

TRACCE — SUCCESS STORIES

ENTREPRENEURS

Questions for successful CCE (Cultural & Creativity Entrepreneurs): Rudolf Lichtenegger; Art Gallery R. Li.:

- In 2-3 lines, briefly describe your business.

Freelance artist: painting, sculpture and design. Exhibitions in Europe, America and Asia; book contributions in artist's collections; winner of international awards.

- How did you become a CC Entrepreneur? Was there some kind of impulse / magic moment where you decided to become a CCE?

My story: Since my birth in 1962, nothing in my life resembled an artistic activity until December 2006. Always more interested in technology and sports, I hardly noticed works of art and divided them into only three categories: "I like it", "I don't like it" and "Why so expensive?" At Christmas 2006, I took for the first time brush and paint in hand to put some "graffiti" on a canvas. This "colour bauble" showed not only its own harmony but also its own dynamics and found first admirers in my circle of relatives and acquaintances. Encouraged by the positive response, a variety of work from abstract to landscape paintings and portraits quickly appeared.

In 2011 I started to exhibit my artworks, and national exhibitions soon followed invitations by internationally renowned galleries in Berlin, London, Milan, Venice, Tuscany, and in Paris. Contributions in art publications and participation in international competitions have made my works known far beyond the domestic boundaries. In December 2014, I was honoured with the award "Europe in Art", which was awarded to young, emerging artists because of their high level of talent.

- What was your biggest challenge as CCE and how did you handle it?

The biggest challenge for me was to exhibit my pictures, to show them to an audience, basically to "expose" my innermost feelings and thoughts. It takes a great deal of courage, but my wife in particular gave me that. I believe that my success is based on the fact that I always remain myself. I don't follow any trend, no "Zeitgeist", but express in my works exactly what moves me.

- What do you think: What is the secret to your success?

In the art scene, there are many factors that influence success (or no success): In addition to talent and courage, it is important to keep pursuing your goal with perseverance and determination. Failures teach you how not to do it, constant learning is required. In addition to these qualities, it is also essential to have a command of English, the "language of the cultural scene", to be able to network, to have some know-how in accounting and also to understand a little bit about marketing. A professional homepage, reliably handling email correspondence and also permanent "follow-up" with clients round off my personal success story.