

## Featured Artist: Joost Korngold

***Published Two Video Montages with his Latest Demo Reel and Several Works. We strongly recommend to have a look at his creations. Joost Korngold is an artist with Capitols***

August 07, 2009 - 23:09

Born in 1978 at The Netherlands. Graduated in 1999 from the Saint Lucas Graphic Design School in Boxtel, The Netherlands, in graphic and industrial design. After having worked for various design agencies, he started to Freelance under the name Renascent in November of 2002. Currently active in Visual Static and Motion Imagery for different media. Basically he works alone in a small 3x3 meter room of his house. On a few projects, he has incorporated photography that was made by others. Joost has worked for clients such as Nike, Philips and Hewlett Packard and has been commissioned by numerous advertisement agencies around the world.

He also made the credit sequence of the FPS Game Killzone 2 for PS3 and its Main Interface. They are shown in the first video.

Recently Joost Korngold was asked in Archinect.com about if the software he uses is subordinate to his design goals or do the limits/capabilities of the software help shape the output?

His answer was as follow ... "Once technology starts to drive you instead of you driving the technology to create something, something is not right. At least thats the way I am looking at it now. These programs are tools, tools like a pen or an airbrush, or your hands with a piece of clay, scissors glue and some carton. Now with todays technologies the tools can become too automated, like just looking at the ammount of plugins these days. So ask yourself the questions, are you gonna hit Auto Generate and have this plugin to create a 160 store high abstract skyscraper and you call it your creation or, are you going to model that from scratch with what you have in your mind or drawn out on paper. The latter is what I call real creation of an artist. 3DS Max (or any other 3D App), Photoshop, After Effects allow you to visually create anything, with the only limitation being your own mind."

More Information at [www.renascent.nl](http://www.renascent.nl). Image and Video Courtesy of Joost Korngold. Video Post-Production: 3Dup.com