



Questions for

ARENIDSELOFF

BRONZE SCULPTURE



What was the brief from the Golden Horse Casino? Do you know why they decided on you for this project?

I met an interior decorator years earlier who was involved in the redecoration of the casino and she suggested my work to the management. One meeting later I got the job. I was very involved in horses and had a lot to show, so I was well prepared. We then initiated some ideas and concepts.

How long did it take you to perfect the initial model for the horses? Has the sculpture been named?

After deciding on a free rearing horse I created the first

clay scalemodel in about a week. About 50cm high. They decided on 3 horses as the final image. I silently called it the "golden trinity".

What do you want the sculpture to say, or do you let your work speak for itself?

The golden trinity for me is very apt and important as this relates to the trinity aspects of life which we are all a part of. It is our creative essence through passion, inspiration and action. On a micro and macro scale it relates to everything in existence. Red, Blue, Yellow. C,F,G notes. Proton,



Electron Neutron atomically. Masculine, Feminine, Child consciousness. Therefore we have to find balance in this trinity which gives us immense creative power combined with conscious living. I need two weeks to explain it all.

With any sculpture, how does your process work from getting the idea, to the finishing touches?

With a project like this there are others involved in the idea stages. I create a scalemodel for approval/changes. Then people help me with the enlargement process for the final artwork. My work is then complete but the foundry starts with moulding, wax artwork, ceramic moulding, De waxing, melting bronze into the ceramic moulds, breaking moulds away, welding bronze panels together and final polishing and colouring. They deserve a lot of credit for the work that was done in only 5 weeks. They worked very hard and clever.

What happened in Pietermaritzburg? The process of erecting the statues, when they would be revealed and who welcomed you upon arrival?

The foundry guys, Micheal and Billy drove with the delivery truck to PMB. 14 hours. We hired a crane to lift and place the 3 horses in position. They are now completing fountain and lights and all will be revealed at the opening ceremony on Friday 10th.

What are your impressions of the full-scale versions?

I liked the different angles that you see of the same design from any position. We all wish we had a bit more time though. It was an exciting concept having to create in the timeframe with so many creative people involved. Hats off to all involved.

What drives you to create sculpture?

It is something that I chose to do at a time in my life as I was always involved in drawing and sculpture from early childhood. Now I have to make money with it. There exists a dance between creativity and needs.

You cast your first sculpture at age sixteen. Did you know then you'd be focusing on this particular art form for the rest of your career?

I was not so positively moulded at an early age to know that this was what I was going to do. Studied engineering

for a while. Army. Then made a choice as I failed in other fields. I now therefore encourage people and children to follow your passions, interests. There is a reason you like certain things and there are many ways to make it work.

Why your focus on equine sculptures?

I was guided, inspired and slapped into this field. Although all my different creations are now being merged into mythical and fantasy creations.

Where does your mind go when working on a sculpture?

To the moment.



Why did you choose the Loop Art Foundry for the casting?

Micheal and myself have come far and ate bags of salt together when he bought the foundry from me and took it to new hights. Only if he dies or cant do my casting will I work with someone else.



Where do you live?

In my home of course. Lol. Chartwell, GP.

Are you married(to whom), do you have children (ages, names)?

Wifes name France. 3 wonderful kids. Kairan 9, Raven/ Arielle twin at 6.

Is "sculptor" your full-time profession? What do you call yourself, sculptor, artist?

I like this question. We are all actually creators and I have different labels depending on the situation. Draughtsman, Painter, Graphic artist, Modeller, Designer, Architect, Production Engineer, Inventor, Entrepreneur, Businessman, Student, Developer, Manager, Director, Marketeer, Father, Freedom fighter, Bum...

What is your reaction when people refer to you as one of the best sculptors in the country?

There is always someone in front of you and there is always someone behind you... If you want to compare. Rather not. I had one privilege of starting young which gives me more practice than some. I have worked long hours drawing, studied, creating and bettering my previous efforts.

Perseverance and work is connected to quality.

What are the upsides and downsides of doing what you do for a living?

Doing what you love for a living only has upsides. And if you can adapt, learn, persevere, listen to guidance from many levels, trust your gut, take a chance, believe and trust in yourself and God and mostly dispell neg thoughts and develop an abundant mind... Then heaven waits on earth. All seemingly bad things has a flip side or lesson which will serve you in future.

The one downside is I feel very uncomfortable in a suit and tie.

Your future plans/projects?

I am focusing on broadening the ineternational client base. Some large, new eq statues, The artworks are going to walls in new materials. The sculptures are becoming mythical. That is what I know know. Who knows what the universe has in stall for me. You see most of the journey looking back while dreaming of the front.

What would be the ultimate project for you?

To become as whole and complete and creative as possible. To stay in the centre of the trinity of life. We use work to ultimately do that. Peace, contentment and fulfillment when I leave. I am finding more and more moments at that place. □

*For more info, e-mail: arend@powerstar.co.za
www.powerstar.co.za*



Arend with his wife France







Golden Horses

AREND & ELOFF

BRONZE SCULPTURE

www.powerstar.co.za