

PORTFOLIO

ART



JELLE RIETVELD



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ABOUT THE
ARTIST

Jelle Rietveld (Amsterdam, 1981) After a career in marketing for a AEX indexed corporate he graduated with honours from the photo academy in Amsterdam in 2016 and was awarded “New Dutch Photography Talent” in 2017. His photography is a play between colors and graphic lines, light and shadow. They are constructions; psychological processes of which seemingly hidden emotions and impulses are brought to the surface. Rietveld constructs and abstracts. He disrupts senses of recognition, challenging the viewer to let go of rational thought.

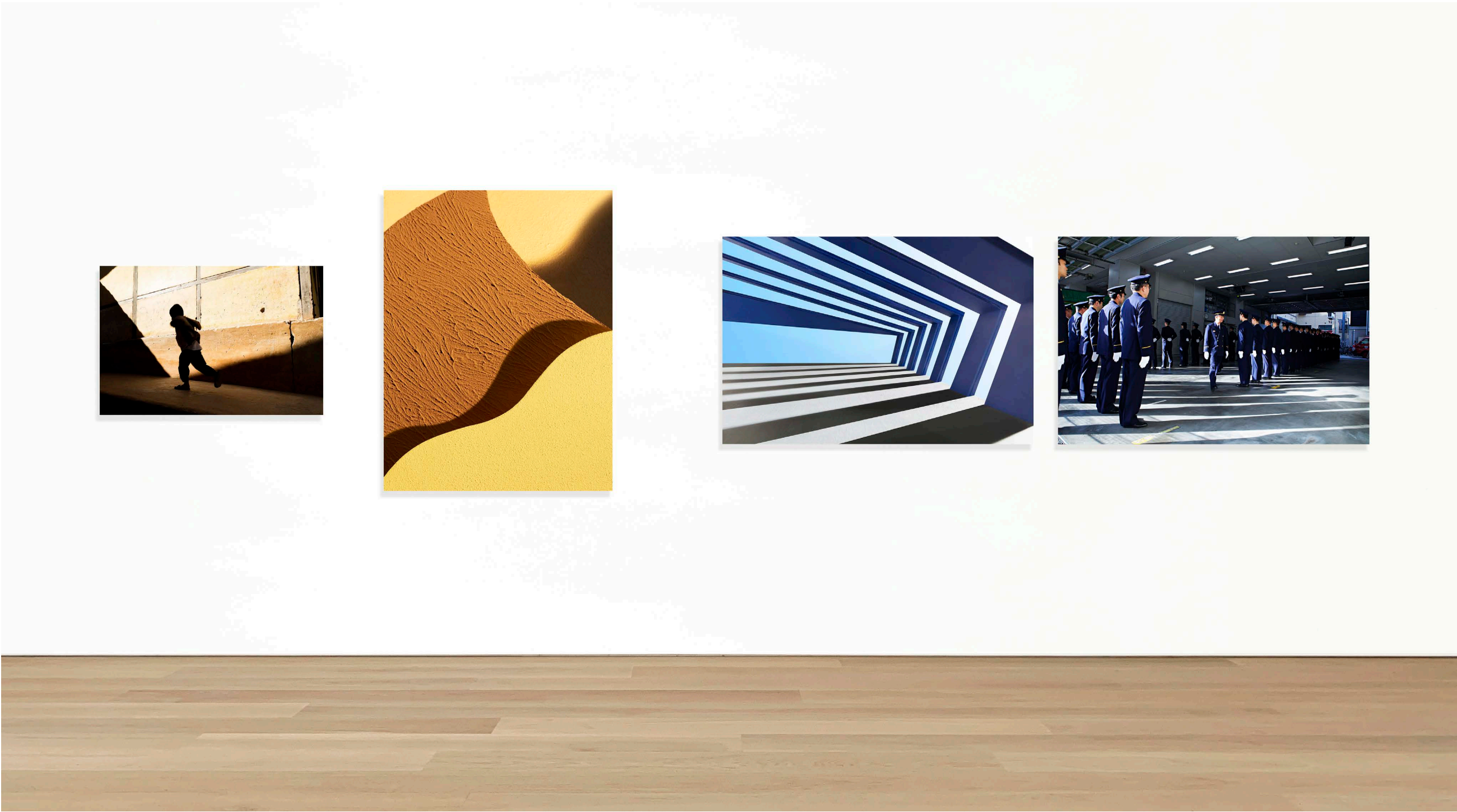
His artworks are installed all over the world in residential, corporates and in co-working spaces. His partnerships include high end interior design studios such as DIS-Studio / Boffi and Mobilia Interior Design.

Besides working on his art, Rietveld works for commercial clients. He is not a traditional food and product photographer, but he does like to create strong visuals in which their food and products are the heroes!

His commissions include clients like Albert Heijn, ABN AMRO & NAIF. Transformation is his latest body of work.

Rietveld lives and works in Amsterdam.

art.jjrietveld.com - art
work.jjrietveld.com - commercial



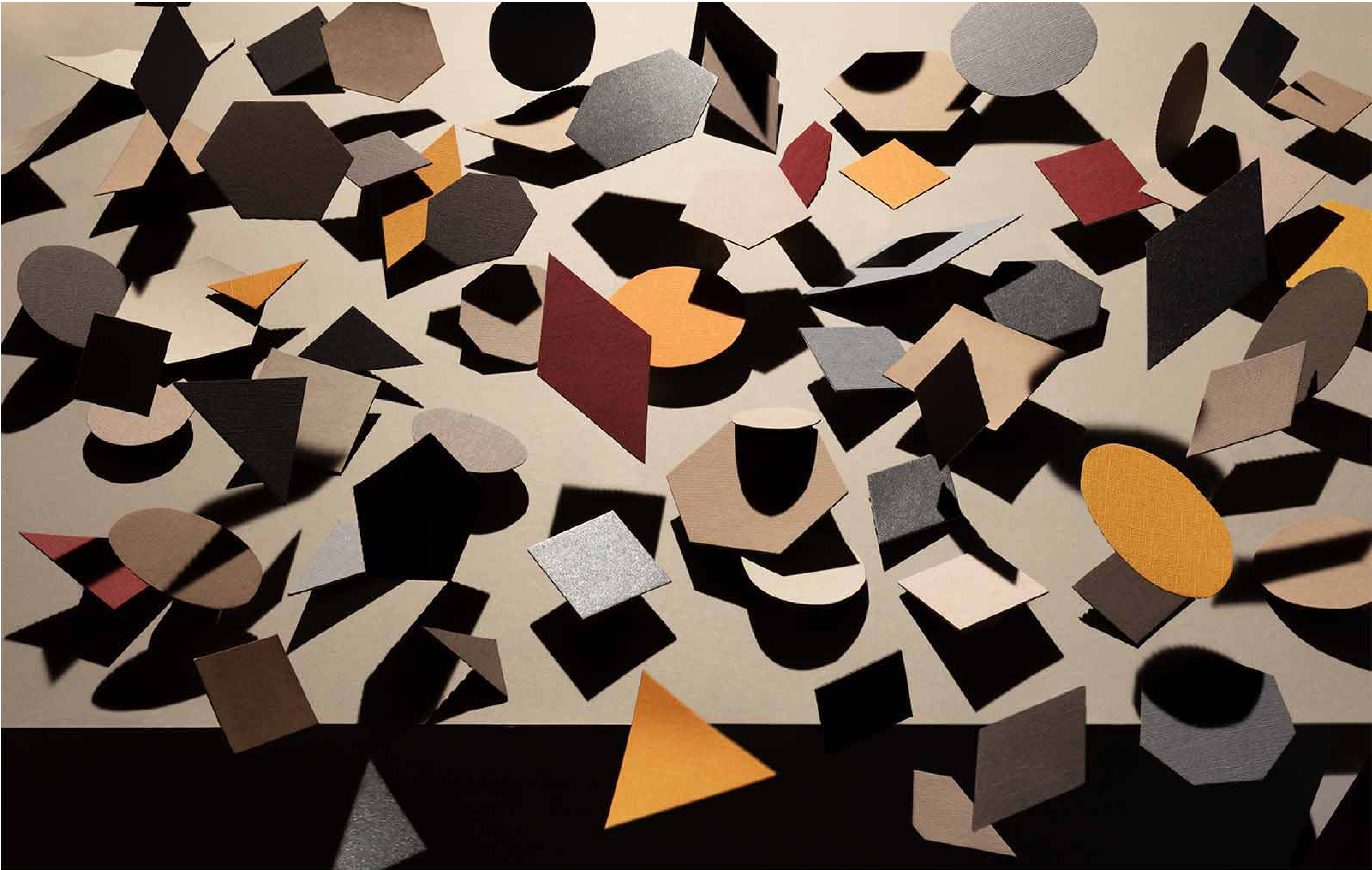
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PRACTICAL
INFORMATION

This portfolio pdf is only a small selection of Jelle's artworks, a teaser.

His artworks are divided into two categories: Conceptual Abstract artworks made in his atelier & Urban Abstract photos from all over the world. From Tokyo to Morocco; Paris to India. In the end it's all about colours and graphic lines, light and shadow. That's why you'll often see this reflected in his compositions.

Are you looking for something special? A unique artwork or series based on your story or for a special architectonic project? Let's drink a coffee and see if we create something special together.

For sizes, specifications, editions and prices:
art.jjrietveld.com / contact@jjrietveld.com





CLOSE UP



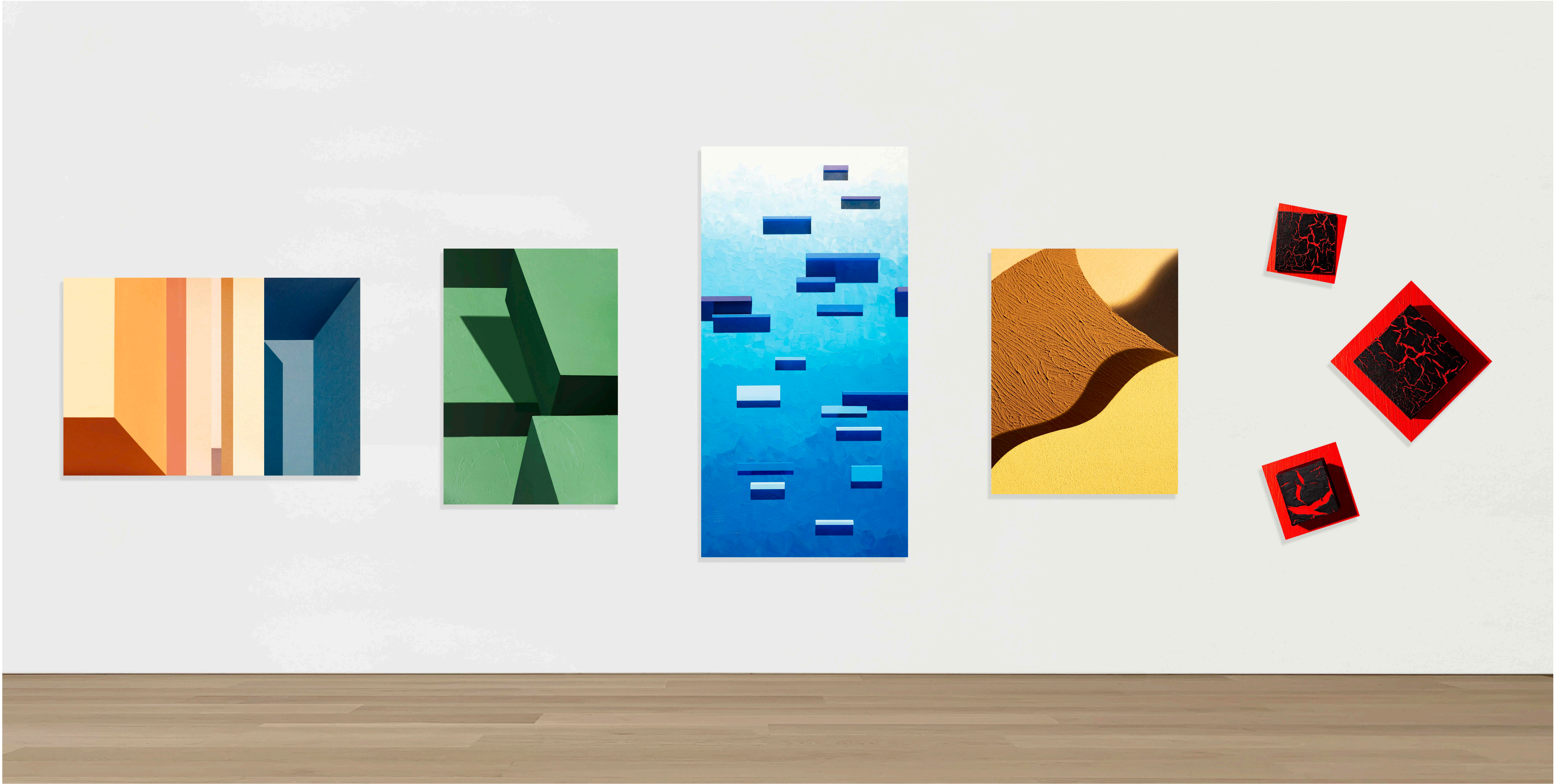








*“Rietveld constructs and abstracts.
He disrupts senses of recognition,
challenging the viewer to let go of
rational thought.”*



