

SIRCA BRANDED MONEY

transfer print and mixed technics

Money is a generally accepted means of payment. It can be exchanged for a product or a service; at the same time, it also serves as an indicator of the value of that product or service. The system of paying with money replaced the exchange of goods as a way of doing trade.

Paintings on paper are manually transferred enlarged images of scanned banknotes which are then washed manually in the process of making a transfer print. Transfers of money of suspicious origin to tax havens and money laundering show up, figuratively speaking, as white spots - blank spaces in the images of washed-out money. The purity of money becomes the main theme. Paintings painted on inflatable paper bags (inflated to various degrees) represent relationships between economies, economic bubbles, credit ratings assigned by credit rating agencies, trading on currency exchange markets, inflated prices of works of art at auctions... everything is connected with money... everything is about money.

Money was a popular theme with pop artists and was often depicted in their work.

Like Andy Warhol said: paintings on the walls of collectors are worth a fortune, but only because of how much they paid for them, not because of what is in them, their content is irrelevant, therefore you might as well paint an image of money, put up money on the wall, so to speak.

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Brane Sirca was born in 1971 in Ljubljana. In 2003, he graduated from the Arthouse - College of Visual Arts in Ljubljana under the mentorship of Prof. Darko Slavac and Prof. Tanja Mastnak. Sirca is co-founder and president of the KUD, VIČ Arts and Culture Association, and co-founder and leader of the S.K.U.P. Art Group. He lives and works in Ljubljana, and exhibits regularly in Slovenia and abroad. He also runs graphic and visual art workshops for children and adults, and has provided artwork for several publications. The main subject in his work is numbers, which he designs and combines in different ways in his canvases as well as in his graphic and assemblage works. Recently he has returned to the female nude and human figure, and has also tried his hand at sculpture.













