

Christiane Holzheid

## Artist Statement

Growing up in different cultures has taught me from an early age to be conscious of the way I communicate, the ability to adapt quickly to new situations, encounters, people, and cultures. It fostered my desire and enthusiasm for finding and establishing new means of self-expression. It might have awoken my huge appetite to continuously explore and venture into the challenge of the unknown.

My interaction with different cultures and languages has also given me a strong urge to communicate with others, no matter how varied their background. This is why I am so drawn to the visual world. For me, design is the most efficient way of communication, since it is a global language.

I continuously need artistic simulation. Sometimes I just pack my bags and march into the new frontier with the ambition to gain as many stories, knowledge and new design skills as possible, or I simply cycle down steep hills.

I have also come to understand that in order to reach my dream of being a respected expert in visual communication I need to draw on my mental ambidexterity and discover new and unexpected possibilities. Strip the essential from the extraneous. That is, I combine my knowledge through education, everyday experience, common sense, and heart to inspire an innovative and visionary product theme. I constantly push myself in today's environment with its advanced, fast changing technology, because it is up to me as a designer to get as many tools, experiences and knowledge under my belt as possible. Only then will I be able to fully participate and be a fair communicator.

It is my passion to actively interact with people, stirring their thought processes and arousing communication by using visual language. I feel resolute in finding solutions and an inlet to being involved in a larger community.

Everything I have done so far felt like a challenging-game - but the past 8-month have been a challenging-seriousness.

I will never stop playing and I like challenges a lot!