



SWEDEN

In 2013 the Swedish entrepreneur Christian Bergenstråhle met the artist Catrine Näsmark. He fell in love with her paintings but realized that the price for each piece was quite high for many people. His initial thought was – it should be possible to make expensive art more accessible without losing the quality. This is how his new art concept "plexiographies" was born...

A plexiography is a reproduction of an established artist / photographer's original piece printed on plexiglass in a limited edition. Plexiographies is a high quality product – it's not IKEA but not high end gallery art either. It's a way to offer art in a way so people can enjoy expensive art for an affordable price.

"We really care about the finish to make sure it is a high quality product, says Christian Bergenstråhle. The way of printing makes it possible to see the art from both sides and it's also possible to illuminate the plexiography from behind."

XIKO ART is today representing 10 artists and 8 photographers. Most of them from Sweden but XIKO also have one Hong Kong based artist, Francesco Lietti, one American photographer, Fredric Keith Reshew and one just signed American artist; George Wilkinson III. The ambition is to grow internationally through creative collaborations and by finding creative artists in different parts of the world.

MARKETING THROUGH COLLABORATIONS

XIKO ART is always thinking in a creative way when it comes to marketing and collaborations. One of the more unique collaborations since the start in 2013 is the one XIKO started with Project Red Card and Maria Vascsak Agency. Project Red Card is unique in itself so this made it a perfect match.



CHRISTIAN BERGENSTRÅHLE, FOUNDER XIKO ART
PHOTO STEFAN ANDERSSON

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THE FUTURE IS ABOUT THINKING IN A NEW WAY...

"As a small company thinking untraditionally it's fun to collaborate with other people doing the same. Maria Vascsak and her project RED CARD was a creative way to expose plexiographies in a new setting, says Christian Bergenstråhle"

The collaboration has several dimensions – a plexiography by Martina Swedmark is exposed in the promotion trailer of Red Card. It sounds like a regular product placement but it's rather a collaboration where Maria Vascsak Agency will be profiting on sales of this particular plexiography during 12 months from launch date of the trailer. A copy of the plexiography is also the first prize in a movie competition hosted by Maria Vascsak Agency. If the collaboration will lead to a good result the companies are definitely willing to collaborate more.

In the beginning of 2016 XIKO ART will start a new collaboration on the US market. Then it's time for another exciting project together with the Swedish coffee chain FIKA, with 19 locations in New York.

ART DOES NOT HAVE TO BE SEEN AS A COST

A unique way of working as a gallery is that XIKO help companies who want to purchase art with creative concepts how



STILL FROM RED CARD – XIKO ART

they can actually earn money on art – rather than just seeing it as a cost. A hotel in Stockholm who just recently ordered art to decorate the rooms got a proposal on how to see art as a potential income. They used their own photographer and the idea is that all art will be able to purchase/order in different sizes. The profit that the hotel makes can be used for employer branding, for ways to motivate and/or educate staff. This will also give the staff something extra to talk to the guests about.

Also a car company received a unique proposal using art as a way to reach the goal on increasing the amount of people coming in to test drive a new model.



xikoart.com

A plexiography comes in limited edition and with a certificate of authenticity that says what number in the series it has and signed by the artist. The plexiography is offered in four different sizes and options in the form of drilled holes and mounting device (spacers or adhesive mounts). XIKO ART ship Worldwide.



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MANAGER / PROJECT OWNER OF PROJECT RED CARD MARIA VASCSAK FROM MARIIVASCSAK AGENCY AND ACTOR ALEXANDER WALLEN, WINNER OF PROJECT RED CARD FILM SCENE COMPETITION WITH AND THE LOVELY PLEXIOGRAPH MANO BY MARTINA SWEDMARK, PRIZE DONATED BY XIKO ART.

ACTOR ALEXANDER WALLEN



ALEXANDER WALLEN

PROJECT RED CARD FILM SCENE COMPETITION WINNER

“The moment I decided to go and try my luck as an actor in Hollywood was when I read the biography of Marlon Brando”

Swedish born Los Angeles based talent Alexander Wallen, a well deserved winner of Project Red Card’s film scene competition, and the winner of the lovely plexiography, Mano by Martina Swedmark, donated by XIKO Art.

Alexander has since he was a teenager dreamed of the silver screen, the red carpets and being in big, Hollywood blockbuster movies. He received his Bachelor’s Degree in classical cello from the Gothenburg Academy of Music and Drama, the Royal Scottish Academy and the Trondheim Conservatory in 2012. After all that schooling he felt like being adventurous and moved to Hollywood.



STILL FROM “FAIR PLAY” BY ALEXANDER WALLEN

PROJECT RED CARD BY MARIA VASCSAK AGENCY

FILM SCENE COMPETITION - WINNER ALEXANDER WALLEN

RED CARD, PROMOTION TRAILER ON IMDB:
[HTTP://WWW.IMDB.COM/TITLE/TT4982690/](http://www.imdb.com/title/TT4982690/)

Promtion trailer RED CARD – world premiere screening at Hollywood Weekly Film Festival Nov 1

www.projectredcard.com

www.facebook.com/projectredcard

www.instagram.com/projectredcard

www.twitter.com/projectredcard

What was it that made you enter the Project Red Card film scene competition?

“The outline for the competition was very open and I felt that the movie I was working on at the time was perfect for a submission. It’s about a man at the peak of his career hitting rock bottom, a public hero living a dual life, plagued by fear and shame. I felt very creative working on “Fair Play”. The entire cast was involved in the creative process. I’m constantly keeping myself busy and have exciting projects coming up”.

During his first years in Los Angeles he acted in low-budget short films, took acting classes, spent a lot of time at the gym and paid his rent. In the spring of 2014, he began training at LACC Theatre Academy where he is still enrolled. In the fall of 2015 Alexander had the honor of playing “Scanlon” in the “Dale Wasserman” play “One Flew Over The Cuckoo’s Nest. He did seven sold-out shows at the LACC Theatre Academy.

Almost dying in a serious car crash in Los Angeles in May this year has made him enjoy life in the

moment, which he also applies when acting and filmmaking. His journey into arts began with the cello, but about seven years ago he read Marlon Brando’s biography which had a profound effect on Alexander. “I have always wanted to act, but the book made me want to be a more diverse artist.”

So wrapping up- What are your future plans Alexander?

”I’m 25 right now. I am very happy with what I have accomplished so far. But I have just begun. I don’t feel any pressure. The career that I want to have is based on the content of my work, not how young or attractive I am. I will continue acting. That’s my only plan. I will continue living in the moment and taking advantage of the opportunities the universe places in front of me.

With that we wish this young brilliant talent the best of luck!

To keep up with this rizing star follow Alexande Wallen on www.alexanderwallen.com

“THE CAREER THAT I WANT TO HAVE IS BASED ON THE CONTENT OF MY WORK, NOT HOW YOUNG OR ATTRACTIVE I AM”

PROJECT RED CARD BY MARIA VASCSAK AGENCY – INTERNATIONAL BOUTIQUE AGENCY



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DIRECTOR EVA BELING
DIRECTOR FREDRIC KEITH RESHEW
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