



## TADAO CERN

A multifaceted and highly conceptual artist, Tadao Cern's work has gained global attention with awards and global campaigns for entities such as Samsung, BMW and The New Yorker.

Commencing a professional career as an architect, Tadao Cern later began his pursuit of the contemporary art world in 2011 with viral success. Ahead of his time, Cern gained considerable attention for utilizing innovative technologies in never before seen ways. Notably creating a photo-series documenting beach sunbathers entitled, *Comfort Zone*. Framing a subject in their element seemingly with imperfections and blemishes, the artist cleverly builds upon surface perceptions imparting a presence of beauty with the subjects as sources of inspiration.

Notable works also include daring and exploratory projects such as *Black Balloons* and *Chromatic Aberrations*, a minimalistic and perception-bending painting series exclusively at Method & Concept. Included in Tadao Cern's repertoire is his avant-garde wind-swept portraits entitled, *Blow Job*; an interpretation of the most iconic of Van Gogh's self portrait.

