

## CONCEPTION Концепция

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### Концепция за участие на проекта във Венецианското биенале 2026

### Concept for the project's participation in the Venice Biennale 2026

#### „In Minor Keys“

##### a) Наименование на проекта

##### a) Project name

„In Minor Keys“

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##### б) Списък на участници – художници и мотивация за избора им

##### b) List of participating artists and motivation for their selection

Проектът е реализиран от един автор –

Диана Райчева- Art Lessons Custom Art, работеща в областа на живописта и фотографията. Изборът на индивидуален формат е мотивиран от концепцията на „In Minor Keys“, която поставя фокус върху деликатните и интроспективни жестове в съвременното изкуство, върху личния опит като форма на лична и социална чувствителност.

Художничката работи последователно с теми, свързани с човешкото тяло, сила и енергия, уязвимостта, синергията между ин и ян, човешкото присъствие и тишината и силата на човешката връзка с природата и безграничното пространство, като използва диалог между различни визуални медии. Комбинацията от живопис и фотография позволява изследване на напрежението между субективния жест и механичното фиксиране на образа – ключов въпрос в съвременните визуални практики. Диана преминава през експресионизма, футуризма, сюрреализма пречупени през живописта, скулптората, архитектурата и живота човешко тяло. Отразява контрастта между мъжкия и женски свят, природата и урбанизацията, тишината и шума, подчертавайки

синергията между топло и студено, твърдо и меко, светло и тъмно преплитаща в нюанси, между цветното пространство и черното и бялото балансирано от сиви многообразни нюанси. Нейният уникален стил съчетава модерна визия и техника, които правят творбите ѝ въздействащи и разпознаваеми засилвайки концепцията „In Minor Keys“.

The project is realized by a single author –Diana Raycheva – Art Lessons Custom Art, working in the fields of painting and photography. The choice of an individual format is motivated by the concept of In Minor Keys, which places focus on delicate and introspective gestures in contemporary art, and on personal experience as a form of both personal and social sensitivity.

The artist consistently works with themes related to the human body, strength and energy, vulnerability, the synergy between yin and yang, human presence, silence, and the power of the human connection with nature and boundless space, using a dialogue between different visual media. The combination of painting and photography allows for an exploration of the tension between subjective gesture and the mechanical fixation of the image—a key issue in contemporary visual practices.

Diana moves through expressionism, futurism, and surrealism, refracted through painting, sculpture, architecture, and the living human body. She reflects the contrast between the masculine and feminine worlds, nature and urbanization, silence and noise, emphasizing the synergy between warm and cold, hard and soft, light and dark, interwoven in subtle gradations—between color space and black and white, balanced by numerous shades of gray.

Her unique style combines a modern vision and technique that make her works powerful and recognizable, reinforcing the concept of In Minor Keys.

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**в) Списък и описание на произведенията / очаквания и мотивация за избора им**

**c) List and description of the works / expectations and motivation for their selection**

Проектът включва 20 произведения:

- 11 живописни платна
- 11 фотографски произведения

Произведенията са новосъздадени.

Живописните работи представляват серия от платна в сходен формат, изградени чрез експресивни маски, силна цветова гама и образи. Те работят с идеята за „минорния ключ“ като визуален еквивалент на състояние – тихо, мощно, но и дълбоко емоционално.

Фотографските произведения функционират като паралелен регистър – фиксации на пространства и детайли, в които отсъствието и недоизказаното са по-важни от директното изображение. Фотографията тук не документира, а отразява и съзерцава.

Мотивацията за този подбор е създаването на ритъм между двета медиума, в който зрителят преминава между живописната субективност и фотографската дистанция, с ясна връзка и диалог между тях пренасяйки живопистта във фотографията и обратно

The project includes 20 works:

- 11 paintings
- 11 photographic works

The works are newly created.

The paintings form a series of canvases in a similar format, constructed through expressive masks, a strong color palette, and imagery. They engage with the idea of the “minor key” as a visual equivalent of a state—quiet, powerful, and deeply emotional.

The photographic works function as a parallel register—fixations of spaces and details in which absence and the unspoken are more important than direct representation. Photography here does not document, but reflects and contemplates.

The motivation behind this selection is the creation of a rhythm between the two media, in which the viewer moves between painterly subjectivity and photographic distance, with a clear connection and dialogue between them, carrying painting into photography and vice versa.

