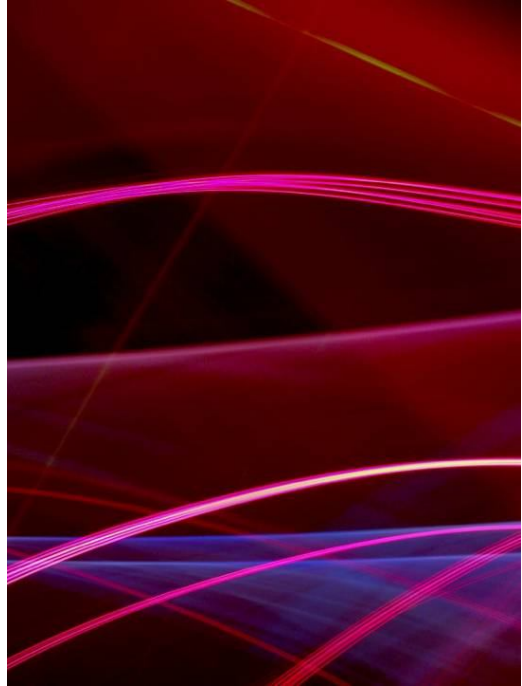


Artist Throws £32,000 Camera for Art's Sake.

American photographer Captures Unique Motion Images for
Parallax Art Fair, Chelsea Town Hall, February 28th – March 1st, 2015.

An artist exhibiting in the twelfth edition of Parallax Art Fair in February and March 2015 creates unique and random images by tossing a £32,000 camera into the air. Texan, Mark Paulda, who was recently endorsed by none other than the Queen and Government of Bhutan in South Asia for his educational photographic work in the region, carefully sets the timer and shutter before flinging his Swiss-made Hasselblad. "The camera spins, tosses and turns, before descending", he explains. "In my mind, throwing the camera in the air is somewhat like a leap of faith - faith in catching, that is. Onlookers, however, see a mad man tossing thousands of pounds in the air hoping to catch every last bit of currency. The results are some of the most interesting abstract light shapes, and all are unplanned. There never is a duplicate image no matter how formally I plan. Only the twists, turns and catch determine the outcome."



Mark Paulda, *Wandering*

Alongside Paulda, Parallax Art Fair will exhibit almost 200 international makers and over 3000 pieces of fine, decorative and applied arts. All the exhibitors are self-representing makers selling in the £200-£10,000 price bracket. Most have substantial exhibiting experience. Countries represented in February will include: Austria, Lebanon, Brussels, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Israel, Japan, Turkey, United Kingdom and United States of America. Alongside painting, sculpture and printmaking, there will be jewellery, photography, ceramics, textiles and design furniture. "I'm particularly pleased that in this edition we have an increase in furniture makers, as well as a sculpture park exhibiting", commented Dr Barlow, one of the founders, "Parallax is probably the only exhibiting platform that deliberately considers itself both as an art object and a viewer of objects."

There are benefits for all types of visitors to the fair in February. For those wishing to purchase work by new or mature exhibitors, most with exhibiting and commercial business experience, PAF is proving to be one of the best wholesale markets for both buyers and exhibitors, with some exhibitors exceptionally taking 3000% profit margins. Buyers can take advantage of the same expertise, yet with lower prices than can be offered by galleries and other fairs because of its low exhibition overheads (the lowest of any similar fair in London), 0% commission fee, free entrance, and makers central to the selling process. Some exhibitors are also tax free, saving thousands of pounds for buyers. The range of work is often higher and more varied than can be found in some galleries, which is probably why dealers are

PRESS RELEASE

PARALLAX AF

increasingly taking advantage of the low-price situation themselves. "I was unsure what to expect when I visited," one London gallerist has explained, "but I spotted a sculpture near the entrance. I chatted briefly to the artist, but did not mention who I was. I decided to run images past my clients. I sold one for £10,000 and then a further three more. I decided to commission the artist for more pieces."

The exhibition is free to the public and further information is available at: www.parallaxaf.co

PRESS RELEASE ENDS

Notes to editors:

Parallax Art Fair opening details:

Doors open to the Public:

Saturday 28th February 11am – 5pm

Sunday 1st March 11am- 5pm

Venue: Chelsea Town Hall, King's Road, London, SW3 5EE

Entrance – Free.

Visit Parallax AF – <http://parallaxaf.co>

Follow Parallax AF - <https://twitter.com/#!/ParallaxArtFair>

DAY PASSES: <http://www.parallaxaf.co/tickets.html>

For more information, images or if you wish to speak to any of the artists
please contact Grace Li – paf@parallaxaf.co