



bio : hans kline

Working as an Art Director for the last decade, Hans Kline is constantly aware of the construct of image and the importance of building a brand. Having studied Architecture at the University of Virginia leading to a previous career as an Architect, this platform gave him the discipline needed to design well; never forgetting the parameters of reality and project requirements. This balance of form and function, led to his trademarked motto that directs his graphic design practice today: Make it Beautiful. Make it Work.™

Born in Harrisonburg, Virginia, he was introduced to painting by his grandmother who painted landscapes and stills extensively. Being fortunate to have travelled the world at a young age, Hans has always had a world view of what is considered art and the many forms of communication it can articulate. He celebrates the highest and lowest forms of art; taking joy and inspiration in everything from the labels of a vintage syrup bottle, a passing train transporting hazardous materials, the precision of a hand drawn blueprint, to works by the bold Renaissance master Hieronymus Bosch, and the pioneers of graphic design shown brilliantly in the 1920s posters of the Russian avant-garde film industry.

The style conscious, sometimes tongue in cheek artwork seen in his current show, **bad art : { iconografitti }**, reflects the need to have a lighthearted approach to the seriousness of our daily lives and what we place so much importance on, while never forgetting certain stylistic goals. What defines an icon? Do we make them untouchable? Should we let them define us? Being able to laugh at yourself, and especially at others, makes for a much more balanced world.

Take yourself seriously but then push yourself into the pool.



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