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#### г) Връзка на проекта с пространството за експониране

### g) Relationship of the project to the exhibition space

Проектът е мислен в тясна връзка с изложбено пространство с архитектурна и историческа плътност, каквото предлага контекстът на Венецианското биенале. Произведенията не доминират пространството, а се вписват в него чрез паузи, интервали ритъм и тишина.

Разположението редува живопис и фотография, създавайки бавен, „минорен“ маршрут, който насьрчава съзерцание на образи и пространства, което се превръща в резонатор на вътрешни състояния.

По този начин проектът отговаря на актуалните тенденции в съвременното визуално изкуство, които изследват крехкостта, забавянето и отказа от зрелищност като форма на критическо и етично отношение към света.

The project is conceived in close relation to an exhibition space with architectural and historical density, such as that offered by the context of the Venice Biennale. The works do not dominate the space; rather, they integrate into it through pauses, intervals, rhythm, and silence.

The arrangement alternates between painting and photography, creating a slow, “minor-key” route that encourages contemplation of images and spaces, transforming the exhibition into a resonator of inner states.

In this way, the project aligns with current tendencies in contemporary visual art that explore fragility, slowness, and the rejection of spectacle as a form of critical and ethical engagement with the world.

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### PAINTINGS LIST



## **1.The kiss - synergy - Gold**

The kiss - synergy is inspired by the kiss of the Rodin, Gustav Klimt in a new vision through Diana's own view. The style is also inspired by Matisse, Picasso, Francis Bacon, Rodin. She likes to communicate with her favourite artists through the years. However she keeps the original signature showing her own emotions, colours, shapes stylization and composition balance. Soft and hard shapes, woman's and man's energy contrast and synergy. The cold and hot nuances underline and strength of the connection.

Limited Editions 1 of 1  
Painting on canvas  
Mixed techniques  
Acrylic, neon, metallic  
70x70cm  
100% cotton High quality premium canvas  
Year of creation 2023

## **2.Synergy- the kiss - Silver**

The kiss - synergy is inspired by the kiss of the Rodin, Gustav Klimt in a new vision through Diana's own view. The style is inspired by Matisse, Picasso, Francis Bacon, Rodin. She likes to communicate with her favourite artists. However she keeps the original signature showing her own emotions, colours, shapes stylization and composition balance. Soft and hard shapes, woman's and man's energy contrast and synergy. The cold and hot nuances underline and strength of the connection.

Limited Editions 1 of 1

Painting on canvas  
Mixed techniques  
Acrylic, neon, metallic  
70x70cm  
100% cotton High quality premium canvas  
Year of creation 2023



### 3. The women's red energy

Expression of freedom, balance, tranquility, self-confidence, silence.

Limited Editions 1 of 1  
Original, unique art  
70x50cm  
Certificate of authenticity  
Year of creation 2023  
Acrylic on 100% cotton high, premium quality canvas

### 4. The fountain of Neptune, Florence.

The painting reflect the history of art and the heritage. Is is an conversation between the ancien architecture, sculpture and the artifacial Intelligence. The artist brings the sculpture to life and underline the hot and the cold nuances the contrast of the light and shadow.

Limited Editions 1 of 1  
Part of the series 'Florence's history of art'  
Original, unique art  
70x70cm  
Certificate of authenticity

Year of creation 2023

Acrylic on 100% cotton high, premium quality canvas



### **5.Venus de Milo I Aphrodite of Melos**

One of the most famous Ancient Greek Sculpture

Louvre museum

The painting reflects the history of art and the heritage. It is a conversation between the ancient sculpture and the artificial Intelligence. The artist brings the sculpture to life using expressive brushes and underline the contrast and of the hot and cold nuances in communication with the 'Michelangelo's David'

Acrylic on 100% cotton high quality premium canvas

60x60cm

Original

Limited edition 1 of 1

Certificate of Authenticity

### **5.Michelangelo's David**

Accademia Gallery Florence

The painting reflects the history of art and the heritage. It is a conversation between the ancient sculpture and the contemporary vision. The artist brings the sculpture to life using expressive brushes and underline the contrast and of the hot and cold nuances in communication with the 'Venus de Milo I Aphrodite of Melos'

Acrylic on 100% cotton high quality premium canvas

90x90cm

Limited editions 1 of 1

Original

Part of exhibition for WOC WORLD OF CRETE IK



## 6.The woman in red

The painting express the hot woman's energy, the power and self confidence and control, the silence and the beaty of the woman's presence.

Painting from live model

Limited edition 1 of 1

Original

Certificate of authenticity

60x90cm

Acrylic on premium 100% cotton canvas

Year of creation 2023.

