

Fotolia's TEN campaign goes post modern this September with "Faux tiroirs" by Serial Cut

NEW YORK/PARIS, September 2nd – Following August's special edition motion design artist, Lydia Baillergeau, design, TEN It is now back on track and headed to Spain with its 9th international digital artist: Sergio del Puerto, better known as his studio's alias, Serial Cut™. His creation, « Fake drawers », will be downloadable to download for free for 24 hours on Tuesday, September 10th, 2013 on www.tenbyfotolia.com.

A modern-day "cabinet of curiosities"

For September, Fotolia heads to Spain with Art Director Sergio Del Puerto, better known after his studio's name, Serial Cut™. Inspired by the renaissance period's "cabinets of curiosities", Serial Cut™'s piece is the perfect post modern example: an eclectic mix of old and new, combining human body parts like teeth and arms, mixed with everyday things, but historical science tools, tubes, An enigmatic, strange and wacky jumble that begs the viewer to lose him/her self in the winding mazes of the artist's mind.

A complex cross between surrealism, pop culture and luxury

Creating Serial Cut's strange laboratory called for various techniques, from Photoshop photomontage to 3D work with Cinema 4D. The challenge was to harmonize the light and colors of the photographs chosen from Fotolia. *"I like it when people take time to examine an image, when then enjoy looking for details, wonder what's real or digital, etc."* His style is an interesting intersection of surrealism, pop culture, and perhaps even the baroque, giving his work a unique look and visual identity. *"A good designer is defined by his/her capacity and will to develop and defend his/her own projects. The most difficult thing, but also the most necessary, his to have your own visual identity, and an authentic style,"* he says. His influences come from a variety of places: his childhood, modern and classic art, architecture, movies such as Monty Python and more.

For TEN, Serial Cut shares tips and techniques to aspiring designers

One of most interesting aspects of Fotolia's TEN campaign is the fact that aspiring designers not only get to learn a variety of tips and techniques from accomplished professionals from around the world; they also get to learn more about the artists themselves, their background and influences. Users can watch the tutorial video, in which the artist shares his techniques and the step-by-step creation process, will be available on the TEN release day, Tuesday, September 10th, when users can also download the PSD file for free, for 24 hours.

Watch the lifestyle teaser video [here](http://youtu.be/bbyvDzOOWMk) : <http://youtu.be/bbyvDzOOWMk>

Download the press kit for TEN Season 2 here:

<http://www.tenbyfotolia.com/pdfs/fotolia-presskit-ten-season2-us.pdf>

View the artist's website here: <http://www.serialcut.com/>

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, Wacom, and FJWestcott.

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 15 languages and offices in 23 countries. With almost 25 million files to choose from, Fotolia offers something for everyone.

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