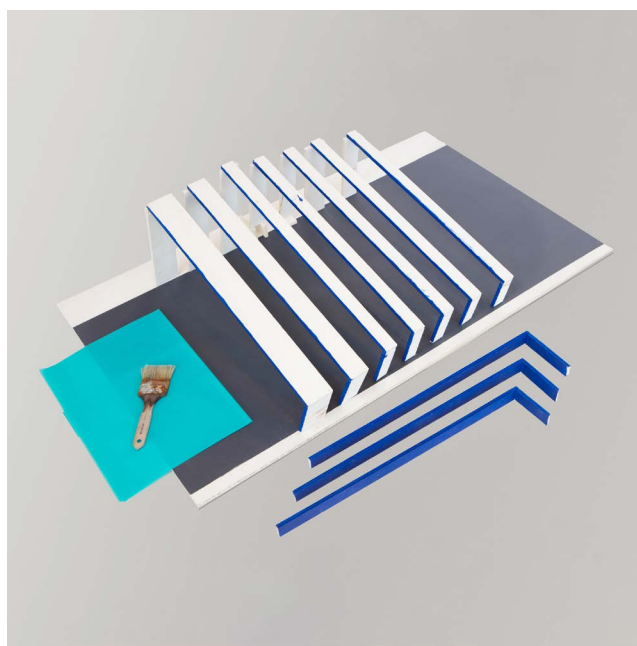


EQUILIBRIUM #4.3

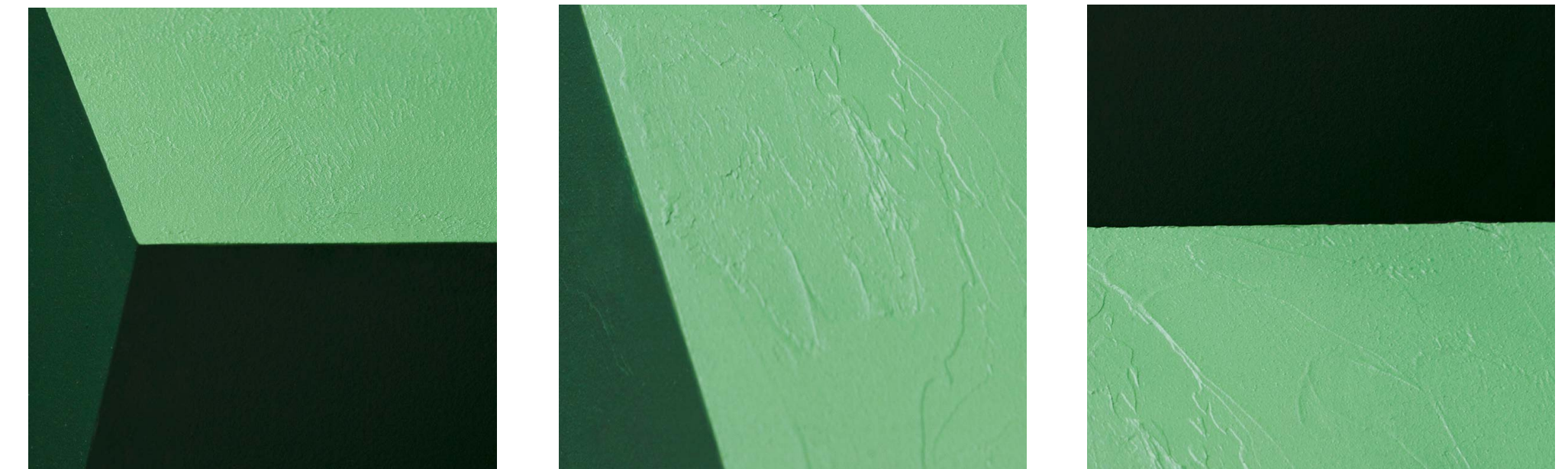
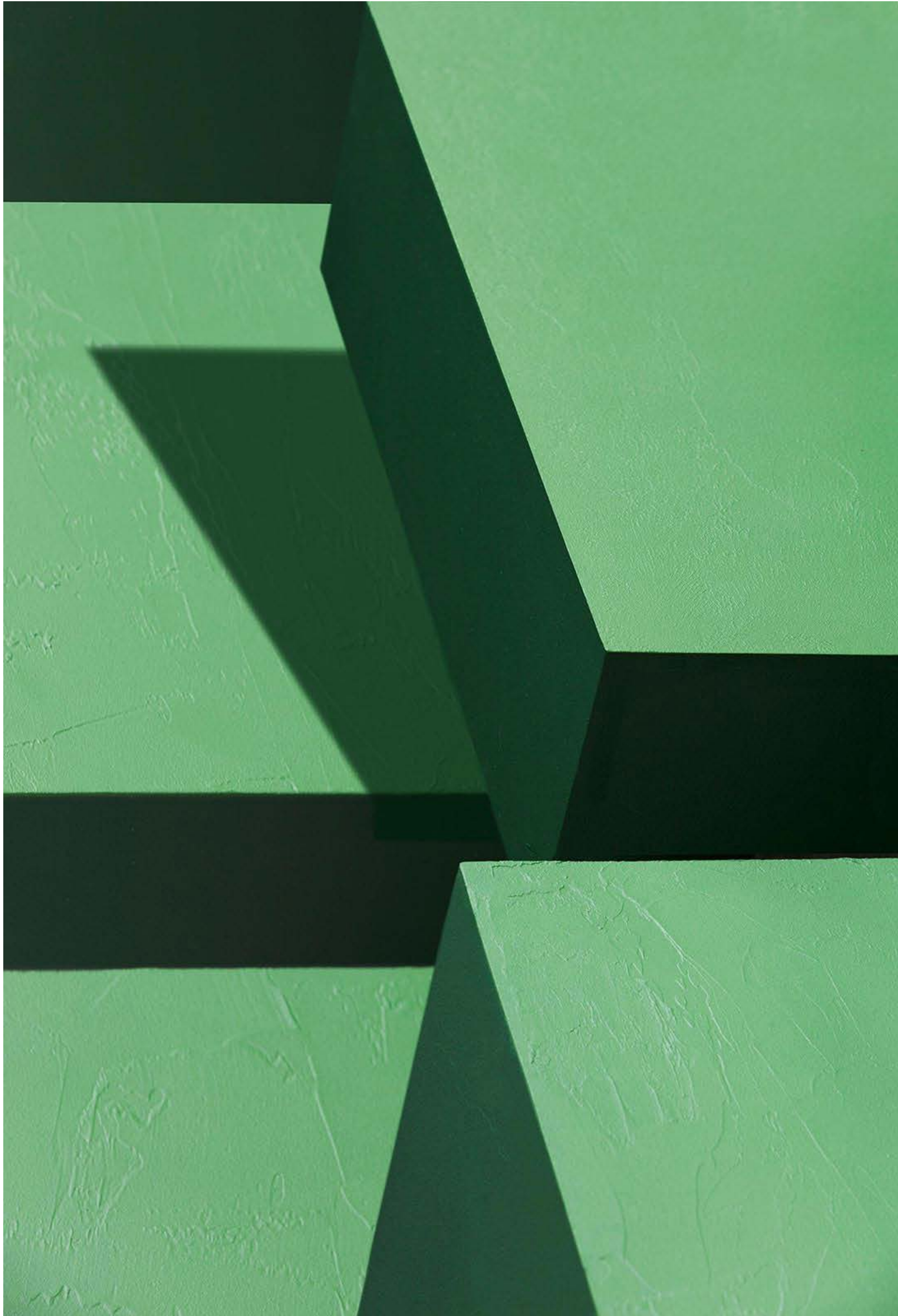
CLOSE UP

THE
PROCESS

‘The emotions, thoughts and impulses from daily life are the essence of my work. With my photography, I translate these to an abstract artwork. The thought, the feeling, the idea comes to the fore, but the image sometimes makes the viewer question: it makes you think, turn inwards, asks you to look, then look at it again. Over and over. I build objects of various materials, composing with colour, structure, lines, light and shadow to depict the core of emotions, thoughts and impulses. Only when you take a second or third look at my work, you might see that you are looking at a photo. A photo of the deeper reality, not what’s superficial.’



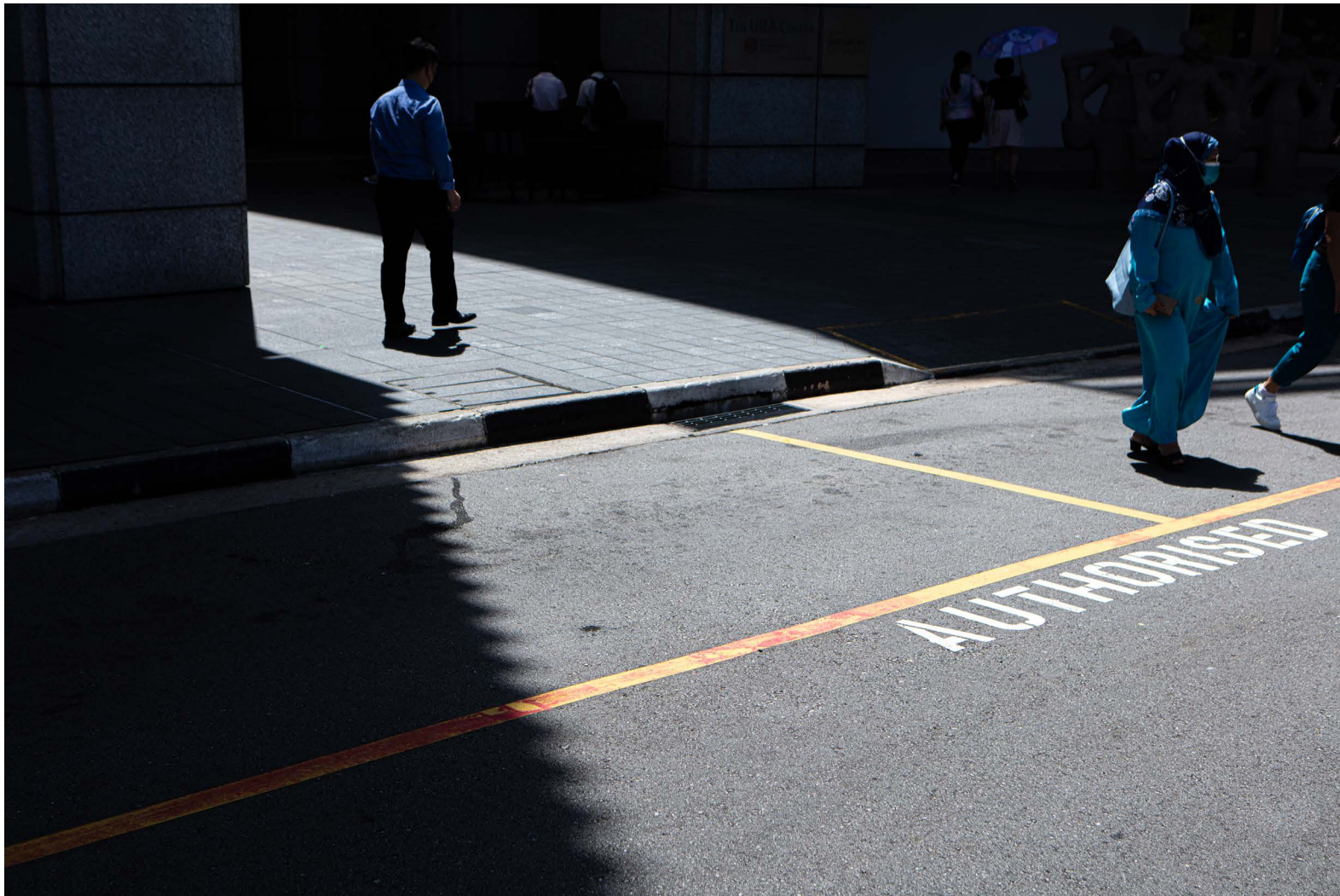
Different elements from the process before the photography starts; sketches, tools, models and objects.



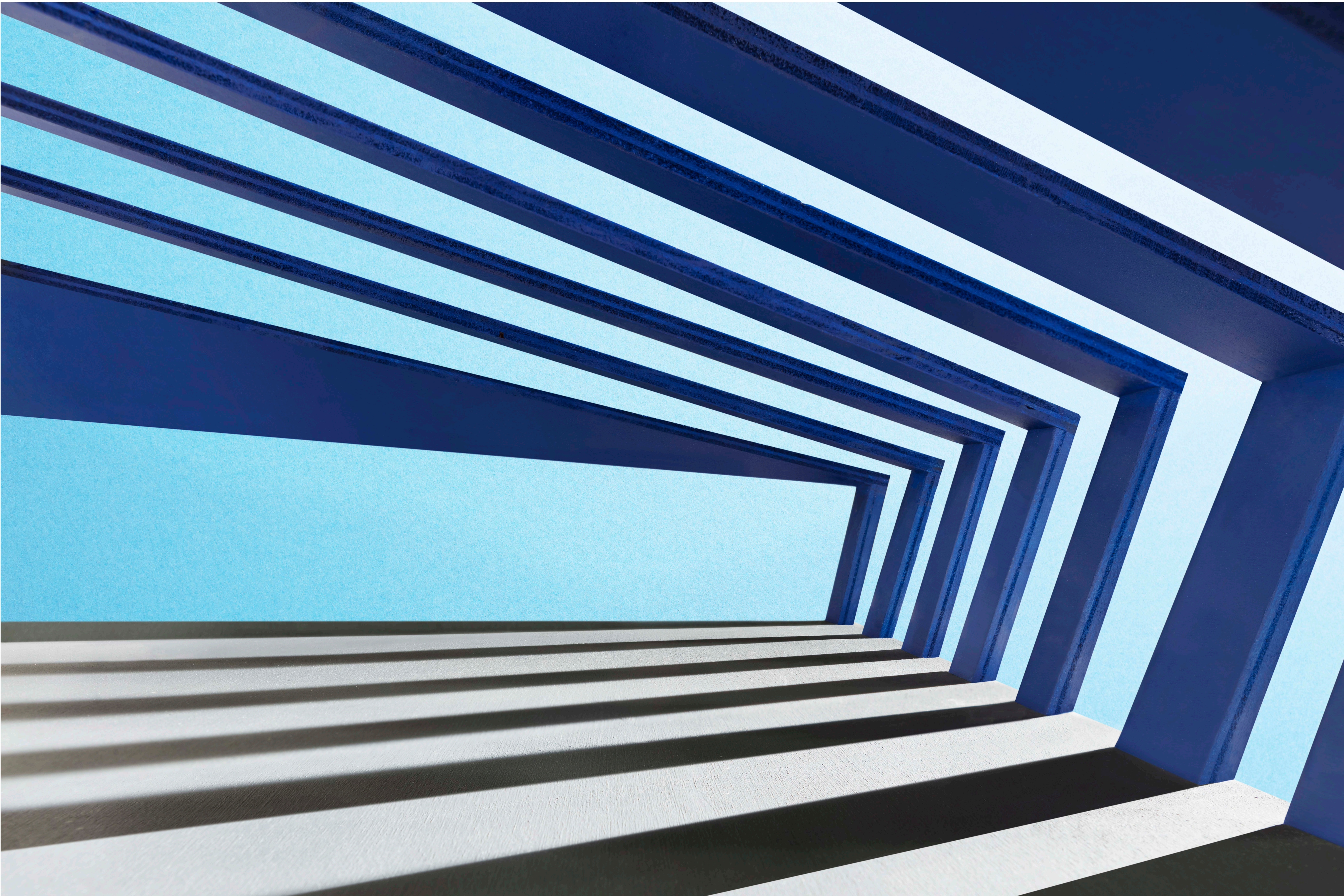
EQUILIBRIUM #2

CLOSE UP













“His photography is a play between colors and graphic lines, light and shadow.”

