

Business Unusual

- Photography and Light

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Graphic design affects all our lives. It determines what our cereal boxes and dog food bags look like. It determines what the adverts we see in newspapers look like and we see the visual concepts in car graphics, billboards and these may even be extended to radio adverts.

For nearly 20 years Marlene Neumann headed up the Department of Art and Design at Buffalo City College. Neumann's sought after classes produced some of the finest graphic designers this country has had. Past students speak of her with affection and awe. Having a qualification from her school almost guaranteed employment.

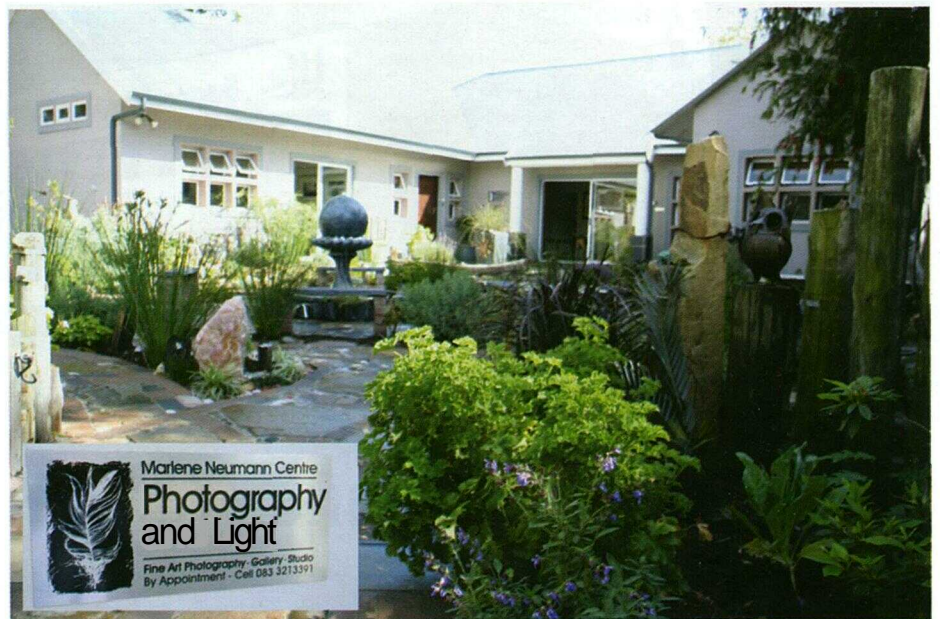
Marlene, although enjoying what she did, became a restless soul as she became aware that she was not fulfilling her own dreams. Through a variety of circumstances Marlene started on a new journey, leaving all that was comfortable to her and launched into a space where she was able to reflect on her own inner needs, physical healing and spiritual growth.

Marlene comes from German heritage and her early creative expression was in writing, but due to circumstances and the opinions of others she doubted if she was cut out to be a creative writer, so she found another form of expression in photography.

Marlene is a very successful photographic artist and her very special technique which she applies to her photographic images sets them apart from all others. She asks visitors to look beyond the technique and ask what is the image saying to you. Marlene sells her work to clients via her website and at the major decorating shows countrywide. She also works quite closely with interior designers and architects and teaches them Feng Shui principles.

Her work is unlike any other photographic artist I have seen both in style and in content. Her art conveys emotional energy. Marlene says that the beauty of being a photographic artist is that each of her pieces tells a story that is displayed on a wall for all to see and therefore the story is retold many times. Marlene contrasts this to buying a book which once read is then put away.

Marlene's most recent project is the creation of the Marlene Neumann Centre - Photography and Light in Kent Road Vincent. The project has taken two years and the final product is very special. The facility serves as a place of contemplation, a gallery for her work and a training facility for budding photographers. As one enters the grounds one



Photography and Light Marlene Neumann Centre

is confronted by what Marlene terms as an art garden. The garden has been carefully planned and it has to be seen to be appreciated. The overall impression one gets when entering the garden is one of tranquillity. One becomes calm and there is almost an air of reverence.

Marlene starts all her photographic courses with breathing exercises. It's a way of getting her students to focus inwards she says. She teaches students to unleash their creative energy so that their photography can express their thoughts. Of course the technical aspects of photography are taught as well. "I photograph not what I see, but what I feel," she says.

Despite her incredible talent Marlene remains humble about her achievements. "If it's meant to be it's meant to be", she says. "I have a very odd way of looking at business. I've learnt that the more I try to control and resist the greater the pain I feel. My greatest challenge is to let go." "I've learnt that there are no Guru's. I am a beginner. From a business perspective, now that I have created this centre, I have responsibilities and yet I am a free spirit. I refer to this as my serene struggle. However I have a team that assist me and that allows me to recharge. It allows me to escape".

Marlene believes her work has subtle healing attributes. She also believes that when you are not looking for something that's when you will find it and so it is with her work. "This centre is for East London" she says. Already the centre is a tourist destination with tour buses stopping off to see Marlene's internationally



Marlene Neumann

acclaimed work. " This place is for those who want to take a first step on a journey."

She names a string of business people who have enrolled in her photographic course. I have had over 350 students in the last two years. The courses run either over a weekend or on one night a week for six weeks. See you there!

www.marleneneumann.com