



GALERIE ZUM HARNISCH
Schweiz

Priska **MEDAM**



**BLOG
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*Gallery Blog
by Priska Medam*

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Interview with Priska Medam A Journey Through the World of Art

On June 27, 2024, Sarah Bader conducted an insightful interview with Priska Medam, a versatile artist known for her vibrant and lively works. In this blog, we delve into her artistic journey, inspirations, techniques, and future projects.

General Questions about Art

1. How did you come to art?

Priska Medam began her artistic journey in 1999 when her daughter attended a painting course. This sparked her own interest in art, leading her to study under the renowned painter Sigi Binda in Basel and Riehen and Willi Freund at the Gewerbeschule Basel in Rosenau. She completed her education with a distance learning course at the New Art School Zurich, focusing on drawing and painting.

2. What inspires you the most when painting?

"Creating new, vibrant, and colorful artworks," Medam responds promptly.

3. Do you have a favorite art epoch or style?

Medam does not commit to a particular favorite style in art.

4. Are there any artists who have particularly influenced you?

Yes, Laurence GARTEL, the father of digital art, has been a close friend and inspiring mentor since 2012.

5. What message do you want to convey with your paintings?

Her paintings aim to bring joy to the viewers.



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Technical Questions

6. What materials do you prefer to work with?

Medam initially preferred sand, acrylic paint, and ink. Since 2017, however, she has been particularly passionate about painting on glass.

7. Can you walk us through your creative process?

Her collages are created through a complex digital process, which she then refines by hand with 3D effect painting.

8. How long does it typically take to complete a painting?

The duration varies depending on the project, so Medam does not commit to a specific timeframe.

9. What techniques do you use to achieve certain effects?

For her digital collages, she uses specialized software, while for effect painting, she uses acrylic paints.

10. How do you choose your colors? Is there any special meaning behind your color selection?

Medam selects colors during the creative process to create a harmonious artwork.

Questions about Inspiration and Themes

11. Where do you find inspiration for your motifs?

Initially, Medam found inspiration in nature and captured it photographically. Today, she uses a variety of motifs from her software program, which she skillfully combines into new, unique collages.

12. How do you develop your ideas for new works?

New ideas often arise spontaneously from her subconscious, which she then creatively implements.

13. Is there a theme or motif that appears repeatedly in your work?

Currently, exotic butterflies, flowers, and animals are her favorite motifs.

14. How do you decide what theme to tackle next?

Exhibition and publication requests from around the world, as well as customer inquiries, often influence her choice of themes.



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Questions about Specific Projects or Works

15. Can you tell us about your favorite work?

Her favorite works include Asian-inspired glass artworks with effect painting, particularly due to her connections with Japanese gallerists and art fairs.

16. Have you worked on any particularly challenging projects?

In 2021, Medam organized an exhibition in Basel for a Japanese gallery from Tokyo, a project she found particularly challenging.

17. How has your style evolved over the years?

Medam describes her artistic development as a series of milestones that continue to this day.

18. Is there a piece you are particularly proud of? Why?

Her work "Sea World" (100 x 100 cm), created specifically for the Japanese exhibition in Basel in 2021, stands out. It was also presented last year at the gallery night in Reinach, BL, and exhibited at her solo exhibition "Kultur in Reinach."

Questions about Exhibitions and Public Reception

19. Where have your works been exhibited?

Medam's works have been exhibited both physically and digitally worldwide, including in New York, Miami, Los Angeles, Cannes, Basel, Zurich, Tokyo, San Diego, as well as newly in Spain (Mallorca) and Italy (Venice).

20. How do you feel when your artworks are presented to the public?

For Medam, presenting her works is a form of artistic recognition and brings her great joy.

21. What reactions from viewers of your works have surprised or touched you the most?

She is particularly moved by moments when a symbiosis between the viewer and the artwork occurs.

22. Do you have plans for future exhibitions or projects?

Yes, Medam is planning more digital exhibitions worldwide, which align with today's zeitgeist and allow for exciting and professional presentations. Additionally, she is increasingly showcasing her works alongside Laurence GARTEL, who creates exclusive artworks for the Galerie zum Harnisch.

Priska Medam demonstrates through her work how art can spread joy and inspiration. Her journey and tireless creative process are impressive and make us eager to see her future works.