

Pekka Kallenberg

POMEGRANATES FOREVER





Petra Kaltenbach is a fine artist, video artist, graphic designer, curator and art advisor. Born in Duisburg, Germany in 1962, Petra began her career as a graphic designer and held the position as managing director and partner of an advertising agency in Germany from 1991 – 2002.

Petra moved to Dubai in 2004, where she witnessed rapid. This influenced her art theme of transformation immensely. With her background in graphic design, she transitioned into painting and video art often intertwining her paintings with embedded technology such as QR, AR, NFT, UV-printing and 3D-printing.

Petra's core theme is transformation and her main motif is the pomegranate. This fruit has been with her for many years as a symbol of love, health, wealth, the feminine, and the divine. These are all great transformative powers...

In 2016, Petra was shortlisted by the International Emerging Artist Award - IEAA. In 2016 and in 2018, her video art was accepted to be shown on the façade of the Burj Khalifa in Dubai. That same year, she was awarded the title of the best UAE-resident artist at World Art Dubai. She was also sponsored by Canon, who gave her a year-long sponsorship due to her work with their printing technology. The artist continues to collaborate with Canon on special projects by incorporating their UV-printing technology into her paintings.

Since 2019, Petra has been part of the curatorial team at World Art Dubai, one of the biggest art fairs in the Middle East. In 2023, she became their art advisor and started sculpting.

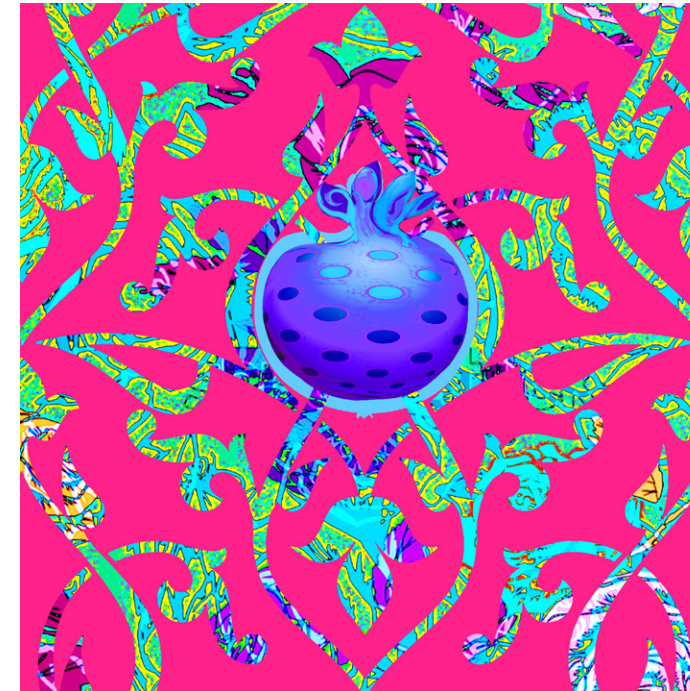
- 2015 - development of her QR-Art
 - full time artist
- 2016 - shortlisted for the IEAA Award
- 2017 - Shortlisted video for Burj Khalifa facade
 - Shortlisted for the World Art Dubai Award
 - Canon Sponsorship for 1 year
- 2018 - Finalist for Burj Khalifa facade
 - Finalist of the World Art Dubai Award: Best UAE-Resident Artist
 - Sponsored by the German Embassy
- 2019 - Curator of World Art Dubai till 2023
 - Co-Creating a fashion line with the label ROXX Fashion
 - Sponsored by the German Consulate General in Dubai
- 2021 - awarded with the 10y Cultural / Golden Visa by Dubai Arts and Culture Authority
- 2021 - First NFT launched with MORROW Collective
- 2022 - Art Dubai Digital
- 2022 - Winner Web3 Decode Award from Gulf News for the 'Best Emerging NFT Artist'
- 2022 - German Ministry of Foreign Affairs commissioned: WE_50 years diplomatic relationship between Germany and the UAE honoured through art
- 2023 - BoulevART, biggest digital art festival in the ME
- 2023 - Art Dubai VIP-event
- 2023 - nominated from one of the biggest Crypto-platforms as one of the 10 Top Digital-Artists
- 2023 - Art-Advisor to World Art Dubai
- 2023 - Started sculpting and entering the Saudi market
- 2024 - launching her 1st sculpture series, entering the German and African market



CONCEPT_STATEMENT

POMEGRANATES FOREVER

A historical icon wrapped in Arab Pop



POMEGRANATES FOREVER is a series rooted in the idea that pomegranates have continuously inspired artists throughout history. The pomegranate, one of the oldest cultivated plants, has played a significant role in cultural history and art.