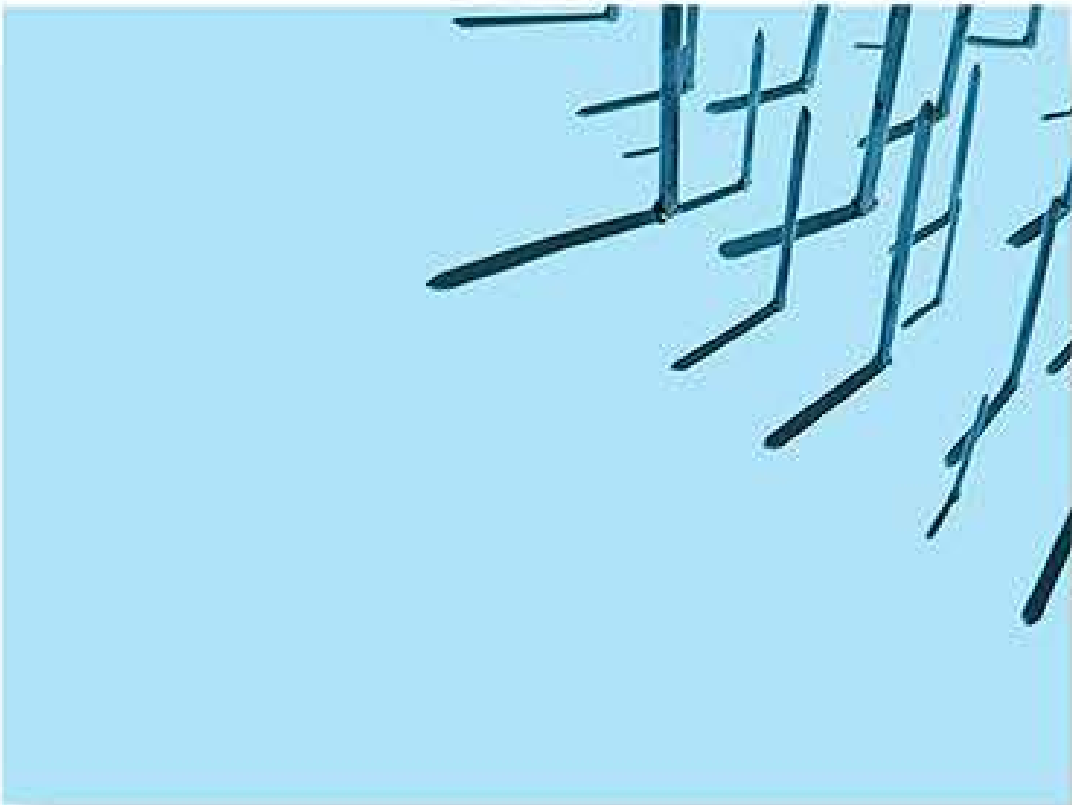
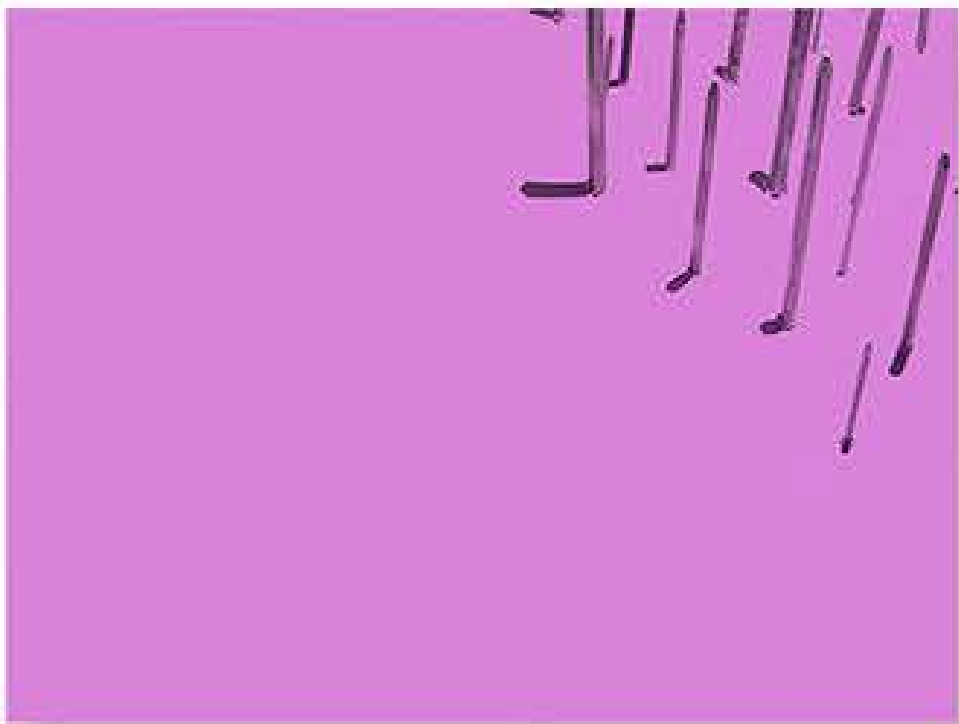
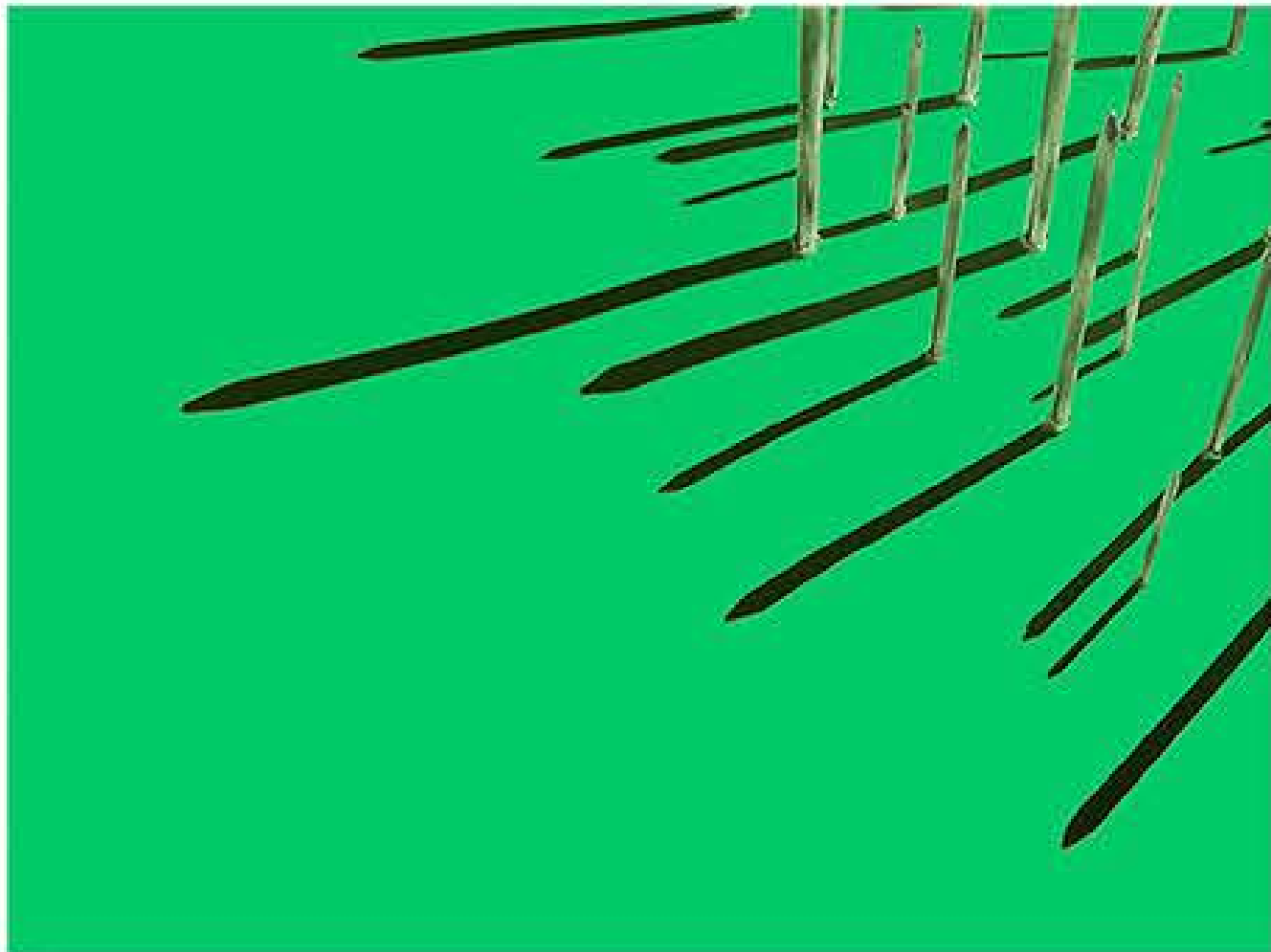
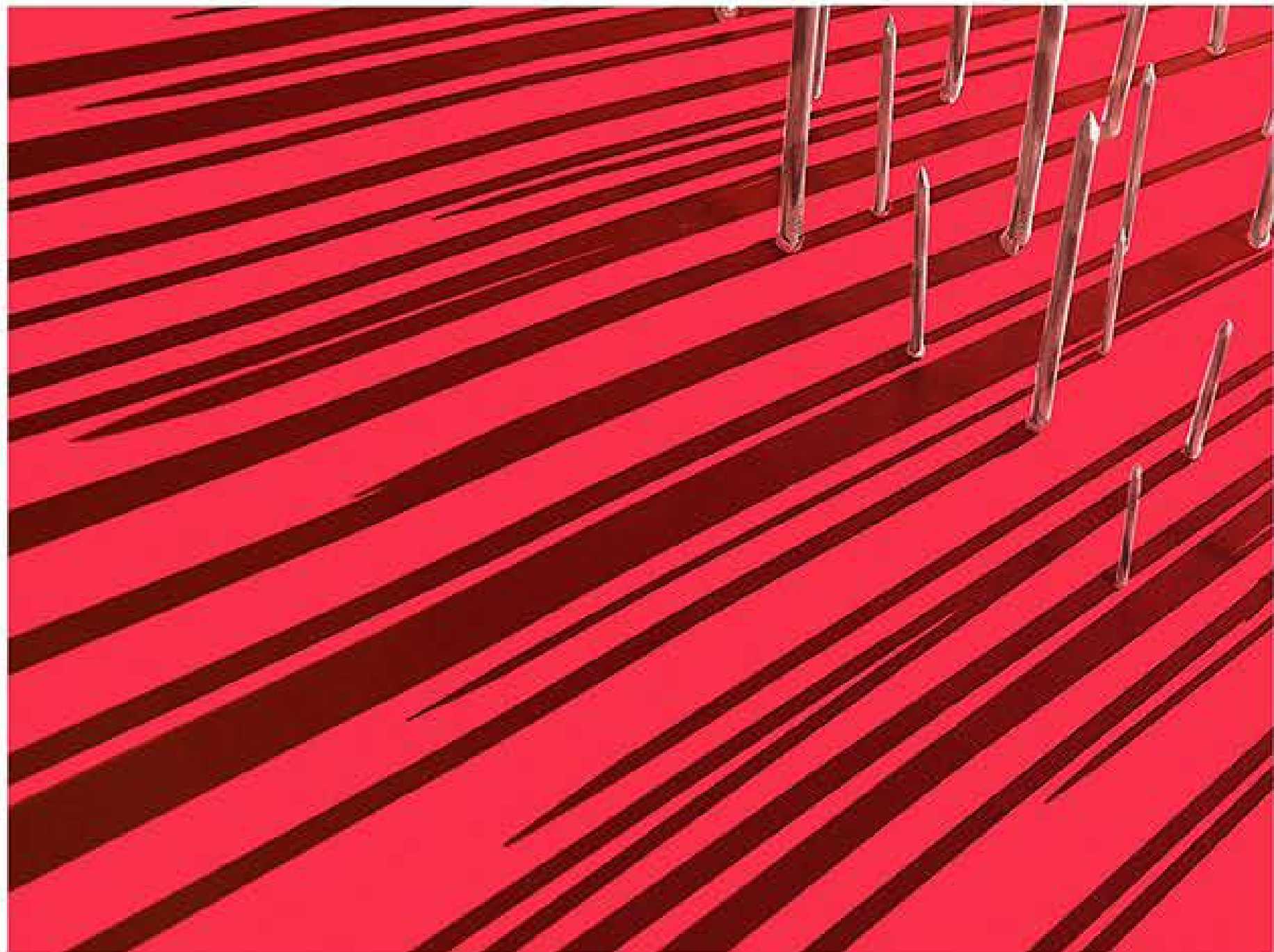