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## 7.The man in blue

Painting from live model

The painting express the strong and cold man's energy, the power and self confidence and control, the silence and the noice of the man's presence.

Limited edition 1 of 1

Original

Certificate of authenticity

60x90cm

Acrylic on premium 100% cotton canvas

Year of creation 2023.

Certificate of authenticity



## **8.The power of the woman**

Painting from live model

The painting reflect the synergy between the power of the woman and the man in communication with the painting 'The power of the man' using an original, unique and personal style.

Editions 1 of 1

Original, unique art

@timessquarenyc

Certificate of authenticity

Year of creation 2023

Mixed technique on 100% cotton high quality canvas

## **9.The power of the man**

Painting from live model

The painting reflect the synergy between the power of the woman and the man in communication with the painting 'The power of the woman' using an original, unique and personal style.

Editions 1 of 1

Original, unique art



## **10. Luxembourg Philharmony and EU Parliament, Kitchberg**

The Magic of the lights

The painting explores the contemporary vision of the architecture, the lights in the dark through the deep blue sky with architecture silhouettes. The artwork expresses the rhythm of the music, playing with the colors, shapes and objects in contrast of the business world.

100x 70cm

Editions 1 of 1

Original, unique art

Certificate of authenticity

Year of creation 2023

Mixed technique on 100% cotton high quality canvas



## 11. Bird View - Migration of birds

Painting- Mixed technique on canvas

Expressionism, impressionism, abstract expressionism,  
Silence, presence, ambient, nature, power

ORIGINAL - Limited editions 1 of 1  
Year of creation 2015

## PHOTOGRSPHIES LIST



## 1.. The power of the colors and lights

Abstract expressionism

Cloche D'or, Luxembourg in the evening

The beauty of the sky, blue nuances and reflections of lights

Part of the series 'Business lights'

The power and symbolism of colours

Red: Passion, Love, Anger. Orange: Energy, Happiness, Vitality. Yellow: Happiness, Hope, Deceit. Green: New Beginnings, Abundance, Nature. Blue: Calm, Responsible, Sadness.

Limited editions 9 of 9

Certificate of authenticity

Year of creation 2023



## 2. Luxembourg - Gare Centrale

Part of the series 'Bridges'

The symbol of the transition and connection between two worlds

inspirations in black and white, futurism, contemporary architecture, dynamic, impression, power,

Editions 9 of 9

Year of creation 2022



### 3.4 Pedestrian Bridge in Esch/Alzette

Part of the series 'Bridges'

The symbol of the transition and connection between two worlds

inspirations in black and white, futurism, contemporary architecture, dynamic, impression, power

Year of creation 2022



### 5. Maastricht Netherlands

Bicycles, life and culture, black and white expressions, surrealism

Limited editions 9 of 9

Black and white digital photography

Year of creation 2021



## 6. Umbrellas

The Central station in Luxembourg,  
bridge

Part of the series' Bridges'

Walking in the gare centrale footbridge renovation

Deep, perspective, impression, umbrella, family, renovations, power, contrast

Year of creation 2023



## 7. Luxembourg urbanisation

City center old town

Abstract art, impressionism, expressionism, black and white urbanisation, people and the city

