



artêria

MORIELLO

For over a decade now Moriello has been producing high impact imagery, brand development and conceptual graphic design for a wide range of influential group of clients. Moriello's work as a graphic designer has earned him several prestigious awards for his original creations. Today, he introduces his latest artwork through color therapy. Inspired by photography and cinematography his creations highlight the chemistry of colors with abstract design. Every piece explores the issues relative to today's culture, public and private identity, expurgation as well as exhibitionism.

"Having all but abandoned my paintbrush and all its traditional pigments, I find myself dazzling in a pixel world. The result of an epiphany and the outcome of something so negative "a pixilated image" becomes a beautiful fascination to me. Color therapy and color composition create a vibrancy to stimulate all five senses. Resulting one to magnate to certain colors, young and old, not knowing the hidden image behind each print is absolutely incredible to me. Once one realizes that color is our first attraction the actual image then remains a fantasy. Most of my images are inspired by cinematography, although these creations highlight the chemistry of colors with abstract design. These color pixel images are appreciated for their color composition, and with a little inspiration, imagination and creativity, one can discover the hidden imagery. "

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