



Artist Information

The artist **Gü** was born in Vienna in 1979. He grew up in a typical Viennese social housing complex and later in Lower Austria. He is currently living and working in the capital.

After completing his education he worked as a PR manager for major music labels promoting artists for several years. Then a period of processing, selfreflection and further training began and peaked in 2018 when he found the courage to accept himself as an artist.

„I am fascinated by the challenge to create images while covering up as little surface as possible“.

In order to think in bigger dimensions he self studied various graphic programs to visualize his work in **vector graphics**. He chose this stylistic approach for reasons of practicability and with the goal of enlarging his artwork without loss of quality.

Over a period of three years he successfully launched his first digital series **Schwarz auf Weiss** followed by the **Instinkte** trilogy consisting of Geister Die Ich Rief, animalisch and Animalisch II.

Depending on the platform the images were **optimized** for print and digital as needed.