Believed to have originated in Persia, it was grown in Mesopotamia by the 3rd millennium BC and spread to Syria and Palestine and then throughout the Mediterranean region. By the 2nd millennium BC, it appeared in Egyptian art. Arabs introduced it to Spain, particularly Granada, and the Spanish later brought it to the New World, including California, where the largest U.S. growing region exists today.

While spreading through history the pomegranate has always been widely used in art.

POMEGRANATES FOREVER



Petra Kaltenbach, a virtuoso in the realm of contemporary artistry, thrives on the embrace of cutting-edge technology. Renowned for her affinity for unveiling extraordinary creations and pioneering techniques, she continuously astounds the art world. Her central theme revolves around transformation, utilizing the pomegranate as her canvas for projecting transformative thoughts. The pomegranate, symbolizing love, health, wealth, and divinity, serves as a vessel for immense transformative energies.

In 2021, the POMEGRANATES FOREVER series was created especially for Canon. As Petra uses their printing technology within her art, Canon sponsored her for 1 year. They recognized the significance of periodically documenting the artistic process involving UV printing. Therefore, Petra was tasked with crafting an artwork that seamlessly integrates UV-printing and non-printing elements. The incorporation of gold and neon colors in the artwork, highlights to viewers that not everything can be printed, emphasizing that the fusion of both elements is what lends the artwork its distinct allure.



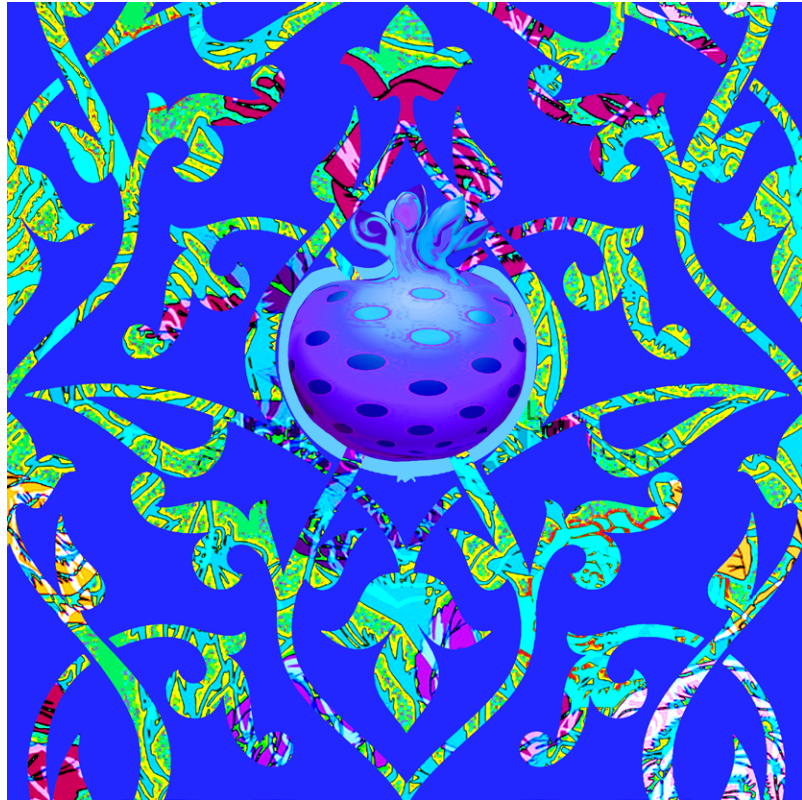
In 2024, Petra re-created the artworks in a smashing Arab Pop style.

