



MARTIN SZTAJMAN

Martin Sztajman, a pixel art designer.

Former student of the city of Comics, Angoulême, he naturally took up art.

But instead of following his seniors, Martin chose to pursue his own path: that of pixels.

Discover the world of Martin in our interview and his experience with ADDACTIS®

Worldwide for a specific and an innovative advertisements' campaign.



HOW WOULD YOU DEFINE YOUR WORK?

I write. I write with pixels and words. I create situations that I hope are surprising, comical, or just simply signifying something. For me my work is based more on the writing than an act of drawing. The forms I create with the pixels form their own vocabulary. And I play on these minimal graphics to try to say more with less.



WHY HAVE YOU CHOSEN PIXEL ART DOMAIN?

During my studies at Angoulême of Fine Arts while I was looking for a simple yet effective way to communicate my ideas, I went to a conference on the image of Bernard Stiegler. The philosopher spoke of creation, comparing it with the act of a child's play. He asked us all during the conference how we as children loved to play. I reflected.

And I remembered how passionately and patiently I could play with Lego and what also came to my mind was that I used to spent hours drawing with my sister pixel frescoes by pixel with Paint, a software used on an old computer "Commodore" of my father's. These two ways of playing were very close, both included simple shapes arranged to create new ones: this is what I liked to do. So I tried to compose strips that I had written with pixels and it worked immediately! Plus it was nice and easy to do!

For more information about Martin:



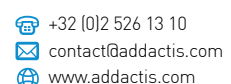
IS EVERYTHING A SUBJECT OF INSPIRATION OR DO YOU HAVE PREFERRED TOPICS?

Language is certainly the topic that mostly returns in my strips because in addition to fascinating me, playing with language is the basis of my work. And aside from personal requests it's my interests that guide me even though I try to talk about everything. I even have notes where I try to list a maximum of subjects and themes that the world has to offer ... There are of course, subjects that are more comical than others but if you can laugh at Actuarial science does that not mean one can laugh at everything?



WAS IT DIFFICULT TO FEEL "THE ADDACTIS® WAY" ?

Not especially. At first I thought it was going to be complicated to play with an area I did not know about especially as specific and rigid as actuarial science. And finally when I understood the issues and the ADDACTIS® software roles I quickly saw the potential. In fact their functions can be summarized to «organize», «plan», «rank», «tidy» and can easily be personified. Especially since there's that cold, mathematical side in addition it goes perfectly with the pixels and is fun to be assigned to the characters and thus making them exasperating! And I can add that the color codes identifying the software is also a principle that goes fully with the way I design my own strips.



The ADDACTIS® Way