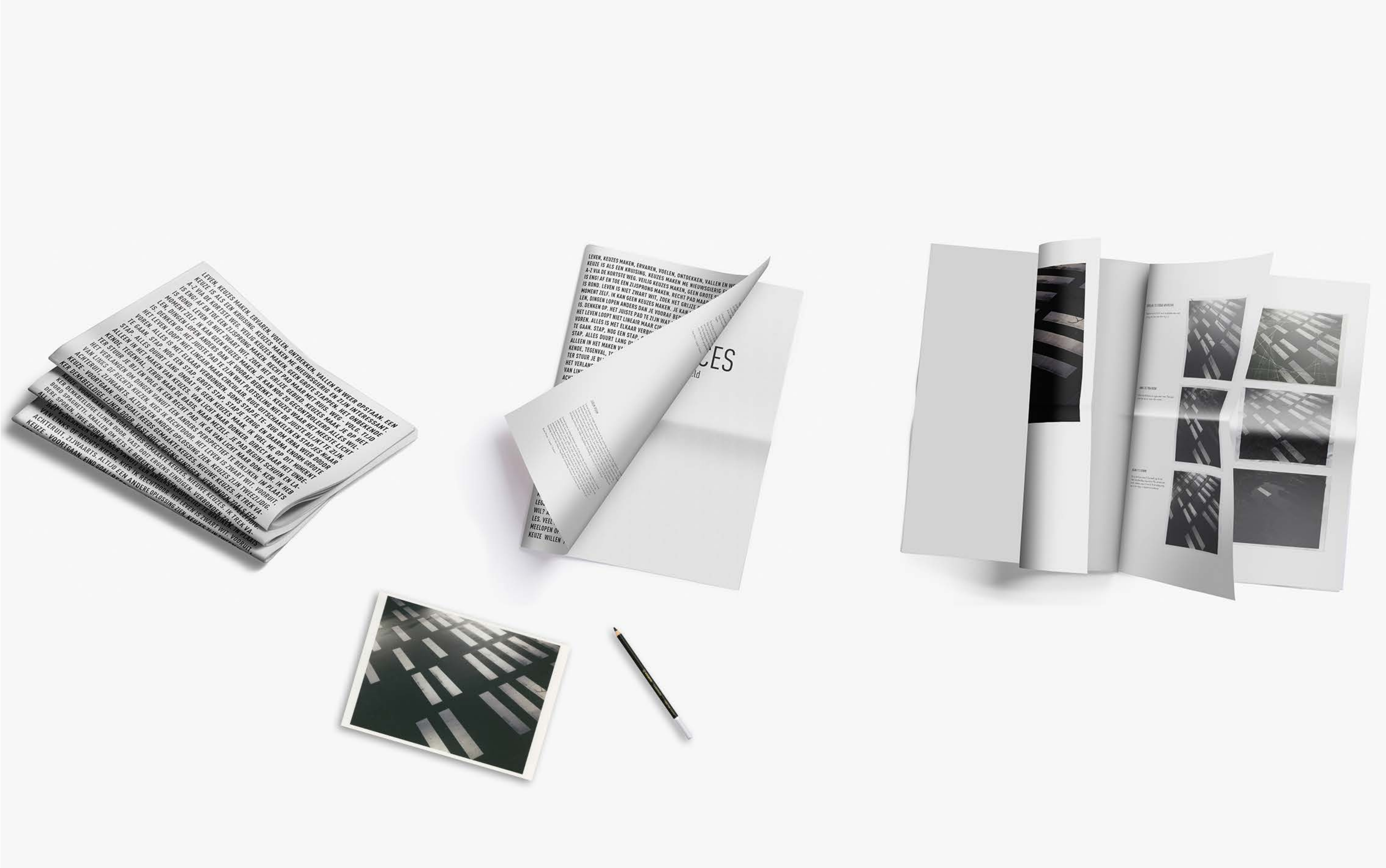












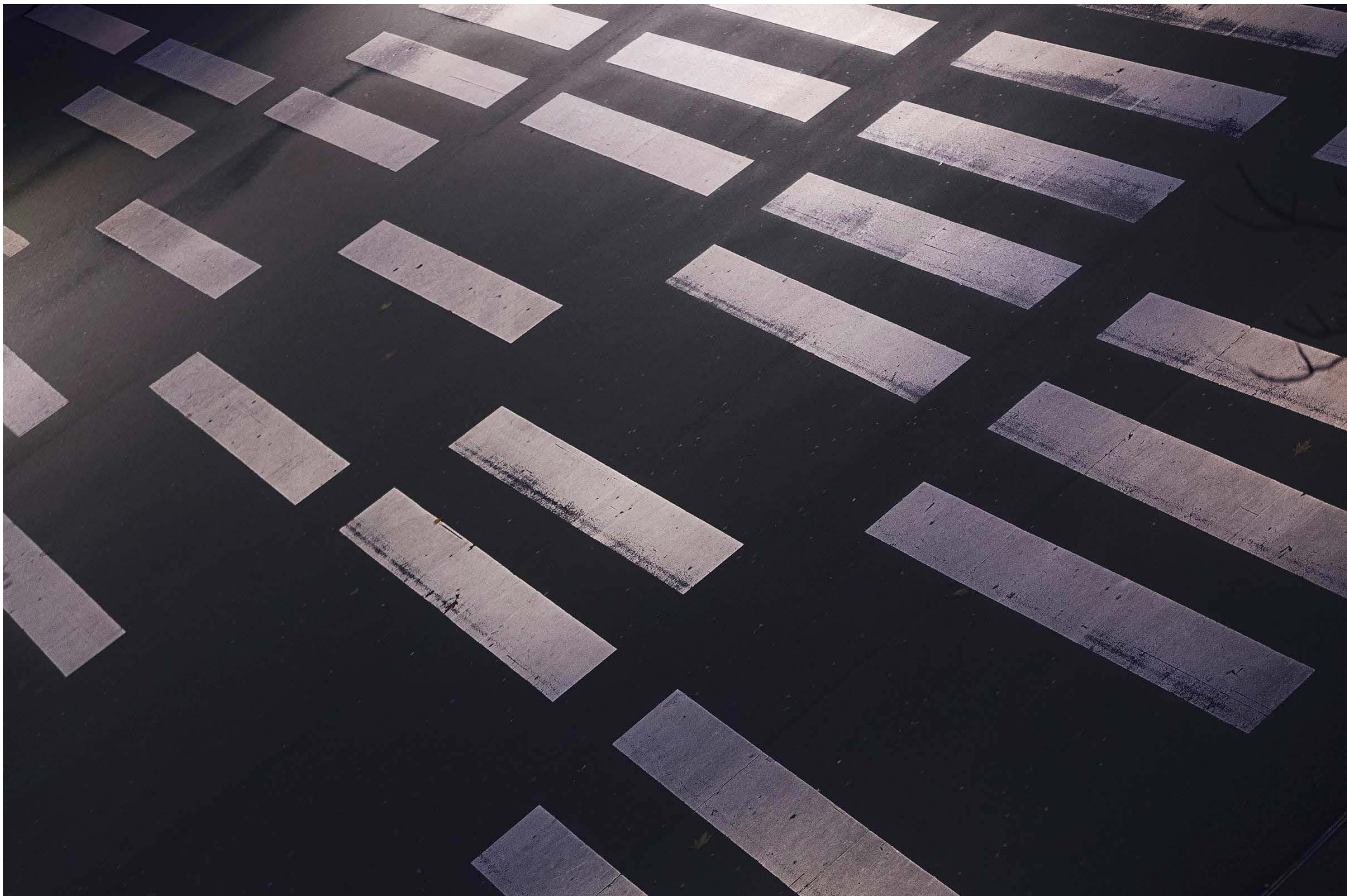
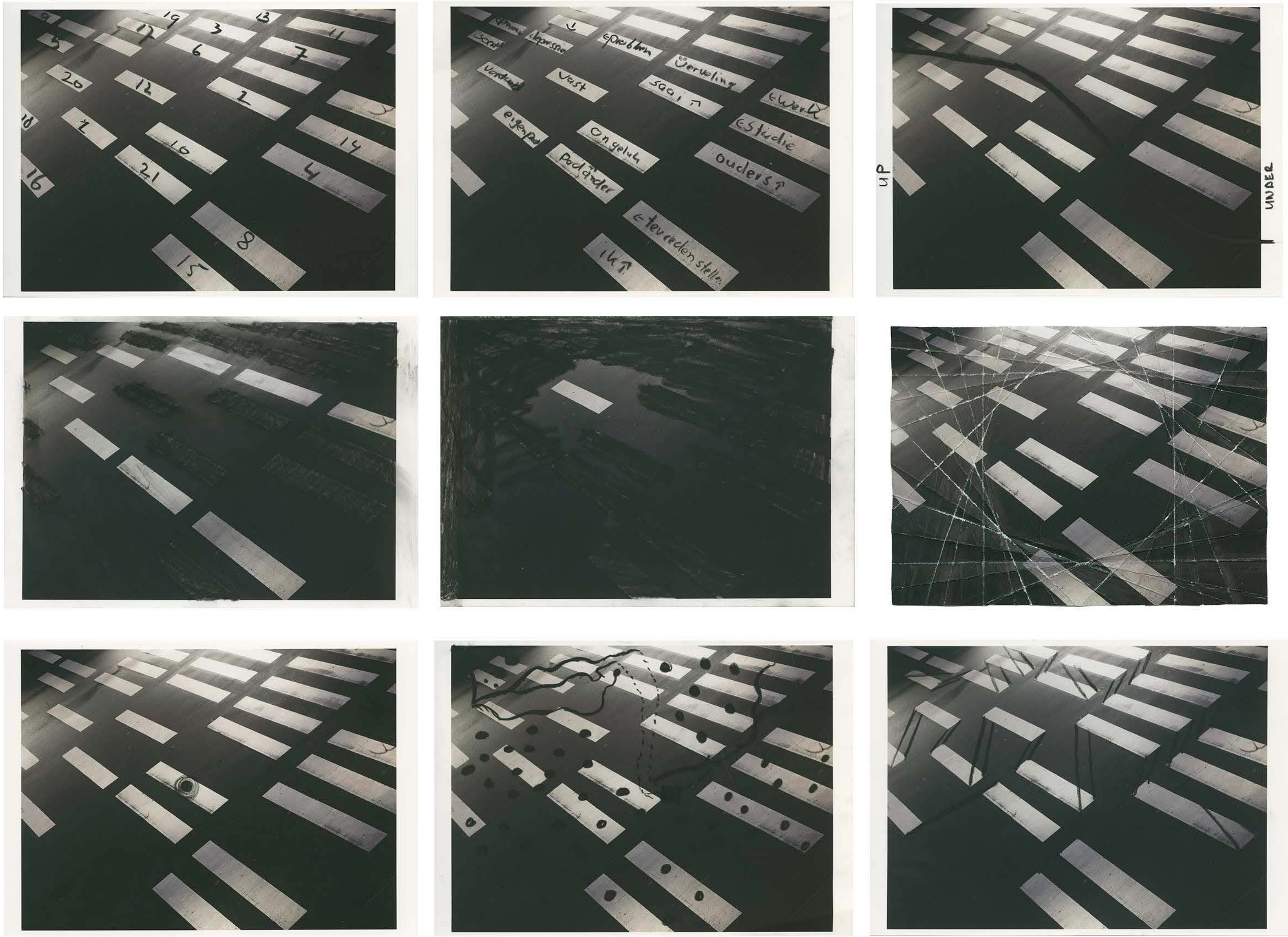


EEN KEUZE IS
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SING. KEUZES
MAKEN ME
NIEUWSGIERIG
EN ZIJN INTE-
RESSANT. A-Z
VIA DE KORTSTE
WEG. VEILIG
KEUZES MAKEN,
GEEN GR



MAKEN, WEREN
GROTE STAP-
PEN. HET ON-
BEKENDE IS
END. RECHT
PAD MAAR MET
RUGS WEG
VOLG TIJD IS
ROND. LEVEN
IS NIET ZWART
WIT. VOORUIT
GAAN IS NIET
ALTI





CHOICES

Choices is an interactive workshop in which jelle uses art as a medium to create awareness about making choices in life and forces participants to look different. Jelle has a background in corporate marketing for Wolters Kluwer. He shares his experience being a young professional, dealing with stress and how difficult it can be to ask for support. Jelle's workshop about making choices in life is a real eye opener and the participants consider it refreshing and inspiring.

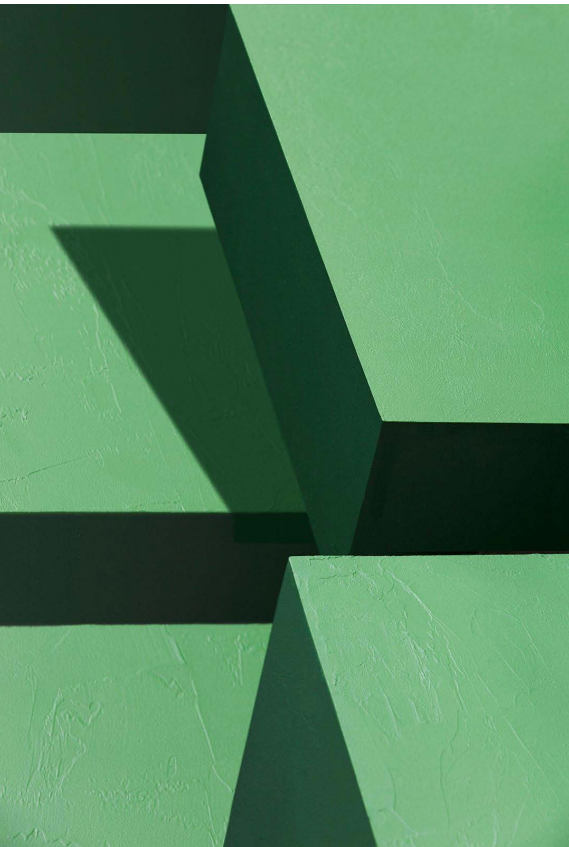
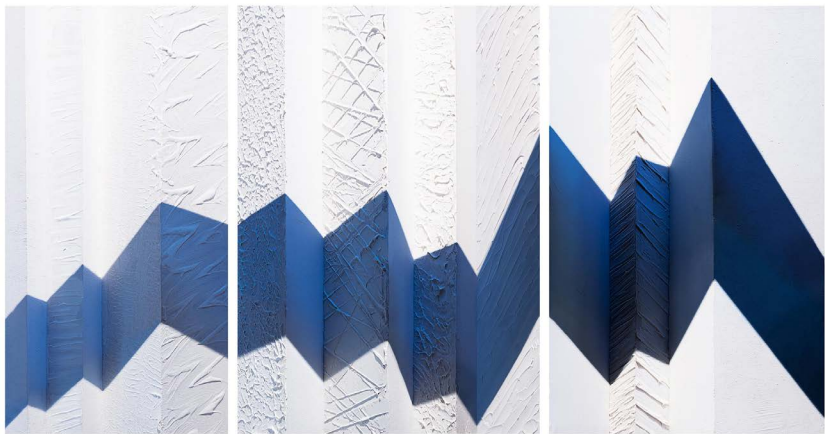
References for the choices project are Deloitte risk / Zanders / Deloitte / ABN Amro



SEVEN



WHAT'S NEXT



EQUILIBRIUM



TRANSFORMATION



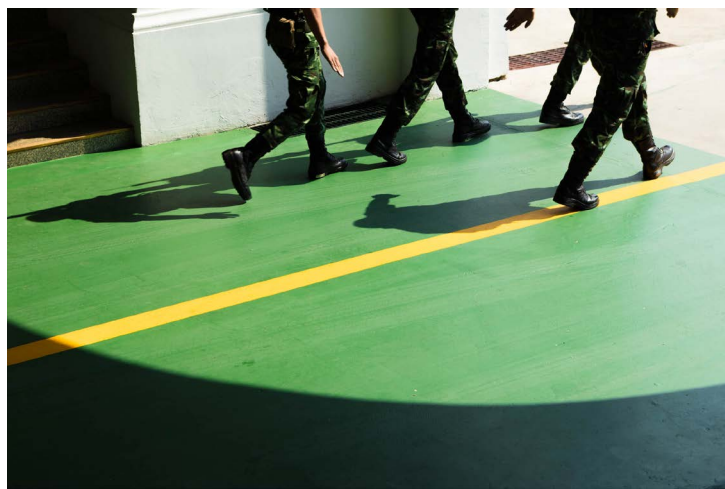
DEATH BY CHILDREN

CHOICES

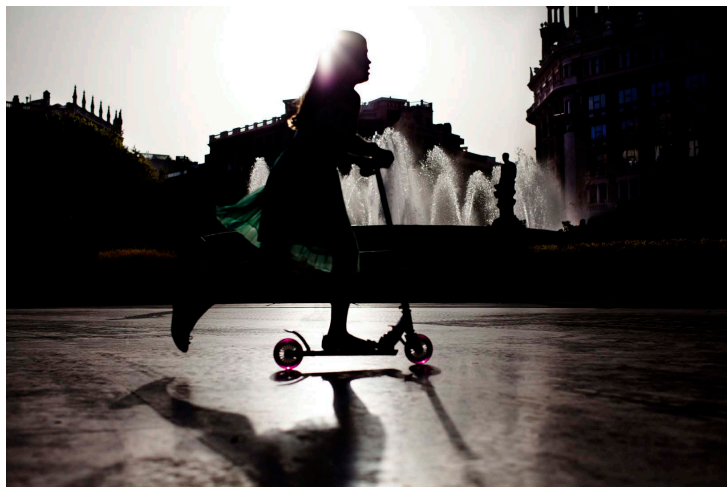


HOW DOES IT WORK

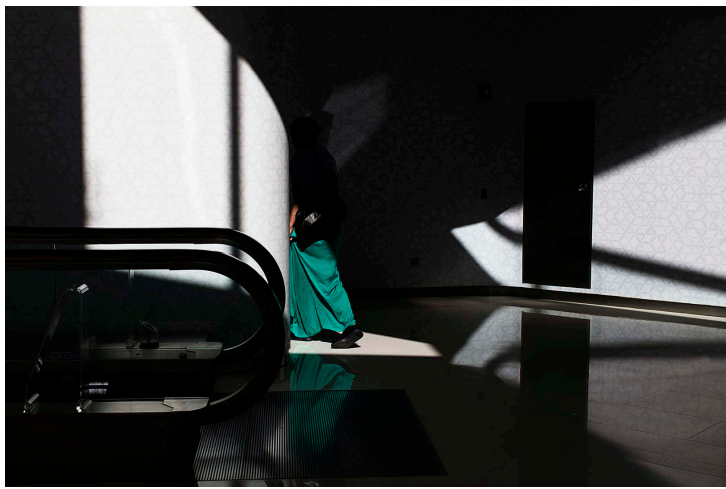
BANGKOK



BARCELONA



COLOMBO



DUBAI

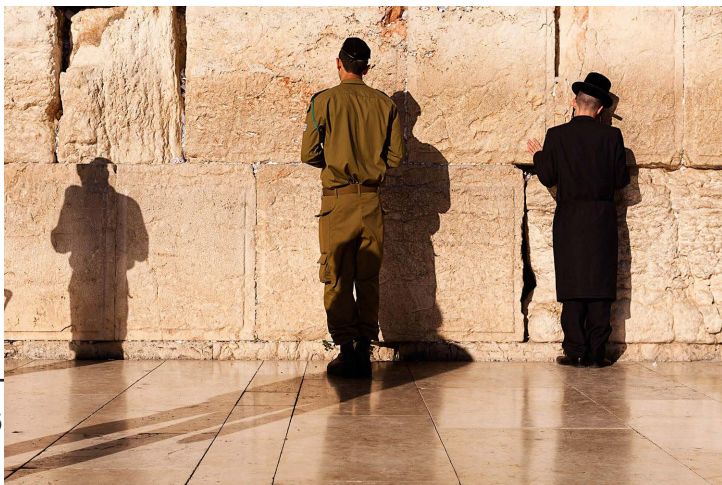


INDIA

ISTANBUL



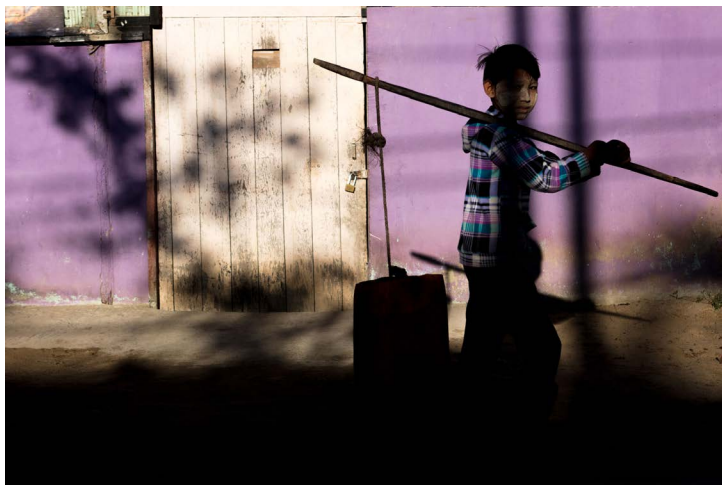
JERUZALEM



MARRAKECH

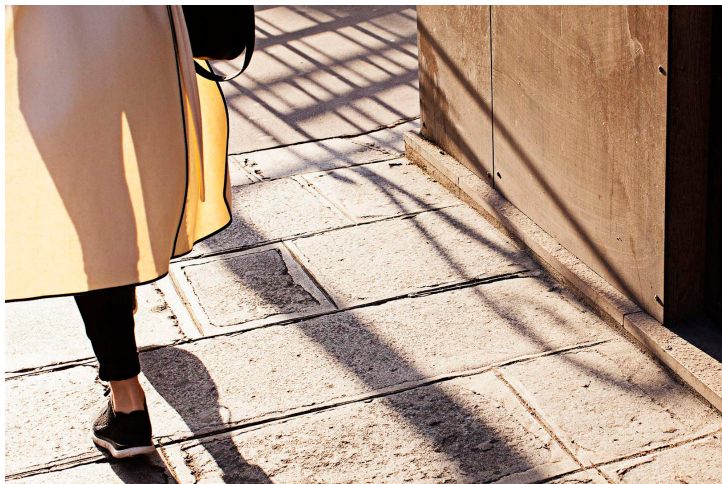
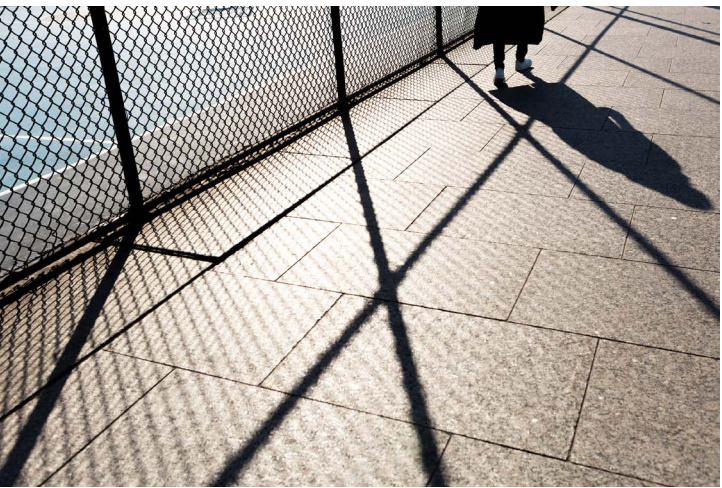


