

PAUL PETERSEN

(aka SphericalArt)

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A digital NFT artist who is helping to pioneer a technique he calls Spherical Art, by capturing images with a virtual camera, inside 3D polyhedral spheres. He uses their internal mathematical order to create unique artwork, harnessing the intelligence the spheres possess to create color harmonies and visual rhythms that are evocative and expressive.

EDUCATION

1972 Bachelor of Fine Arts, magna cum laude, from UCLA
1973-74 Post graduate study at Art Center College of Design, Pasadena, CA

WORK EXPERIENCE

1974 Advertising Art Director at Leber Katz Partners, New York City
1975-1981 Advertising Art Director at Matthieu, Gerfen & Bresner, New York City
Produced television commercials and print ads for national advertisers
Promoted to Vice President
1981-1989 Freelance Illustrator, New York City
Storyboard sketch artist for advertising
Airbrush illustration for national brands
1990-1993 Watercolor Artist, San Diego, CA
Live demonstrations of watercolor technique
Cover art for Equine Images Magazine, Summer 1992
1994 to present Freelance Medical Illustrator and Animator, San Diego, CA and Drums, Pennsylvania
Multiple industry awards for excellence
Worked with CAD and product visualizing software
Cover art for multiple medical magazines
2015 Digital Artist exploring the "Spherical Art" technique
Began social media accounts
2020 NFT artist on Cryptoart.ai, MakersPlace, Mintbase, Mintable, SuperRare and Terra Virtua Art

EVENTS

Featured in the March-April 2018 issue of Doorway To Art, with an interview covering his art and techniques. <https://we-art-friends.com/mar-apr-2018-issue/>

Exhibited at The Other Art Fair/ Brooklyn, NY, November 8-12, 2018

Featured Artist in the June 2019 Issue of Sanctuary Magazine - <https://www.sanctuary-magazine.com/june-19-paul-petersen.html>

Artist Interviews by The Cent Podcast Feb, 2020, and by the Whale Discord Artist Spotlight October, 2020

Exhibited at Headspace Gallery, 5 Leda, Cryptovoxels, May, 2021