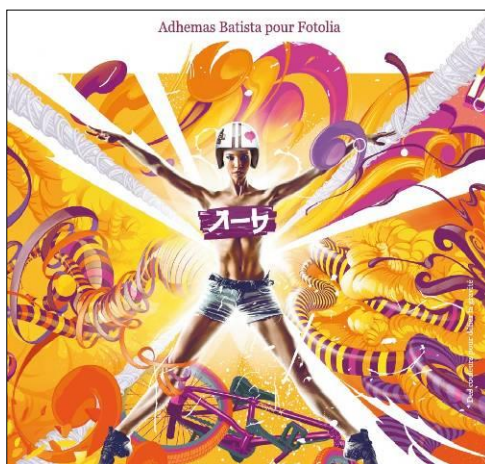


Fotolia presents Adhemas Batista, the 3rd digital artist of TEN, Season 2

His composition, named « Colors to Defy Gravity », will be available for free and for 24 hours in PSD format, on Friday, March 8th on www.tenbyfotolia.com



NEW YORK, March 06 2013 – On December 19th, 2012, Fotolia launched Season 2 of TEN, a colorful campaign which aims to bring together 12 famous international artists, two of which are being kept secret. The first two creations, by Gustavo Brigante and Soonguy Gwon, broke records with 23 454 and 31 265 downloads respectively, in the first 24h. Following the start of the campaign, the TEN by Fotolia website registered above 100,000 visitors in just a month. For its 3rd month, Fotolia presents the artwork of Brazilian artist Adhemas Batista, downloadable in PSD format for free and for 24 hours, at 10am on March 8th on www.tenbyfotolia.com.

Adhemas Batista : The “color salesman”



Brazil’s shimmering colors and rhythmic vibrations are constantly emanating from Adhemas Batista’s work. An Art Director, illustrator and designer at the same time, this Brazilian artist defines himself as a “color salesman” with his slogan, “I’m selling colors”.

In 2004, he worked with renowned creator Marcelo Serpa on a project commissioned by the Havaianas brand to the AlmapBBDO Agency. It is during this time that this self-educated man, a graphic designer since he was 15, developed his graphic identity. His style stands out, with strong colours and visuals, which have earned him various prestigious awards, including the Golden Cannes Lion in the “Conception” category at the 2009 Cannes advertising festival. At this same

festival in 2003, he became known as the “Young Brazilian Creative”.

His clients include companies such as Danone, General Motors, Microsoft, Nestlé, Nike, Nokia, Pepsi, Puma, Unilever and Volkswagen. *“I maintain my creativity with constant work. Personal realizations allow me to enrich my professional compositions,”* he explains.

The cultural wealth and diversity of his native country have a strong influence on his creations - he uses bright colors and shades, without needing any special effects.

An artist true to his roots

His work is impregnated with the urban culture of São Paulo, where he was born in 1980, the Rio Carnival and traditional handicrafts from Brazil’s North-East region. Even though Adhemas Batista has been living with his family in Los Angeles since 2006, where he set up his studio; he remains faithful to his origins: *“I think our environment and*

personal experiences directly influence our life, as artists or designers. My work is probably more Brazilian than I am. I can be very calm and serious, while it's happy all the time."

Highlighting Brazilian culture through the TEN project

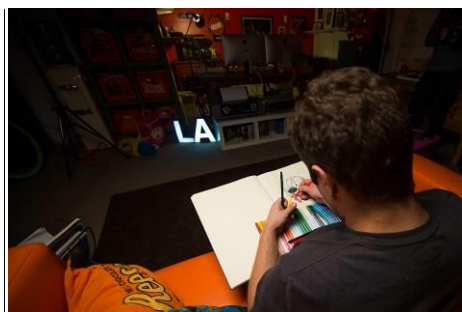
"This invitation to take part in the TEN project allowed me to highlight the colors of my country on the international creative scene. It was a great opportunity to showcase both Brazilian culture and the U.S."

In his artwork, named "Colors to defy gravity", typography, illustration and images interact in a joyful and harmonious ensemble. His graphic print has inspired a new generation of graphic designers.

"Looking for images on Fotolia, I found the photo of a girl, floating and posing like an "X". She couldn't have been more perfect, the X being the Roman figure for "10". Besides, the girl's position suggests a graphic explosion behind her. I inserted manga and comics references, and then mixed them all up. This allowed me to create planar shapes, with volume and light. This work is a chaotic graphic explosion evoking the urban and youth culture, a kind of energetic rebellion, with bright colors and complex shapes."

Meeting Adhemas Batista

Two videos, subtitled in 12 languages, were shot in the artist's work space. The first one, which features his personal world, can be viewed on [the TEN Collection Facebook pages](#) as of **March, 6th**. The second one, which reveals his creative techniques, will be available on D-Day, **March 8th**, on <http://www.youtube.com/tencollection> and www.tenbyfotolia.com.



[Click here](#) to download the "TEN Season 2" press kit.

About TEN :

TEN is a creative, digital and educational project created by Fotolia in 2011, which aims at democratizing digital art. TEN, as in 10 artists, 10 countries, 10 months and 10 PSDs. This unprecedented project allows any web user to download for the PSD source file for free over a 24 hour period, for ten of the world's best digital artists. This allows the artists to share their work techniques, and cultural influences. Each user can access the set of layers, graphic elements, and style effects held in each PSD, and appropriate them to use them in his/her own work. This community initiative was born from the cooperation between Fotolia and two well-known graphic communities: Wisibility and Amkashop. TEN is also supported by national and international partners, such as Adobe, Behance, and Wacom. Learn more on www.tenbyfotolia.com

About Fotolia

Over 3.7 million people prefer Fotolia for affordable, royalty-free images, graphics and HD videos. With the introduction of the Infinite Collection, Fotolia became the first worldwide microstock organization to offer both crowd-sourced and professional images on one site. Founded in New York City in 2004, Fotolia spans the globe with websites in 12 languages and offices in 21 countries. With over 20 million files to choose from, find it on Fotolia.com.

Press Contacts

Lisa Cyr

Communications Director, Fotolia North America

lisa.cyr@fotolia.com

+1 403 554 9959