Year of creation 2023



## **8 Mont Blanc - Chamonix**

Mont Blanc is the highest mountain in the Alps and Western Europe,

The power of the mountain, silence and presence, light and dark

Year of creation 2022

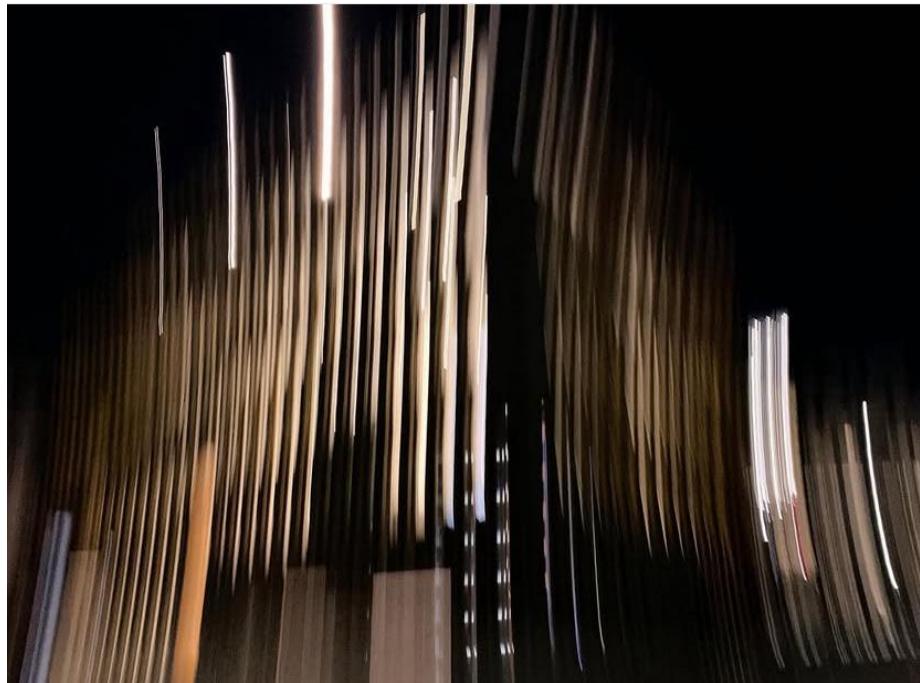


## **9 Geneva - urbanization**

The power of the black and white perspectives, architecture, people and urbanization

The noise in contrast of the silence

Year of creation 2022



## **10. Business architecture lights Luxembourg - Gold**

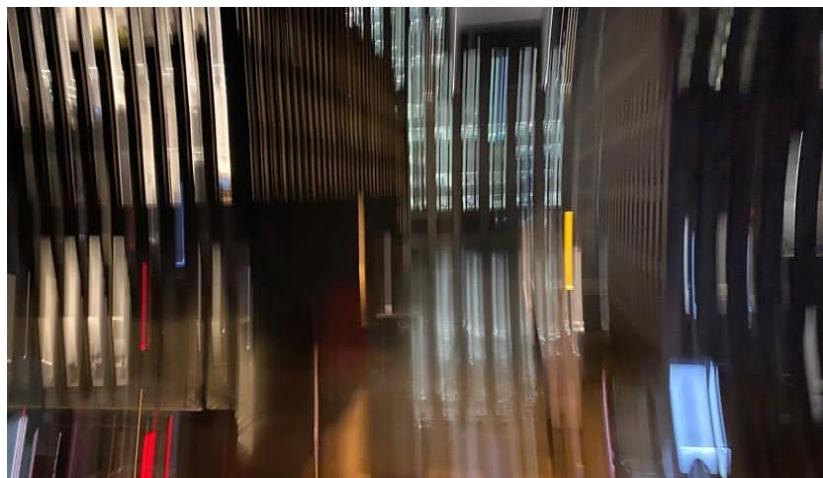
Part of the series "Business lights" Luxembourg

Composition of business contemporary architectures

Composition of lights, contrast, expressive masques, experimental photography, night, evening game of lights, cobalt sky, corporate contemporary architecture, artificial intelligence

Limited editions 9 of 9

Year of creation 2024



### **11.. Business of lights architectures- The Rain - the booster of energy**

Reflections and lights - Luxembourg

Part of Series "Business of lights"

The power of the lights, cold and warm nuances, morbid and hard shapes, abstract expressionism

Negative ions are generated in large quantities as air molecules break apart from moving water like rain showers, rivers, crashing waves and even fountains. Plants, air movement, sunlight and the radioactive decay of noble gases also naturally create them. Because ions are charged, they are mobile. Once the negative ions reach our bloodstream, they are believed to produce biochemical reactions that help to relieve stress, alleviate depression and even boost our energy. Not only rain enables an abundance of negative ions to be released but also waterfalls, ocean waves and even dew and mist early in the morning.

Limited editions 9 of 9

Year of creation 2024

Certificate of authenticity



## **11. Mont Blanc- Chamonix**

Mont Blanc is the highest mountain in the Alps and Western Europe,

The power of the mountain, silence and presence, light and dark

Where the Alpes of Italy and France meet the silence

Year of creation 2022

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## 5.1. Примерен експозиционен план

Визуален материал - примерен експозиционен план и техническа информация за реализацията и експонирането му, даващ по-полна представа за концепцията 8 контекста на вече избраното пространство.

Експозиционният план е разработен специално за пространство с изразена архитектурна и историческа характеристика, каквото предполага контекстът на Венецианското биенале. Подредбата следва принципа на бавен, „минорен“ маршрут, в който зрителят се движи последователно между живописни и фотографски произведения.