MOROCCO



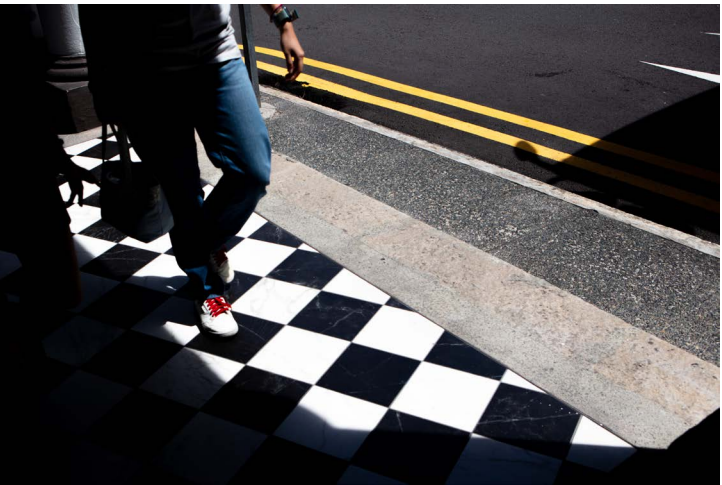
MYANMAR

NEW YORK



PARIS

SINGAPORE



TOKYO

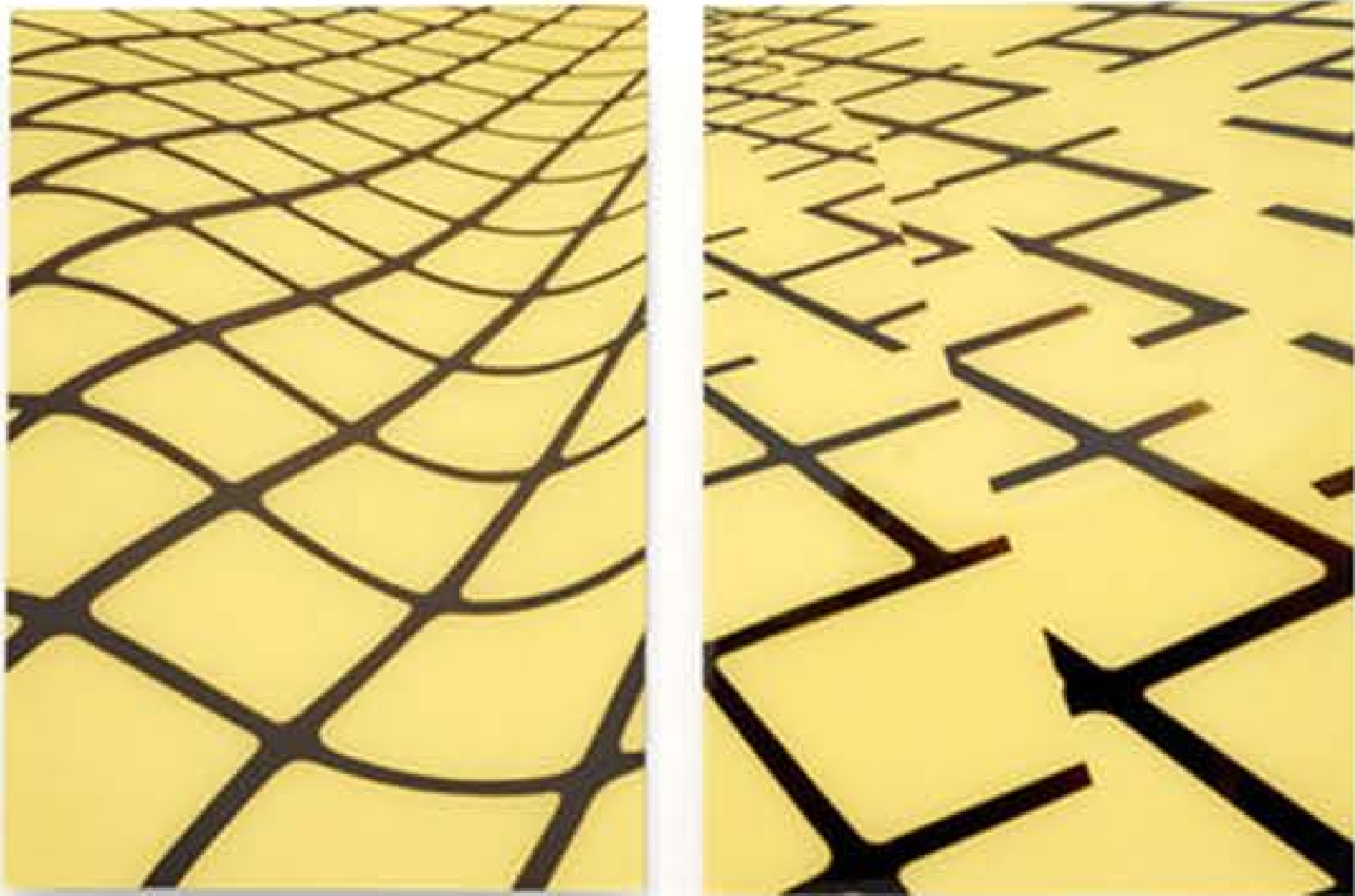


THANK
YOU

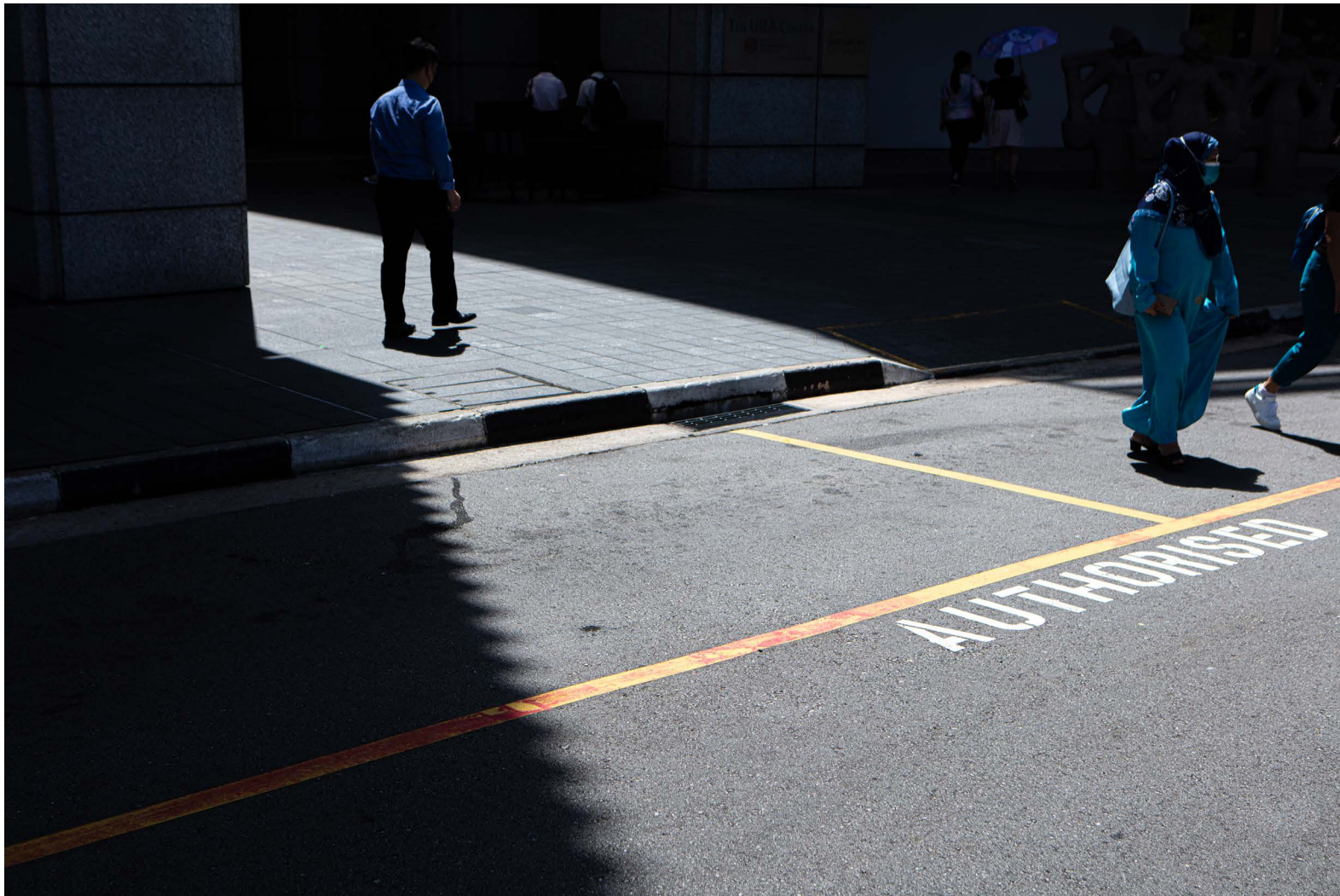
*Be very welcome in my atelier in
Amsterdam*

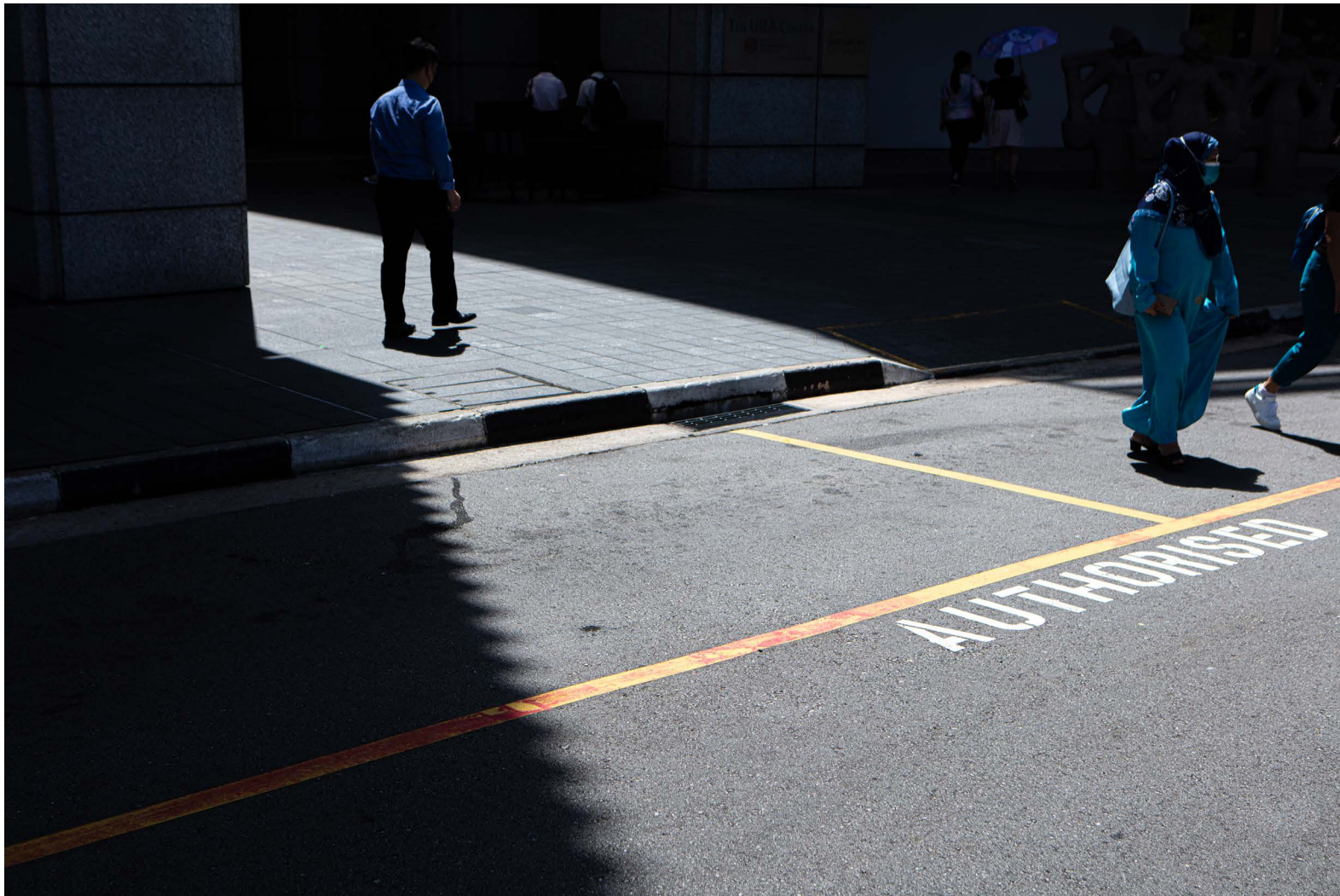
■■■■■■■■■■
JELLE RIETVELD

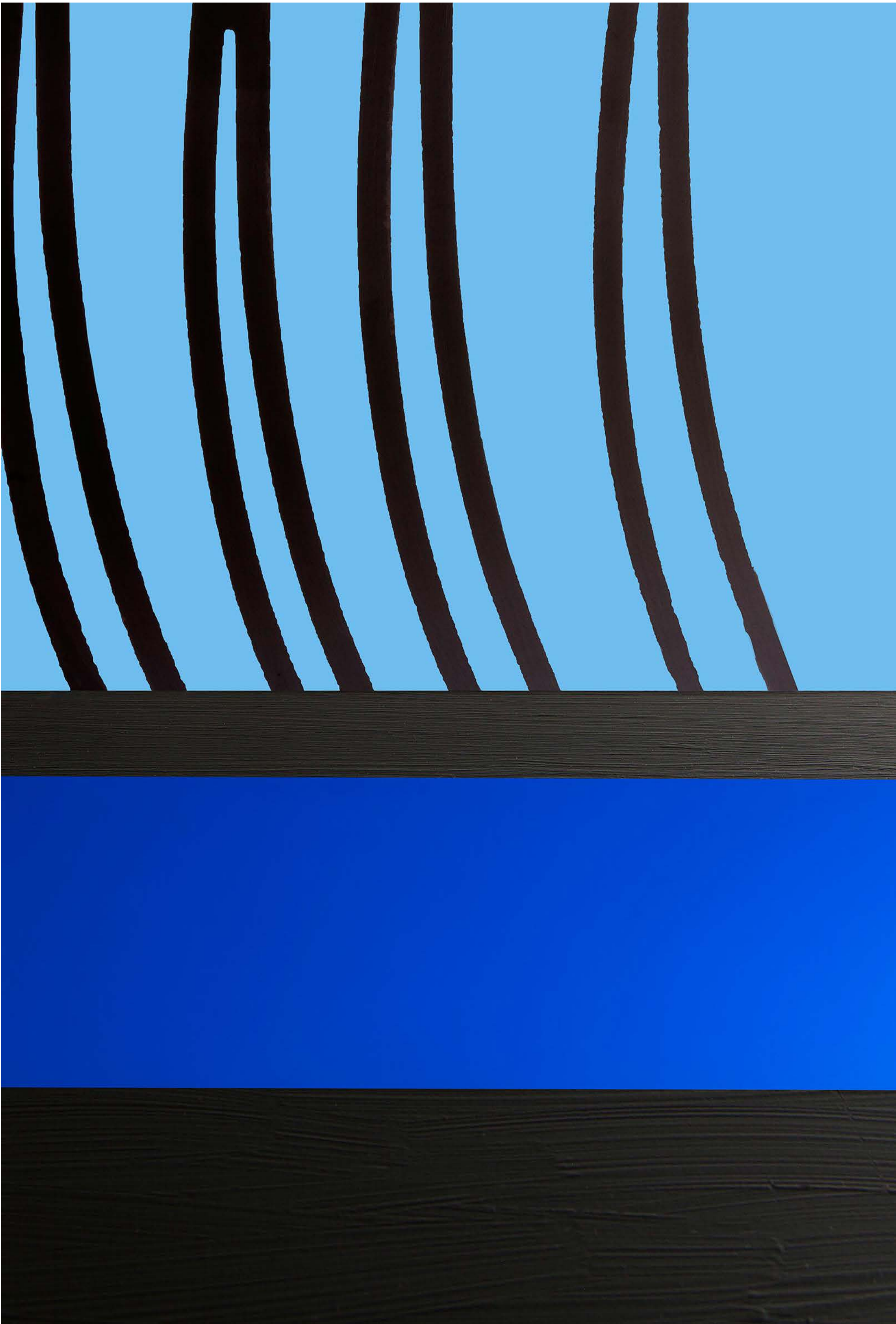
+31 (0) 6 520 38728 | jjrietveld.com | contact@jjrietveld.com