POMEGRANATES FOREVER

The motif blends an old, traditional pattern with a newly designed pomegranate, creating a connection that transcends time. Here in combination with her 3D-printed pomegranate sculpture from the series EVERYBODY'S DARLING

POMEGRANATES ON THE WALL



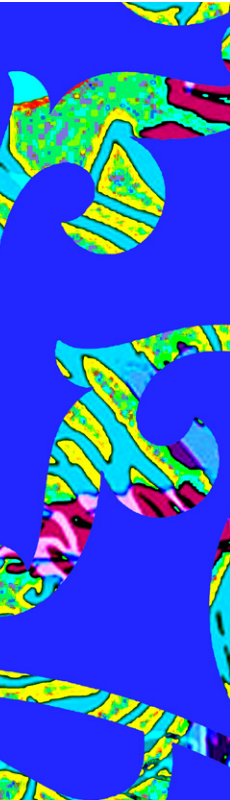


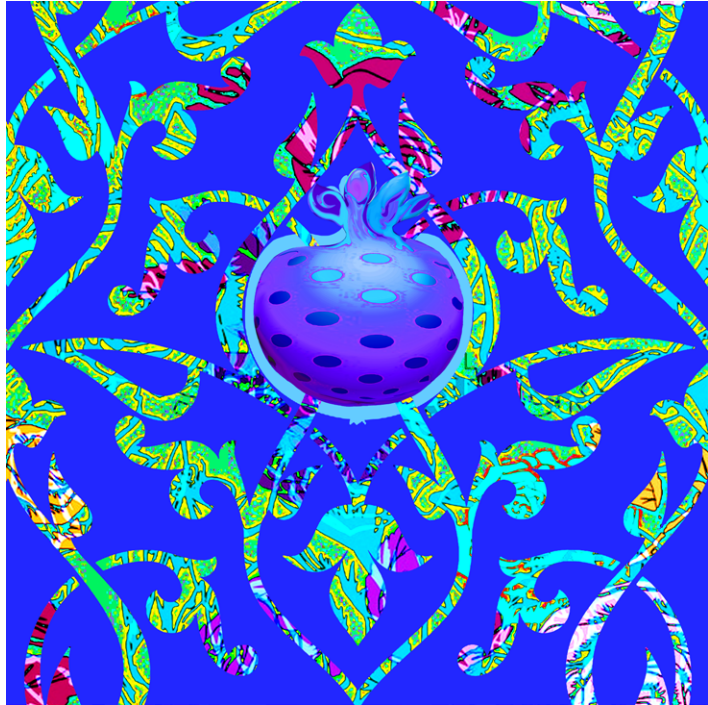
POMEGRANATES FOREVER

The artworks are digitally created and, therefore, only available as prints.

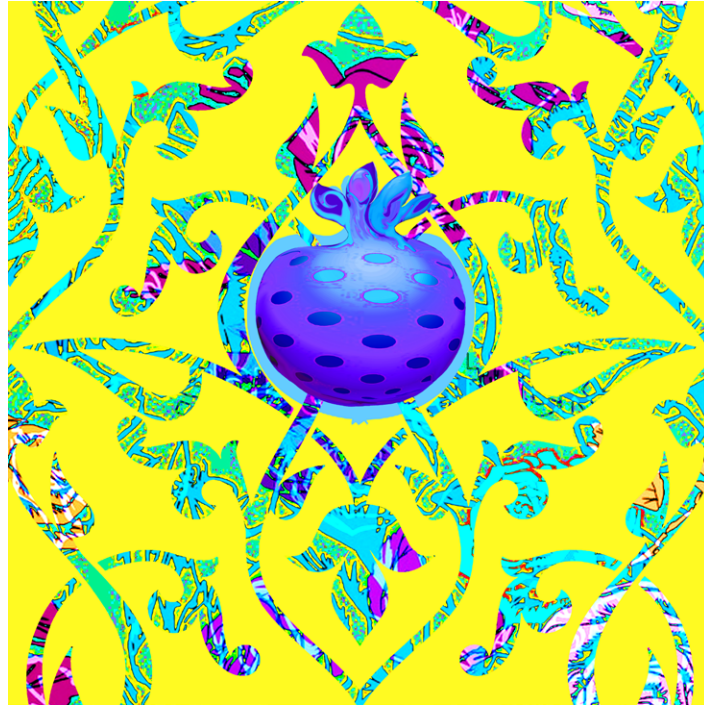
The motifs are limited to an edition of 10. They are printed on fine art paper and framed in black.

