

# Tromp L'oeil

## HANDIMALS & BODY PAINTING

By Christopher Earle

Every so often, an artistic concept emerges that combines multiple elements with a good dose of creativity that results in images which become archetypal. Milan based photographer and artist Guido Daniele began combining body painting with photography in the 1970s. His photographs of painted models have graced the pages of high end European fashion magazines since 1990, when he was commissioned to paint a model to make her look like she was made of marble for a jewelry advertisement.

Ten years later, he was commissioned to paint the head of an animal on a hand. The results were so good that he continued the work for the client until 2002. He has continued to experiment with using hands and arms as a canvas for various animals, illustrations, and building since, culminating in his creation of images for AT&T's international advertising campaign.

Mr. Daniele's masterful application of theatrical makeup and body paints re-create the heads of many animals, including elephants, giraffes and eagles. His paintings of "handimals" have also included fish, turtles snakes and alligators. However, he



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didn't stop with animals. Among his amazing creations is a series of trees, using a model's wrist and fingers as the trunk and branches of a tree.

His current campaign illustrations and photographs for AT&T represent various global cultural icons. Two hands form the Tower of London supporting an AT&T phone. He re-creates ancient Egyptian illustrations on hands carrying cell phones, suspends a cell phone between hands depicting the Great Wall of China, and re-creates Stonehenge in hands and AT&T cellular phones.

Guido Daniels painted hands work and advertising campaigns grew from his earlier work in body painting for a number of European clients, including Pompea, Swatch, the international

trade fair for sports equipment ISPO, Caldaie Herman, and Yoghurth Muller. His painted models have graced the covers of Max and his work has appeared in Carros Auto.

In addition to his photographic work and work as a body and hand painter, Mr. Daniels has a reputation as one of the premier painters of murals and trompe l'oeil, a style originating during the Baroque period that creates the illusion of three dimensional images in murals and other flat art.