Произведенията са разположени с достатъчно дистанция помежду си, така че да се създават паузи, ритъм и зони на тишина. Редуването на живопис и фотография, както и на цветни с черно бели фотографии изгражда визуален диалог и позволява постепенно преминаване между субективния жест на живописта и съзерцателната дистанция на фотографията подчертавайки контраста и силното въздействие.

В централните или преходните зони на пространството се предвиждат по-открити участъци без произведения, които функционират като визуални паузи и усилват възприемането на цялостната концепция In Minor Keys.

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## 5.2. Визуални материали

Визуалният материал включва:

- Схематичен план на пространството с отбелязано разположение на произведенията в зависимост от експозиционното пространство на биеналето.
- Примерни визуализации показващи взаимодействието между творбите
- Референции за осветление, цветова среда и мащаб.

Тези материали подпомагат цялостното разбиране на концепцията и нейната пространствена реализация.

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## 5.3. Техническа информация за реализация и експониране

Живописни произведения

- Техника: живопис върху платно

- Формати: сходни размери
- Окачване: на стена, с дискретна система за монтаж
- Осветление: насочено, топло неутрално осветление, без отблясъци (в зависимост от опциите предложени от биеналето).

#### Фотографски произведения

- Техника: дигитална фотография
- Печат: висококачествен печат
- Представяне: рамкирани или монтирани на панели
- Осветление: равномерно, меко осветление, съобразено с характера на изображението

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### 5.4. Осветление и среда

Осветлението е ключов елемент от експозиционния план. То е съобразено с идеята за тишина, забавяне и съзерцание, като избягва драматични контрасти и зрелищни ефекти. Предпочитат се меки преходи между светлина и сянка, които подчертават текстурите и детайлите в произведенията.

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### 5.5. Връзка с пространството и концепцията

Проектът е адаптиран към конкретния обем и атмосфера на избраното пространство. Произведенията не налагат доминиращо присъствие, а влизат в диалог с архитектурата, материалите и историческия контекст. Така експозицията функционира като цялостна среда за преживяване, в която визуалният материал, пространството и зрителят са равноправни участници.

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Настоящият визуален и технически план има за цел да даде ясна и завършена представа за реализацията и експонирането на проекта, като подчертава неговата концептуална последователност и съответствие с международния изложбен контекст.

Visual material – sample exhibition plan and technical information for the realization and presentation of the project, providing a more complete understanding of the concept in the context of the already selected space

(maximum length: up to 5 A4 pages)

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## 5.1. Sample exhibition plan

The exhibition plan is developed specifically for a space with pronounced architectural and historical character, as implied by the context of the Venice Biennale. The layout follows the principle of a slow, “minor-key” route, in which the viewer moves gradually between paintings and photographic works.

The artworks are positioned with sufficient distance from one another in order to create pauses, rhythm, and zones of silence. The alternation of painting and photography establishes a visual dialogue and allows for a gradual transition between the subjective gesture of painting and the contemplative distance of photography.

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In central or transitional areas of the space, open zones without artworks are intentionally left to function as visual pauses, reinforcing the overall concept of In Minor Keys.

## 5.2. Visual materials

The visual materials include:

- A schematic floor plan of the exhibition space with the placement of artworks indicated.
- Sample visualizations showing the interaction between the works and the architecture.
- References related to lighting, color environment, and scale.

These materials support a comprehensive understanding of the concept and its spatial realization.

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## 5.3. Technical information for realization and display

### Paintings

- Medium: painting on canvas
- Formats: similar dimensions
- Display: wall-mounted, using a discreet hanging system
- Lighting: directed, warm-neutral lighting, avoiding glare

## Photographic works

- Medium: digital photography
- Print: high-quality print
- Presentation: framed or mounted on panels
- Lighting: even, soft lighting adapted to the character of the images

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## 5.4. Lighting and environment

Lighting is a key element of the exhibition plan. It is aligned with the ideas of silence, slowness, and contemplation, avoiding dramatic contrasts and spectacular effects. Soft transitions between light and shadow are preferred, enhancing textures and details within the works.

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## 5.5. Relationship between space and concept

The project is adapted to the specific volume and atmosphere of the selected space. The works do not impose a dominant presence but enter into a dialogue with the architecture, materials, and historical context. In this way, the exhibition functions as an immersive environment in which visual material, space, and viewer are equal participants.

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This visual and technical plan aims to provide a clear and comprehensive understanding of the realization and presentation of the project, emphasizing its conceptual coherence and its relevance within an international exhibition context.

## Visual plan