Size: 60x60cm

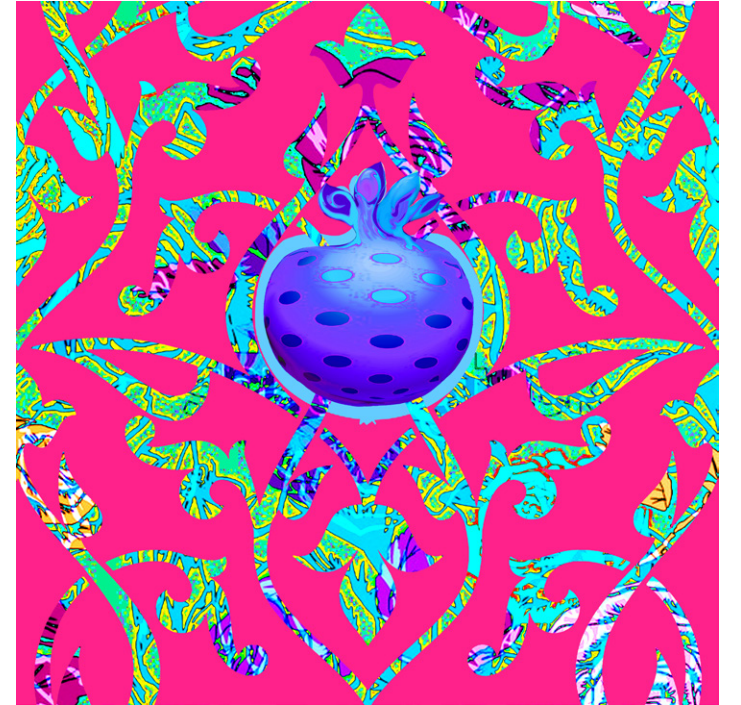




POMEGRANATES FOREVER 1



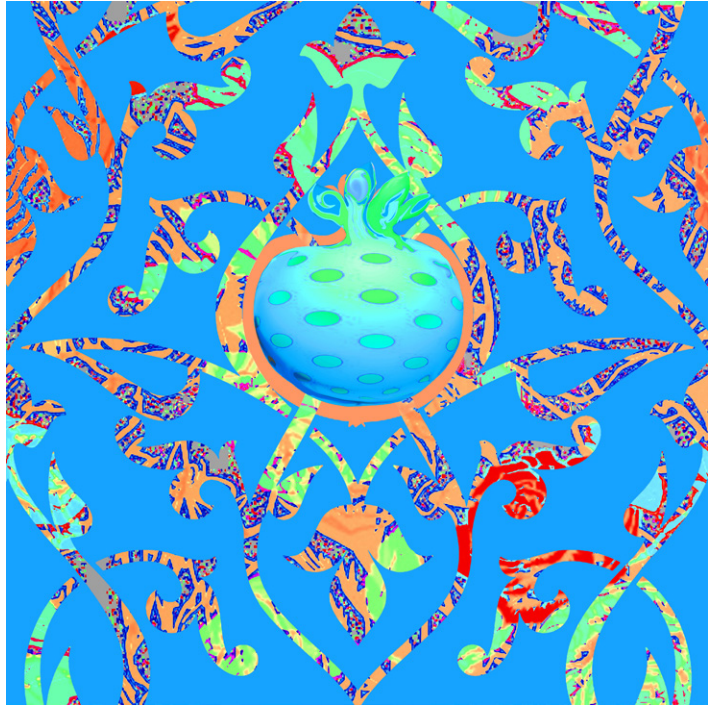
POMEGRANATES FOREVER 2



POMEGRANATES FOREVER 3

The motifs are limited to an edition of 10. They are printed on fine art paper and framed in black.

