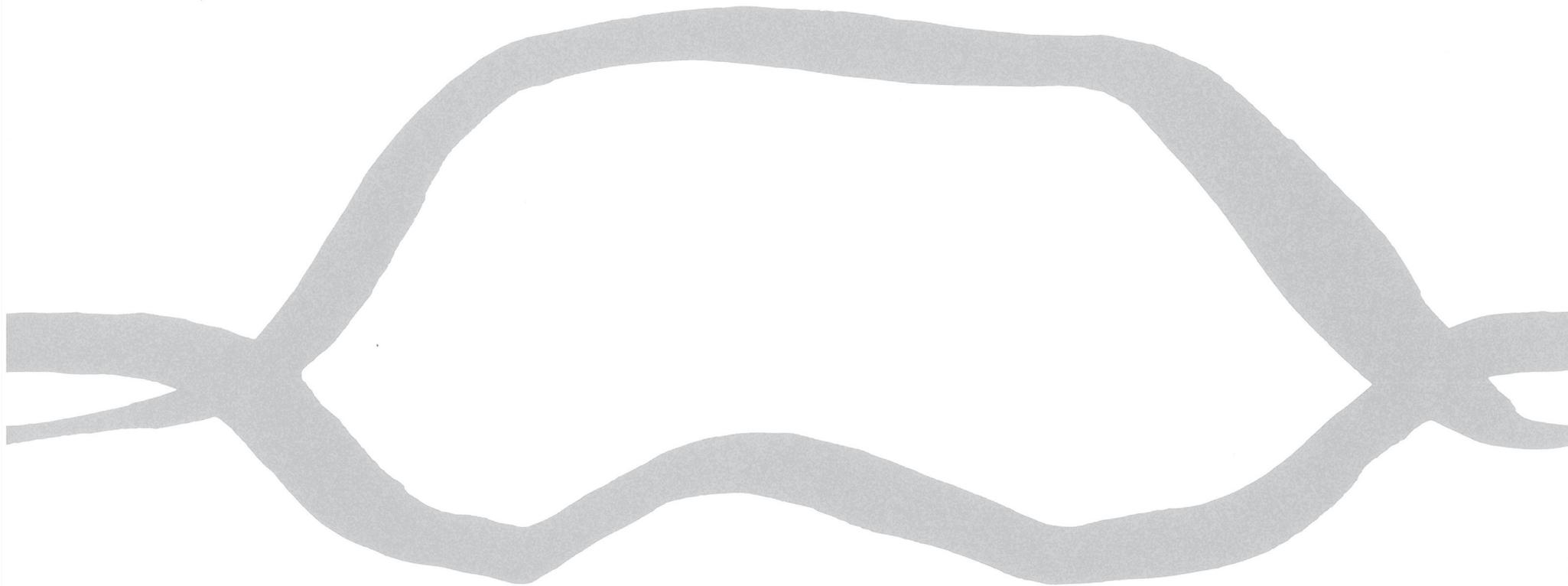
Water and clouds are pleasant and calming to the eye. Both are in constant motion. The lines express this dynamic. The lines remind us of the flow of the water and the passing of clouds.

Blades of Grass

They are prevalent in nature and occur in a great variety of shapes. When enlarged, a single blade of grass turns into an impressive figure.

Dimension

Due to the large size of the drawing they display a strong presence. The concept was developed for a format of 3 m height by 6.5 m width. The dimensions and proportions are flexible to adapt for the local conditions.



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Added Value

A functional building will be upgraded.

The artistic composition accentuates the building and grants it a special character.

