

AREND ELOFF

By HT Staff

AREND ELOFF WAS BORN INTO AN ARTIST FAMILY WHERE HIS FATHER BECAME A KNOWN AND SUCCESSFUL WILDLIFE CANVAS ARTIST AND HIS MOTHER ALSO SKETCHED AND PAINTED. ELOFF HAD THIS LOVE AND PASSION FOR DRAWING EVER SINCE HE CAN REMEMBER AND BECAUSE OF COLOUR DEFICIENCY, HE REVERTED FROM PAINTING AND BECAME MORE INTERESTED IN CLAY. THROUGH THE YEARS THIS WAS DEVELOPED AND HIS FIRST BRONZE WAS CAST WHEN HE WAS ABOUT 16 YEARS OLD.



He tried a direction in engineering after school but his heart was not in it and after a compulsory army stint for two years, he started to embark on drawing, painting and sculpting as a career. He was 24 years old when he decided to start his own bronze casting studio where he could manage and produce his own bronzes. This was a long cycle in his life through which he worked long hours to master the casting process and create artworks simultaneously.

At this stage he was focused mainly on the South African wildlife scene as an inspiration mainly because he was surrounded by wildlife art and was also the “in thing” to do at the time; he exhibited widely with his father and mother.

Married at 34, and a time where his art also changed, he broke away from the family working concept and moved into a world on his own. Eloff then was inspired by larger sculptures where also a range of birds of prey came into being, however the wildlife art scene was changing and galleries only took work on consignment. This forced him into a corner and some dark days with years following; a divorce with three children helped to push into new ways and different directions.

THEN THE HORSES CAME:

"I believe I was chosen to sculpt horses as a main topic and it's a big part of my destiny."

Some clients approached Eloff to produce horse sculptures and that is when he started looking at the horses as a topic of interest which took him back to his early childhood where his inherent interest was drawing and sculpting those creatures. He sees horses as an international topic and is now moving into the greater arenas and exhibiting at larger international shows.

Inspired by the heart of the horse, an animal who has bowed down to humans for millennia, adding our combined culture and evolution, Eloff explains, "Horses have waged our wars and ploughed our fields and we think we have mastered them, but we still yearn for their essence of freedom and we still need to control its power. It is this essence of freedom, beauty and power that still inspires me to create artworks of interest." He continues, "I also work on certain commissions from clients, a combined creative process. Many of my works are needed for exclusive awards and trophies thus the clients still have a say in the artwork, but sometimes I am just inspired by horses that I see in the arenas or fields where I view them."

On certain breeds Eloff sculpts, he adds, "I work with all horse breeds and therefore I need to apply my skill and talents into creating artworks which are recognised by its specific characteristics and breeder's information. It takes some skill to create different breeds and species, and I still learn plenty from the various aspects of the horse world. I am currently bringing a mythical element into my creation as the horses grow wings and fantasy stirs




the imagination. I have done many smaller and desktop size artworks and I have also created some larger pieces. Three different life size artworks have been done and I am currently working on a huge monument for The Golden Horse Casino entrance. These pieces can take up to six months to create."

CREATIONS & PRODUCTS:

Eloff's work is widely used as collectors bronze artwork where his team creates a very limited series of pure bronzes for the bronze art lover. The artwork is numbered and certified. Some artworks are sought after as trophies and awards which is something different than the usual ribbon or silver dish. For this purpose the sculptures are usually created in a cost effective bronze compound. The team sometimes create exclusive awards to clients, race clubs or stud farms that are unique with logos and designs incorporated, such as the trophies specially created and presented during CSI 2010 at the Sharjah Equestrian & Racing Club. Eloff also works on large statues for entrances or dynamic statements for any equestrian estates or private clients. "As my skill is defined, I have done some commissions of exquisite horses for proud owners. Then there are all the private clients who simply love horses and the art that goes with them."

that responsibility. He reassuringly says, "I am surrounded by dedicated production studios in bronze and resins that is the backbone of the creation process. It is my vision to expand my work into the international arenas and hopefully my artworks will please an even greater audience. I also hope that my work will focus our attention on the beauty, power and importance of horses and animals as companions on the planet - and that we can still learn so much from them if we only learn to listen and feel. All forms of animal cruelty and negligence need to be eliminated as many of the animal artworks that I have done might be of species that could be completely destroyed. If horses support me then I would like to set up some creative entrepreneurial schools as my own schooling or education did not really give me what I needed to make it in the big world."

CHANGE:

If there was something Eloff could change about himself or works, what would that be? He answers, "Sometimes the only thing that I choose to change in myself is procrastination. But I do aim to work on it. My belief in myself is changing and I have faced many deep and dark fears on choosing this medium as my creative endeavour. I am starting to reap rewards from many years of perseverance and overcoming obstacles, and I can trust that my skills have been honed to create outstanding horse artwork and service the horse communities with my talents and skills..... and who knows where to next?" 



Horsepower

There is an essence all around That lifts you up from earthly ground and push you into scared sound, It can be found, it can be found



Mane Attraction

Wind in my hair, Thunder in my feet My power is the one to meet



PRODUCTION TEAMS & GREATER VISION:

The production teams were started by myself and then I let them take it over and run independently to free me from

Arend Eloff
 +27833924589
 arend@powerstar.co.za
 www.powerstar.co.za