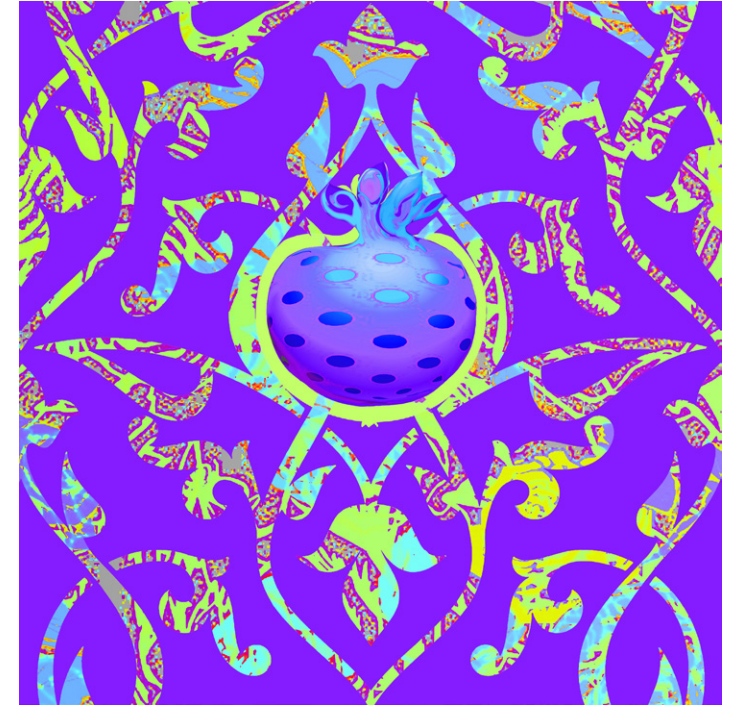
Size: 60x60cm



POMEGRANATES FOREVER 6



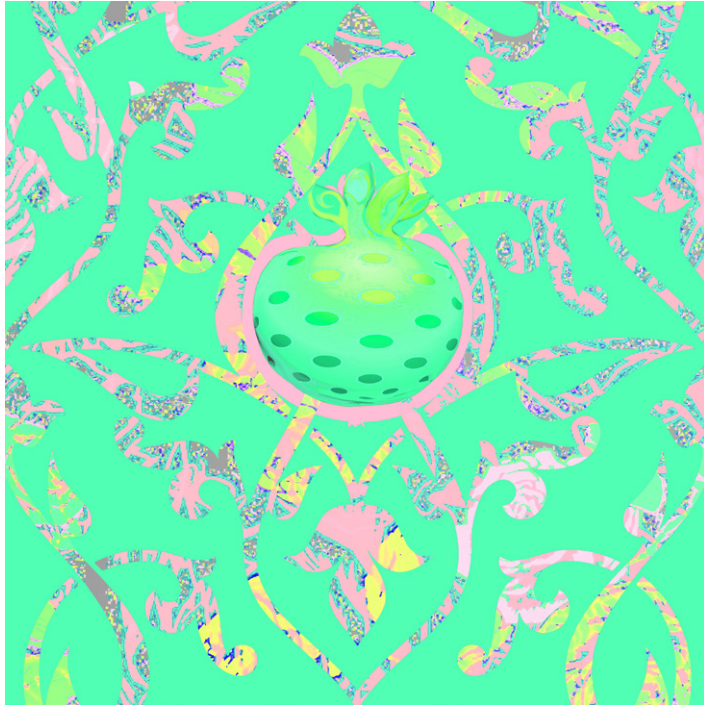
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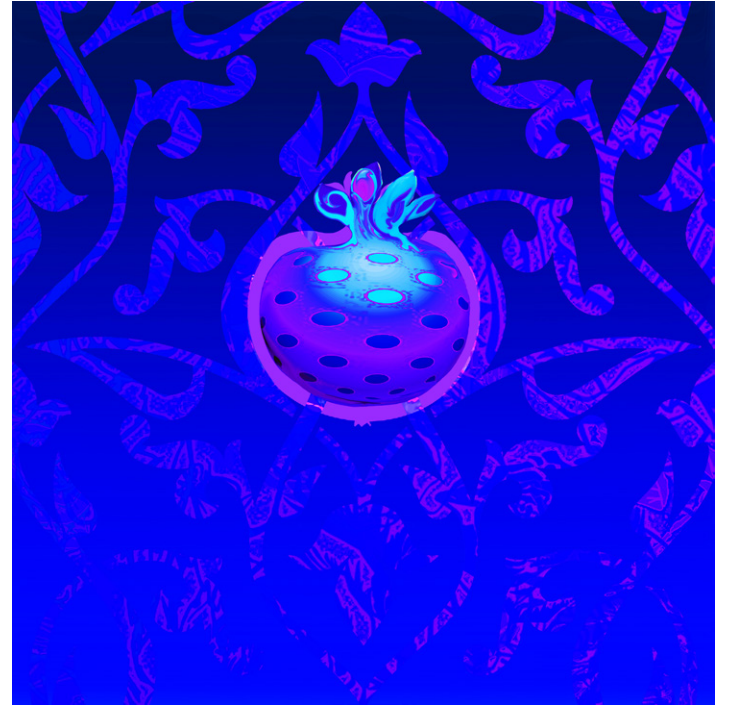
POMEGRANATES FOREVER 5



POMEGRANATES FOREVER 8



POMEGRANATES FOREVER 7



POMEGRANATES FOREVER 9

Petra Kaltenbach



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