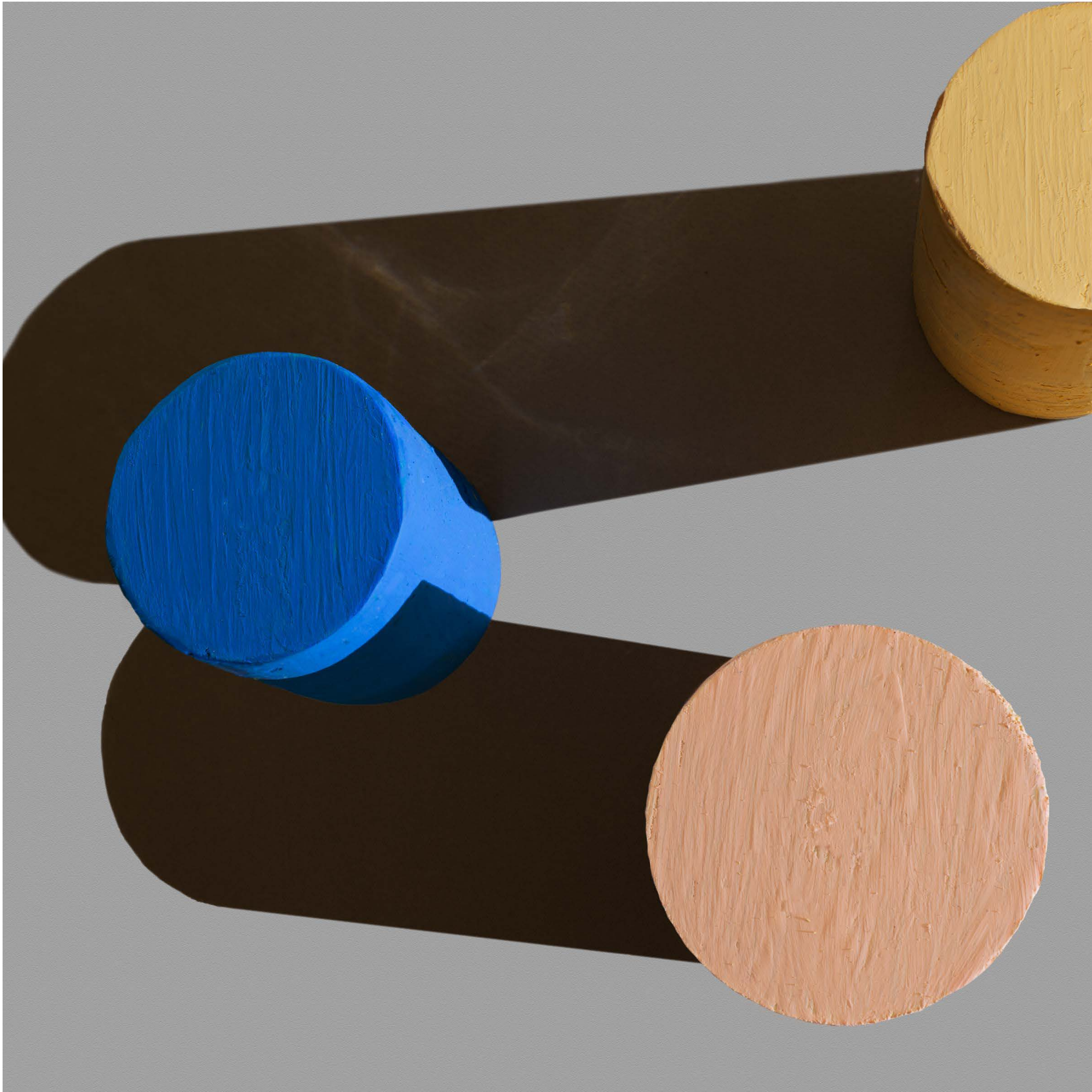


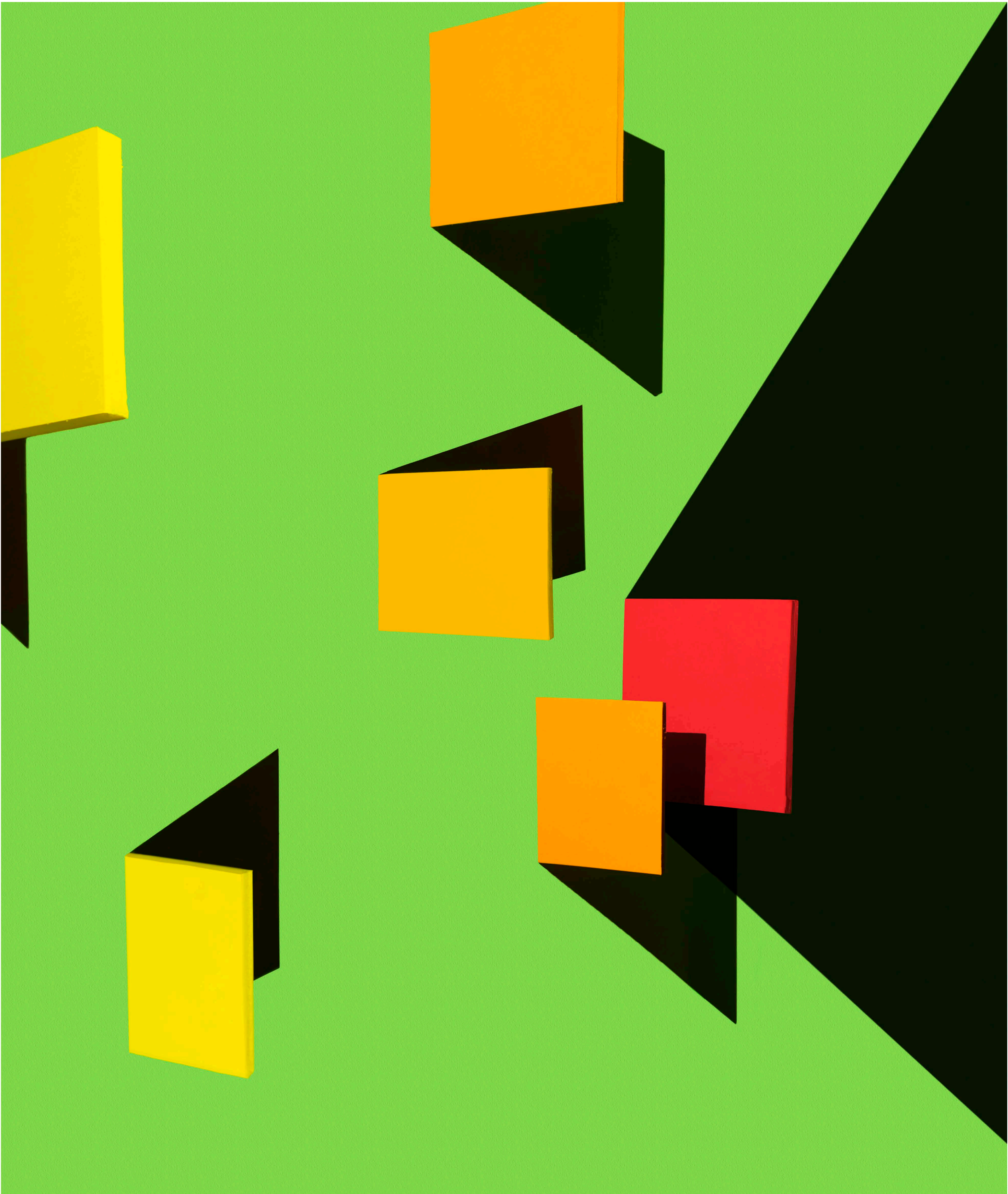
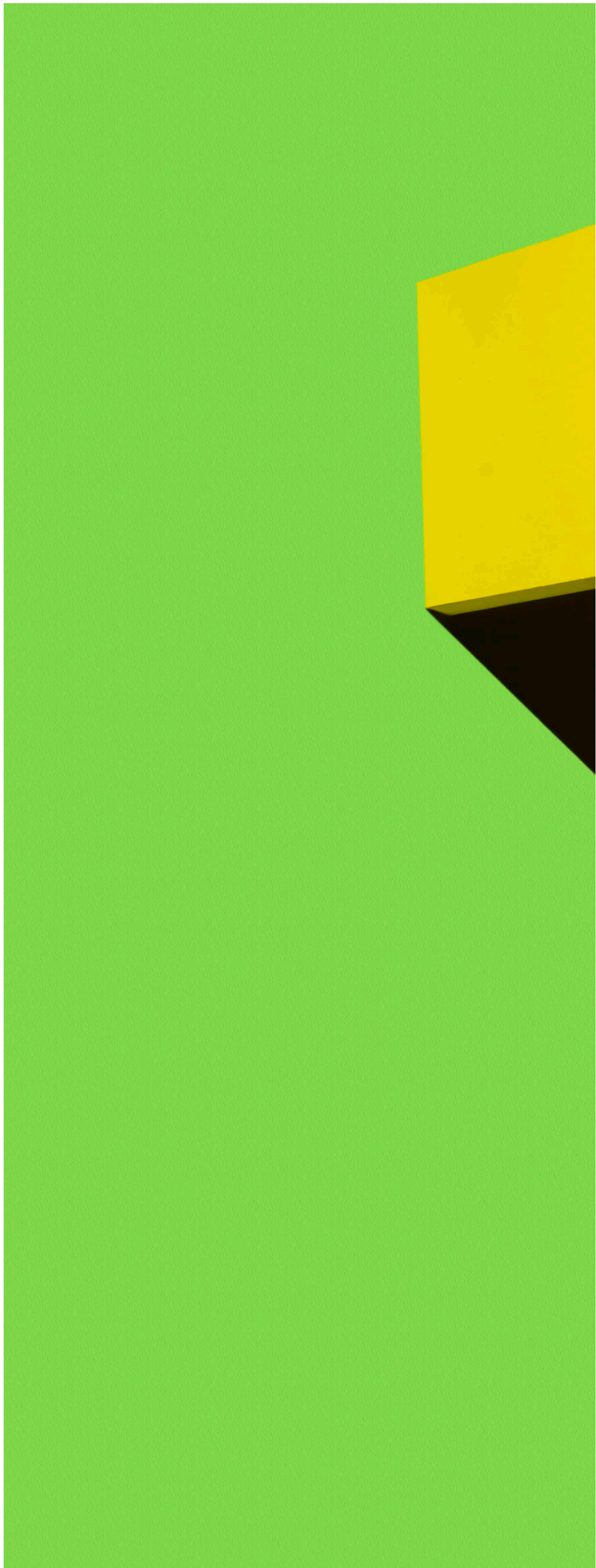


