

★ WHOSE CANVAS ★

Irene Hoff

Currently residing in Bali, the Dutch artist has lived and worked across Southeast Asia over the past years. She began her creative career as a graphic and product designer, and later decided to focus her energy on the creation of art. A little fact: she loves street art.

You were a graphic designer before. Why did you decide to stop and focus on art?

I want to be able to reach more people in their personal space by expressing my self through art and lifting up their daily lives. If they can look and experience my art more often, I hope to stimulate people to step out of the ordinary into dream worlds. Even if it is only for a couple of minutes per day, I believe it will eventually increase the quality of life, because dreams and happy feelings are the powerful tool to create changes you would like to see.

You have been living in countries that have diverse and rich cultures. How far has the cultural aspect of these countries influenced your work?

A lot! I have a painting series called the “World of Weast” which is a direct result of living in different parts of the world. This series is about the West and the East, combining the best parts of different worlds and integrating it into a whole. The viewer might not even be aware that different parts are integrated. I think we should live like that; letting go of the ridged views on life as they are all just perceptions resulting from where you were born and raised.

Can you talk us through how you work? Like, how is your working process going to be like?

Images often start to appear in my head, or I see things that just start to inspire me, frequently when I am on my motorbike. Then, I try to translate it on canvas, and a new series is born. The first one is often one of the best of the series, I think.

What is the signature or strong character in your art?

The combination and balance of colors. Next to that I often use colorful printed paper which I mostly design myself. People say my art is very recognizable.

I understand you are currently active working and exhibiting with the Art auXion. Can you tell us something about this collective?

Well, to start, we have changed the name into View from a Cloud, as we feel that the art auXion is too limited in what we do. View from a Cloud is a unique and novel conception of the 21st century’s art gallery, a virtual gallery which represents artists from all over the globe and reveals the work in the carefully-chosen spaces around the world. Based in Bali, View from a Cloud is dedicated to exploring, collaborating with, and revealing some of the most-talented artists worldwide, with a particular focus on local talents. We organize accessible events in Asia, by putting these creative and stimulating pieces on display, using all creative tools and media possible to increase visibility. In short, View from a Cloud wants to make the world a better and more creative place. Our view, art is energy, energy is progress, and progress is art.

Irene Hoff and the collective are currently exhibiting at Le Méridien Bali, running through to May 11. Find more about her art at www.irenehoff.com.

