

## **Berlin-3D-Art**

(patentiert)

### **Dr. Richard Schubert**

+49 30/6953 2877; mob:+49 172/3235121  
www.berlin-3d-art.de

**Sa, So 10-17 Kunstmarkt am Zeughaus**  
zwischen Deutschem Historischen Museum und Dom

**Mo-Sa 11-19 Hackesche Höfe**  
Promobo, Hof 3 & 5

**Short portrait in "Letter" - the alumni  
magazine of the German Academic  
Exchange Service (DAAD)  
issue 1 (April) /2009 p. 42**  
(Translation of German original)

The invention changed his life. Pursuing his hobby, Dr. Richard Schubert discovered an innovative "procedure for acquiring solid objects". At least that is what his patent certificate reads, that he readily presents to customers asking him about his artworks. His works include large and small pictures, mouse pads and magnets showing colourful motifs formed by stones or shells, roses, radishes or jelly babies. What's unusual about these is that they make you want to reach for the stones or put the jelly babies right into your mouth. This is because the small objects – and such objects can be captured by Schubert's technique only – look strikingly realistic in 3D.

His fascination for the new technique and his wish to further develop it made him quit his job at Siemens. However, the urge to research had also been driving him before: in the 80ies, he was awarded a DAAD scholarship to the University of Grenoble and subsequently started work in a research laboratory at Siemens. The patented invention did, admittedly, present a new challenge to him: it needed to be exploited commercially. When Schubert became aware of the strong interest attendees at international conferences showed for his 3D sample pictures, he opted for a new career as an art merchant. Today, his stall at the Berlin Art Market near the Museumsinsel attracts crowds of shoppers at the weekends.

The creative work and direct contact to customers - "without any hierarchy and retail chains" - is what Schubert finds "deeply satisfying". When asked by his international clientele, the adoptive Berliner explains his technique in fluent English, French, Spanish, Italian or Russian as needed. A scientist to the core, he has been studying the strongly varying buying habits in conversations with customers in the streets of Madrid, Dublin, Seville and Paris. Has that still to do with his previous life? "Quite a lot", says Schubert, "I rely more than ever on the complex thinking skills of a physicist."

(Text: Leonie Loreck; translation: Elmar Backhaus)

