

Her client list includes Madonna



With a style unique to her, contemporary artist, Bron Stofberg of Durban is bringing a breath of fresh air to the challenging art scene. Working from her cozy studio in Morningside, she talks about her journey from Africa's wild plains to a city-living, internationally renowned artist.

Bron is a down-to-earth woman who has big dreams. Five years ago she was living in Hluhluwe, with her husband Nico and children, Tegan (8) and Matty (7), running a bush lodge and being arty in her spare time. Today, she is one of the most unique artists in the country. And it all happened, by mistake.

"I was playing with different paints and accidentally put the wrong products together. This produced a chain of events and a new method of making art," she says, smiling as she recalls her early discovery that has set her on the path to success. While she can't reveal her trade secrets, Bron says she uses oil based paints on canvas and a unique formula to create a reaction that flows, pulls, blends, speckles and merges to produce an amazing sheen that draws you in. Each piece is custom-made to size, colours and style.

Admirers of her work are fascinated by the glossy 'wet look' of her paintings, always wanting to touch and run a finger over the surface, considering not a single paint brush is used in her technique, only the pouring of tiny bottles, palette knives, hairdryers and other handy household tools! "My work is all about movement and the technique I've perfected. It is meant to stir feelings from within the people who are looking at it, and that alone makes it original."



As a child, Bron excelled at art. But, being naturally gifted doesn't mean she's had it easy. She still had to build a reputation and convince others to believe in her talent. "It was my brother who gave me my first commission and my mom, an interior decorator, who helped me on the road to success. It took hard work to get where I am, but I promoted my work well and I was determined to make a living from my passion for art." And she did. Bron's art is of such a high standard it has found homes in many up-market homes all over South Africa, and many have made their way overseas, including a custom-designed piece for a Post Production House co-owned by Madonna, in Soho, London.

"I was approached by Horak Venter, a top local Interior Design company who commissioned me to paint. The brief was very specific, but restrictive from an artist's creative point of view! They asked for two four metre long pieces, using only green and white paints and incorporating the theme of the company – movies," she said. For Bron, the challenge was set. She came up with the idea of a film reel graduating from light to dark green, heavily textured paint and was even able to use the company logo to give it a personal touch. The final product was beautiful - two paintings, mirror images of each other running in opposite directions. They were loaded onto a ship and sent abroad. It was only after she had completed this project that she was told who her client was.

"Often it's safer not knowing your clients, as it can influence the pressure on your shoulders and the outcome of your work." "I love the challenge of dimensions, colour briefs and the instructions to make it happen! My art is paired, mixed, dabbled and manipulated and with that skill and craft involved, comes uncertainty, but that's where the fun lies." Of course Bron admits she's not creative everyday, because its just one of those things. "It gets really busy around the house when little bodies are running around, so I paint in the mornings when the kids are at school. This also means that when my husband comes home, we can all make the most of our family time together. We're a normal, active family; we love watching movies, eating pizza at Spig O'Dora or braaiing with my close family. At least I can look back and never regret anything, because even if my art had never materialized into anything, which I'm so glad it has, at least I know I'd have been good at mixing colours!"

Bron's work is available in and around South Africa. Find it at Contemporary Life, Florida Road, 031 303 9953 and Simply Great Décor, Clarence Road, Berea, 031 312 8318.

Contact Bron on 082 462 6168, e-mail bron@bronstofberg.co.za. This e-mail address is being protected from spambots. You need JavaScript enabled to view it or find her on Facebook under Bron Stofberg Contemporary Artist.



bronstofberg
contemporary artist