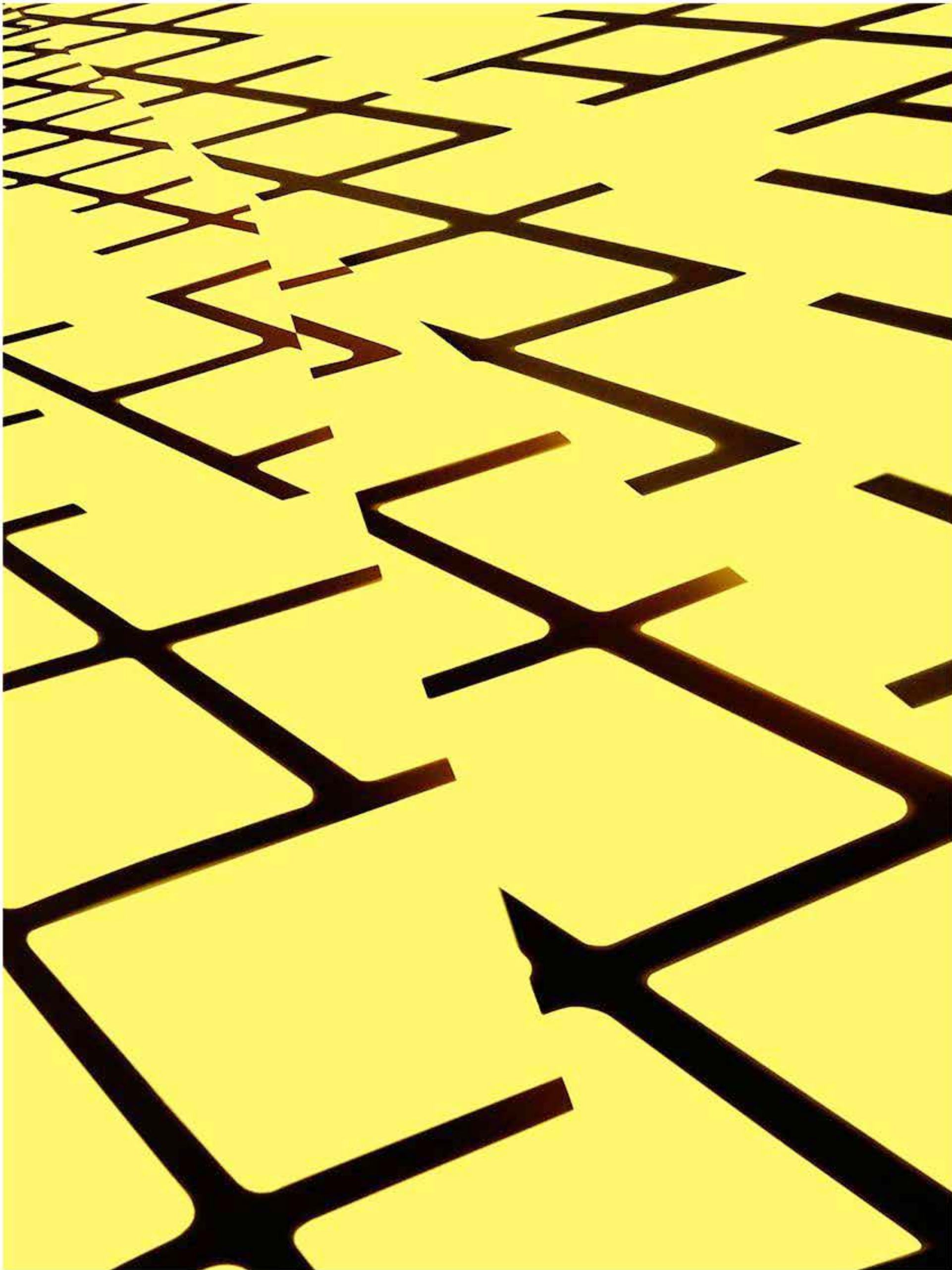
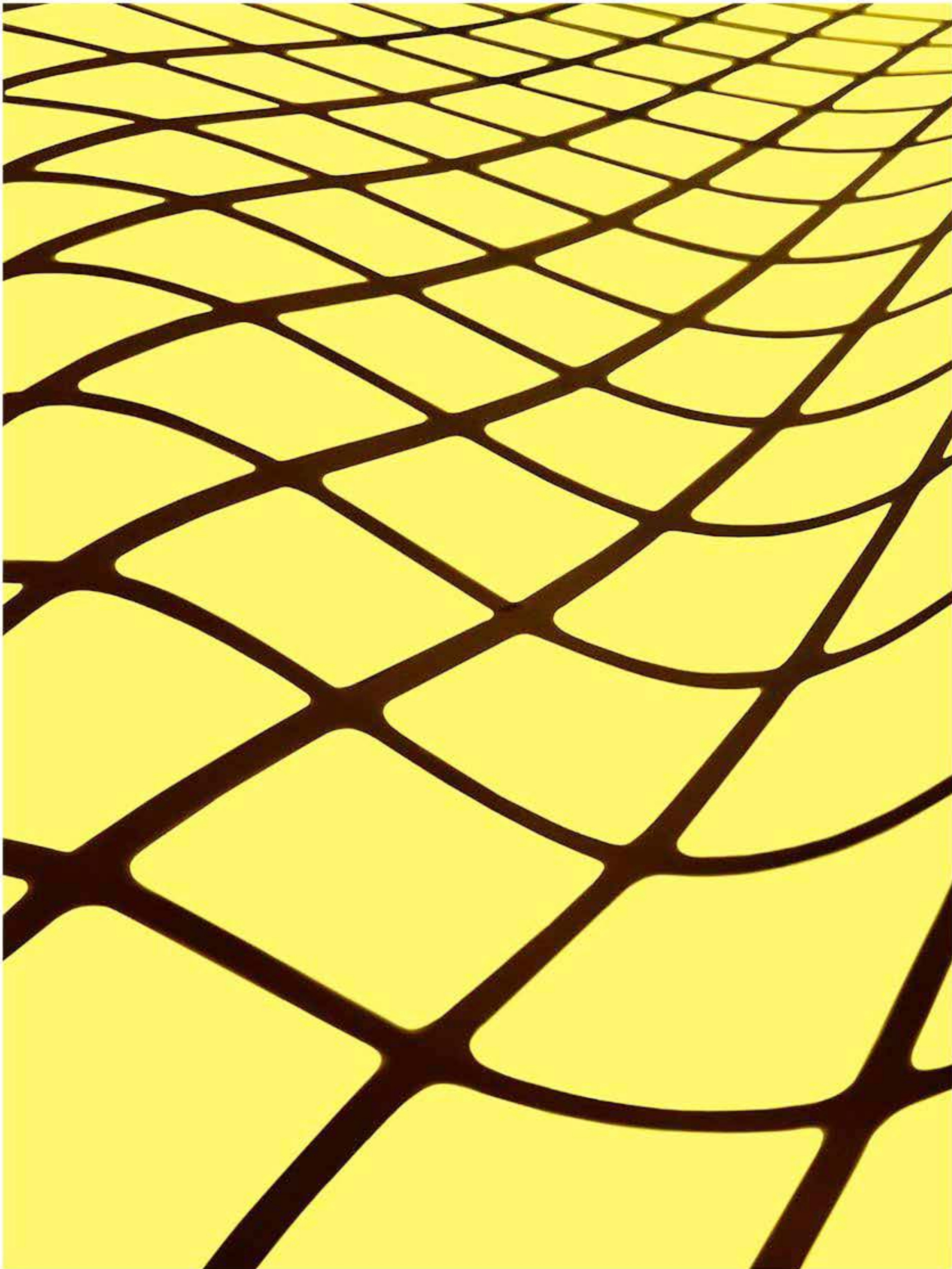




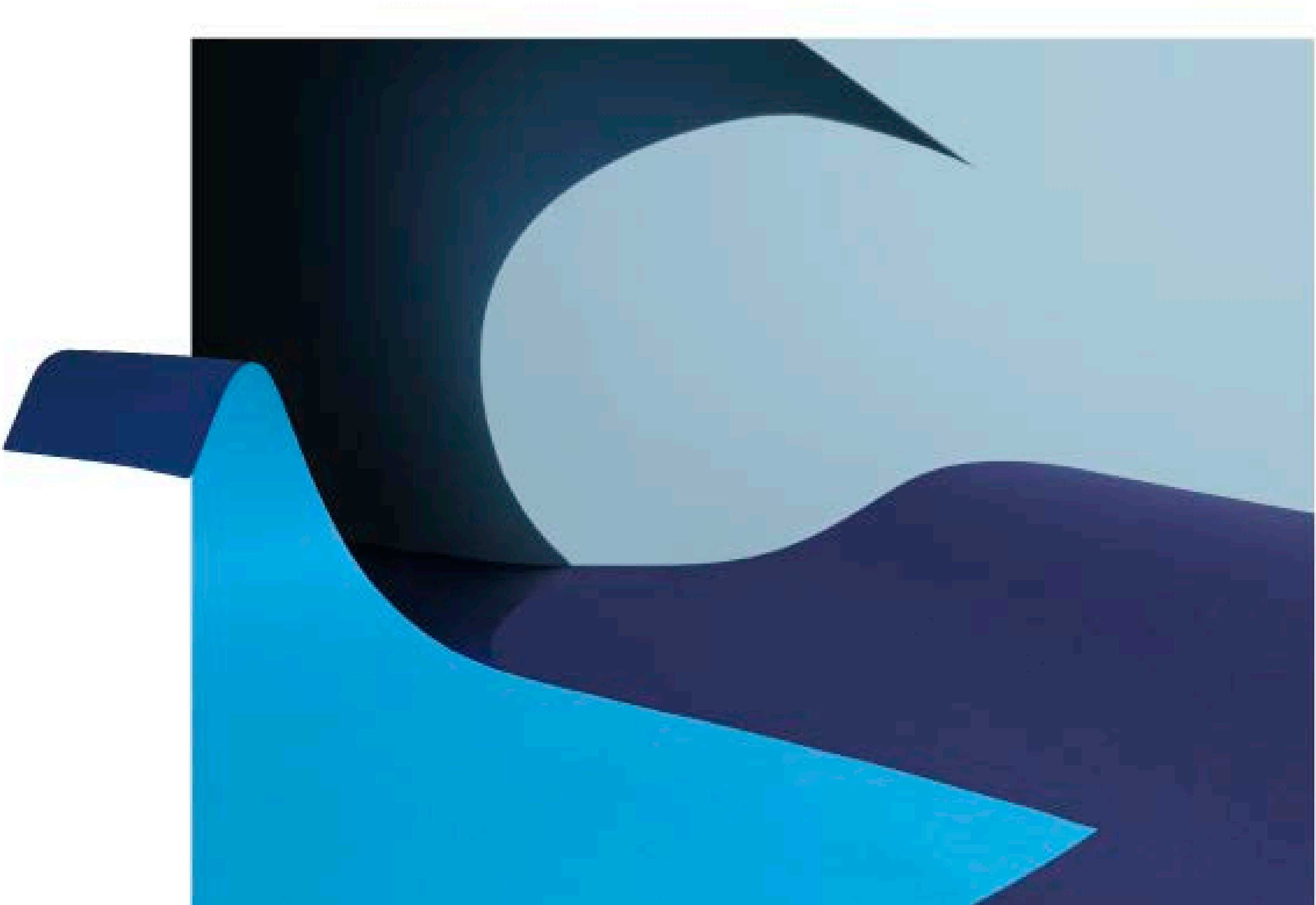


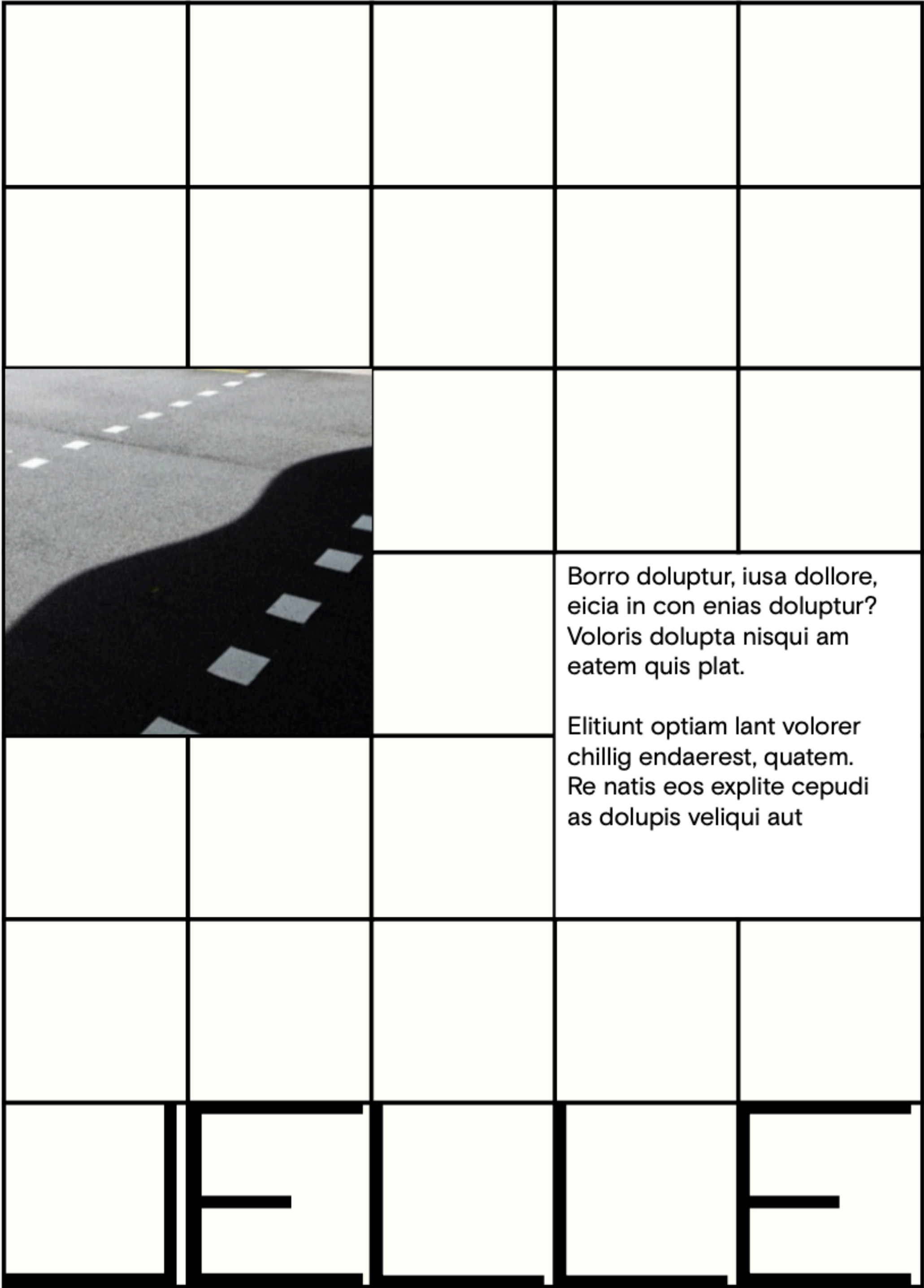












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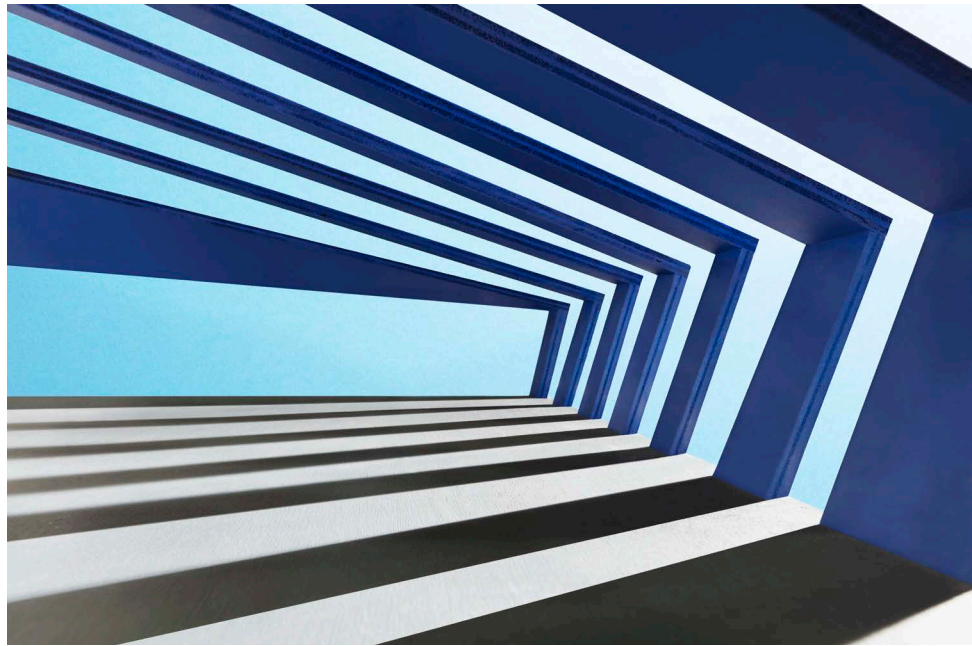
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WHERE IS THE END? - 2019

Photography, fuji crystal archive on dibond with plex-iglass

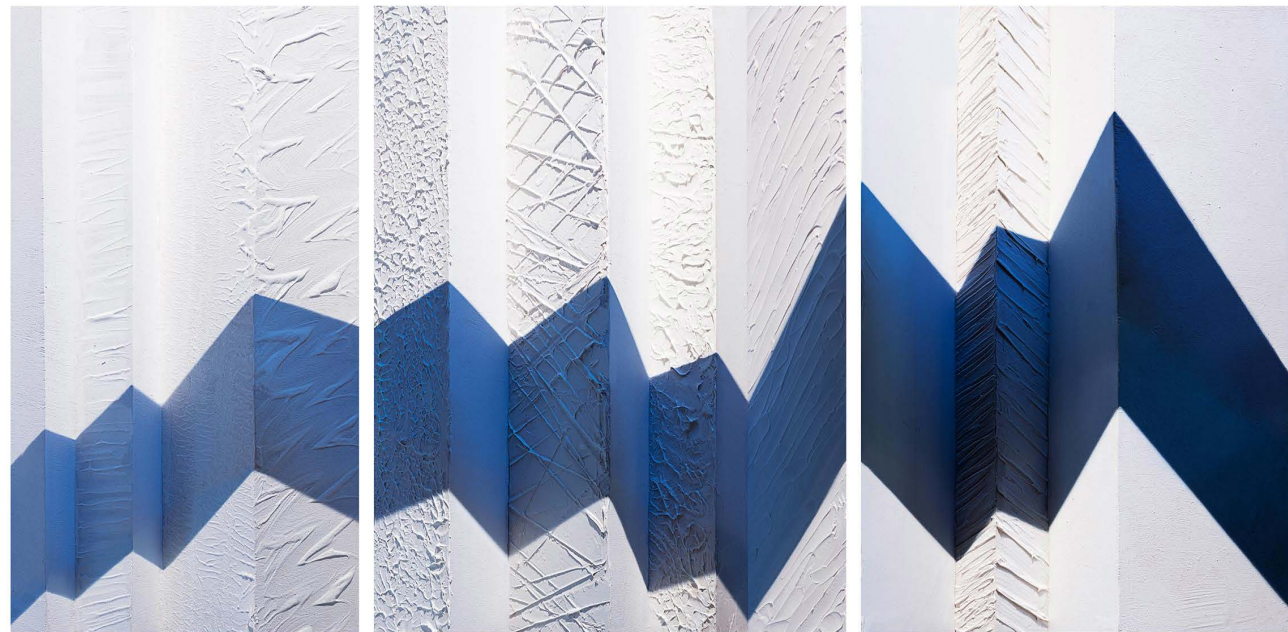
40x60 cm ed. 1/5 +2AP, € 1.650,- (incl. 9% VAT)
66x100 cm ed.5 (2AP), € 2.450,- (incl. 9% VAT)
100x150 cm ed.5 (2AP), € 3.200,- (incl. 9% VAT)