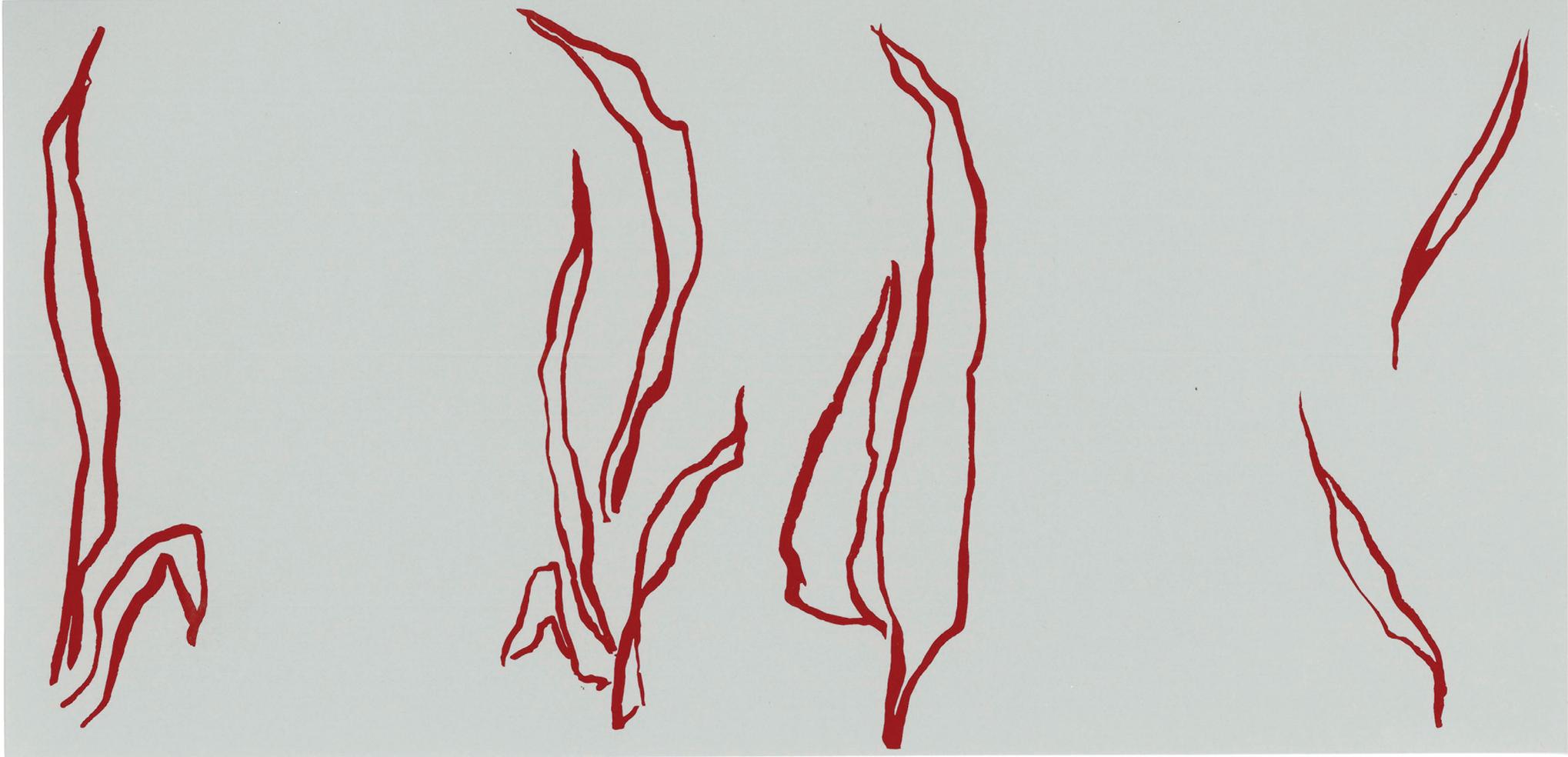
It will become a place with which users and owners can identify.

A positive charisma is generated.

The design is a statement.

The building will be recognisable. It will be a distinctive landmark.

The improved building can be used for PR purposes.



Idea for a Wall Design



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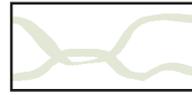
Applications

In order to emphasise the aestetique quality of the project, the wall needs to be a minimal size, ideally a row of at least 20 images.

The idea is applicable for any building with a generous wall area:

- External or internal perimeter wall
- Underground garage
- Noise protection wall
- Factory building
- Aircraft hangar
- Cleaning station
- Urban tunnel
- etc.

Idea for a Wall Design



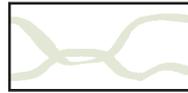
Project by Myrtha Steiner, Zurich

Flexibility

The colour palette will be in accordance with the environment of the building.

The proportions will be adjusted to the wall area.

The goal is an interesting interplay between the building and its location.



Technique

Ceramic screen print on powder-coated metal or glass.

Ceramic screen printing is a high-quality printing technique. It outperforms other printing techniques with respect to haptics, surface effect, stability and endurance. Screen printing is extremely resistant against environmental influences and therefore lends itself to exterior applications. The quality remains high for years.

The colour is burnt-in and is therefore lightfast and resistant against UV light, solvents, abrasion, scratching, and temperature differences. Upon heating the powder-coating of the metal is completely burned in thereby guaranteeing protection against corrosion.

The coloured surface is rich and clearly defined.



Idea for a Wall Design



Project by Myrtha Steiner, Zurich

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Exhibitions and art projects in Switzerland and internationally

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Prizes and awards

Haverdal Residency (SE); Heinrich Böll Cottage, Residency, Achill Island (IE); Artist in Residence, Schoenthal Foundation (CH); IX. Pleinair, Museum Otto Niemeyer-Holstein, Usedom (D); Grants from the Canton of Zug and STEO Foundation, Zurich; Studio Stipend of Matias Spescha, Peyriac de Mer (F); State Scholarship (Switzerland-Hungary); Artest Stipend, Bratislava; Stipend from the BINZ39 Foundation, Zurich.

1962 Born in Steinhausen/Switzerland

1984–1989 Studied art at the Jan Hubertus School in Baden, Switzerland

1982–1989 Studied art history at the University of Zurich, MA UZH

1994–1995 Postgraduate studies in printing techniques at the University of Fine Arts of Budapest