Back on Track? - 2019

Photography, fuji crystal archive on dibond with plex-iglass

60x50cm ed.5 (2AP), € 1.700,- (incl. 9% VAT)
100x80cm ed.5 (2AP), € 2.550,- (incl. 9% VAT)
150x125 cm ed.5 (2AP), € 3.850,- (incl. 9% VAT)



YESNOYESNOYESNO - TRYPTICH - 2018

Photography, fuji crystal archive on dibond with plex-iglass

60 x 130 cm, ed. 1/5 + 2 AP, € 2.800,- (incl. 9% VAT)



THE UNEXPECTED 2 - 2018

Photography, fuji crystal archive on dibond with plex-iglass

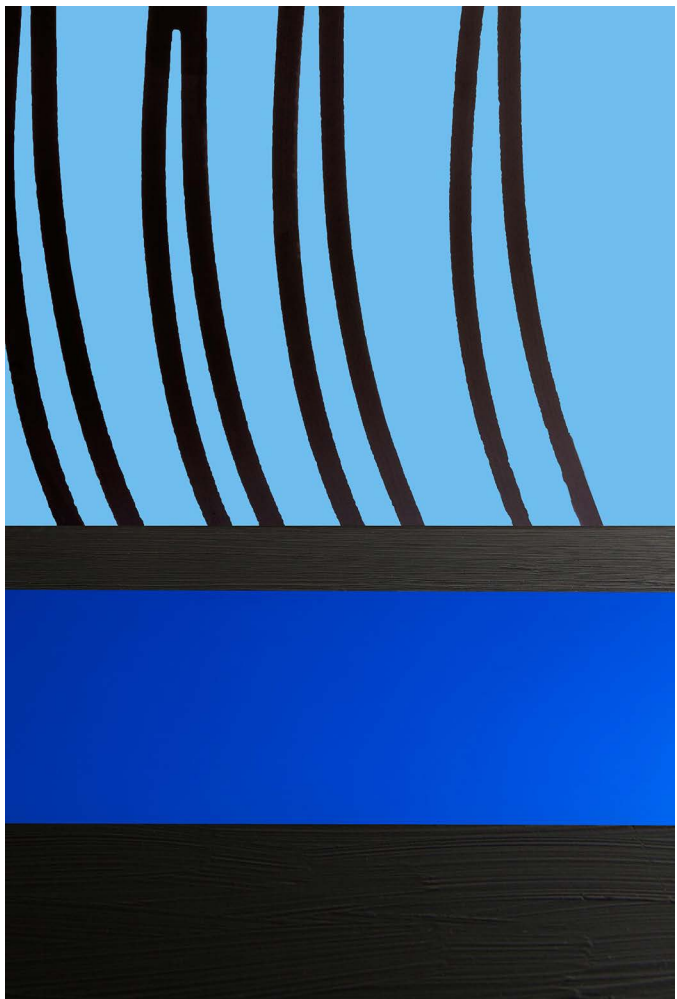
40x60 cm ed.5 (2AP), € 1.650,- (incl. 9% VAT)
66x100 cm ed.5 (2AP), € 2.500,- (incl. 9% VAT)



THE UNEXPECTED - 2018

Photography, fuji crystal archive on dibond with plex-iglass

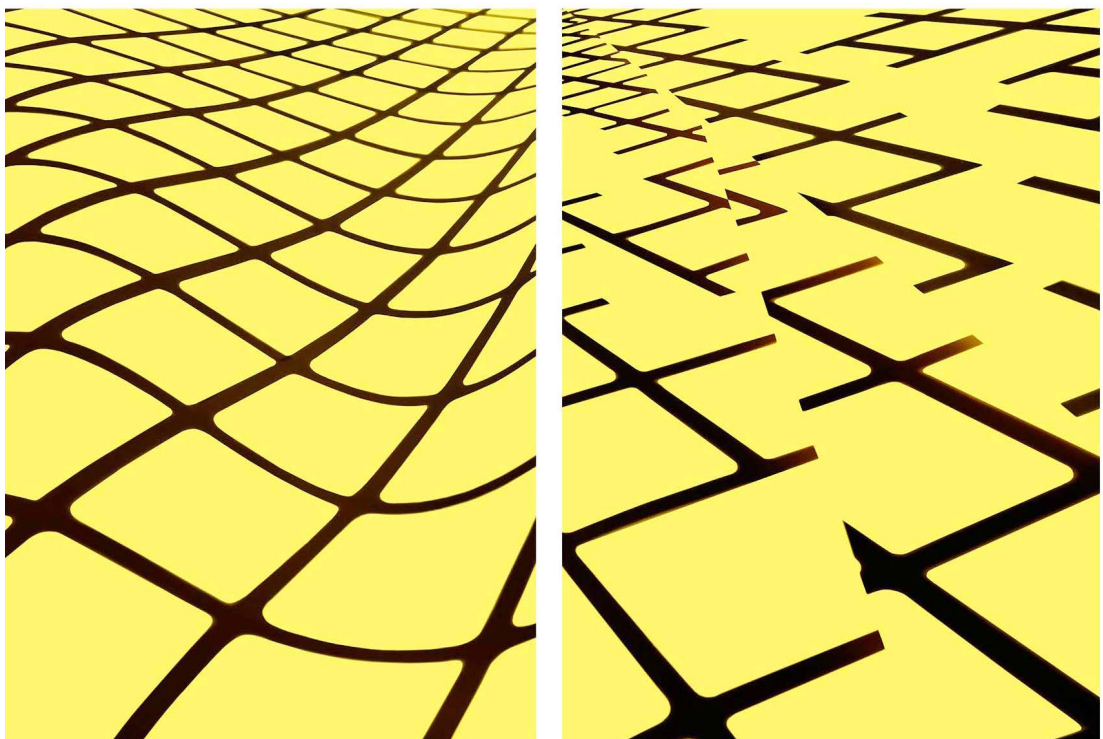
60 x 42 cm, ed. 1/5 + 2 AP, € 1.700,- (incl. 9% VAT)
100 x 71 cm, ed. 1/5 + 2 AP, € 2.500,- (incl. 9% VAT)



5:30 - 2017

Photography, fuji crystal archive with plexiglass

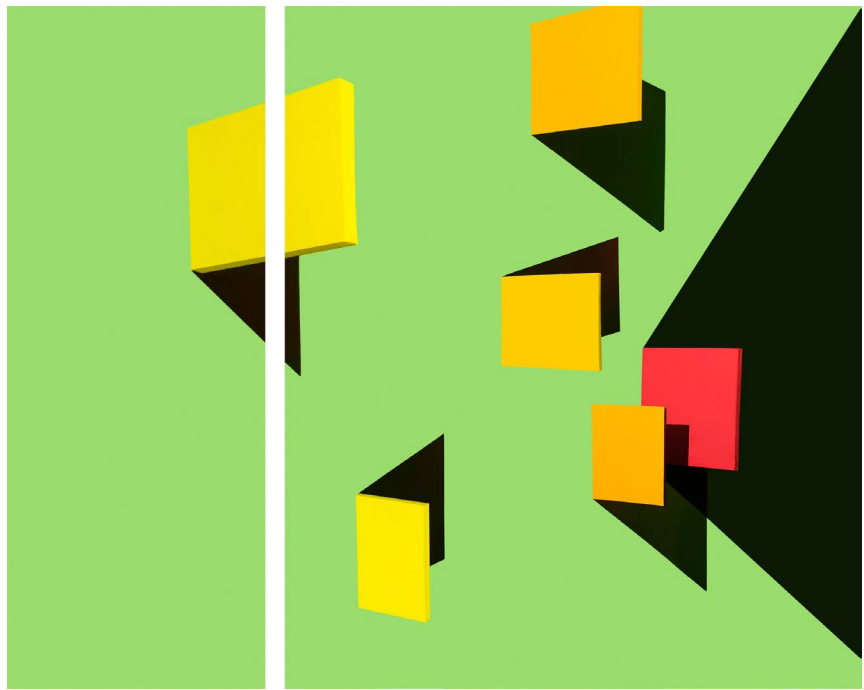
60 x 40 cm, ed. 1/5 + 2 AP, € 1.650,- (incl. 9% VAT)
100 x 66 cm, ed. 1/5 + 2 AP, € 2.350,- (incl. 9% VAT)



TINNITUS - DYPTICH - 2017

Photography, fuji crystal archive with plexiglass

45 x 60 cm, ed. 3/5 + 2 AP, € 3.100,- (incl. 9% VAT)
75 x 100 cm, ed. 1/5 + 2 AP, € 3.700,- (incl. 9% VAT)



Thoughts - 2017
Photography, fuji crystal archive print on dibond with plexiglass
23 x 60 + 52 x 60 cm, ed. 1/5 + 2 AP, € 2.200,- (incl. 9% VAT)
40 x 104 + 90 x 104 cm, ed. 1/5 + 2 AP, € 3.450,- (incl.



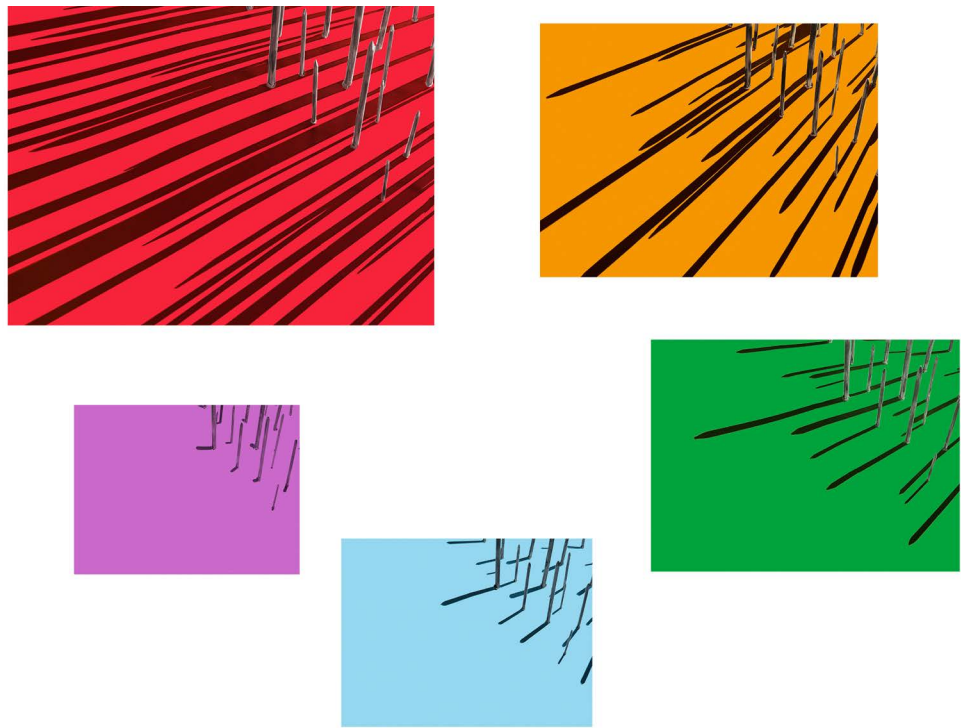
WHEN - 2016
Photography, photoprint on acrylic
50 x 80 cm, ed. 1/5 + 2 AP, € 2.150,- (incl. 9% VAT)
70 x 140 cm, ed. 1/5 + 2 AP, € 2.975,- (incl. 9% VAT)



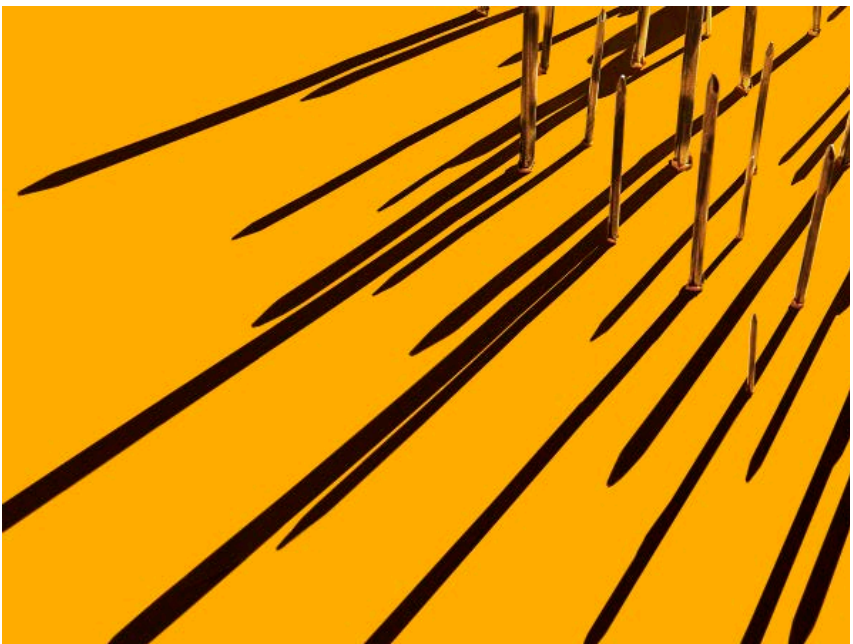
WAYS - 2016
Photography, fuji crystal archive print on dibond with plexiglass
45 x 60 cm, ed. 1/5 + 2 AP, € 1.850,- (incl. 9% VAT)
75 x 100, ed. 4/5 + 2 AP, € 3.200,- (incl. 9% VAT)



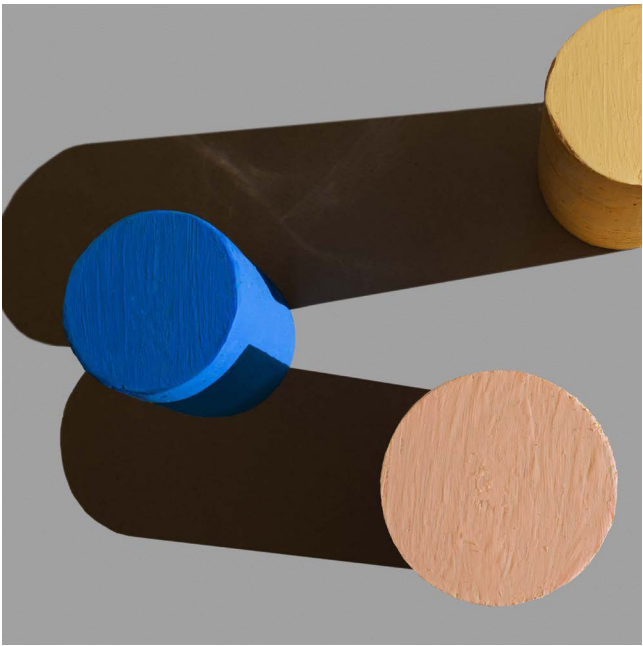
SEVEN - TIME TO ACT (2016)
Photography, fuji crystal archive with matte plexi-glass
31 x 60 cm, ed. 1/5 + 2 AP, € 1.500,- (incl. 9% VAT)
52 x 100 cm, ed. 2/5 + 2 AP, € 2.300,- (incl. 9% VAT)



STIMULI - 2016
Photography, fuji crystal archive with matte plexi-glass
Installation of 5: 45x60cm + 37,5x50cm + 32x42,50cm + 26x35cm +



STIMULI - 2016 - ORANGE (SINGULAR EXAMPLE)
Photography, fuji crystal archive on dibond with matte plexiglass,
(5 colors of choice)



ME AGAINST THEM - 2017
Photography, fuji crystal archive with matte plexiglass
60 x 60 cm, ed. 1/5 + 2 AP, € 1.950,- (incl. 9% VAT)
120 x 120 cm, ed. 2/5 + 2 AP, € 3.800,- (incl. 9% VAT)