

Marian Kraus Photography - A New Perspective In Corporate And Personal Gifts

At times, it helps to look at things from a different perspective. To open the mind to different possibilities, different ways of examining an object, a problem or a challenge can lead to inspiration and fresh ideas. This is a mantra that modern photographers put into daily practice, and what makes each photograph a study of perspective. The inspiration of a new visual perspective can often lead to an inner motivation to open one's mind to other life perspectives. It is this motivation that prompts photographers like Illinois' Marian Kraus to accompany his images with messages that add to the visual meaning, as in his collection of corporate and personal gifts.

Presenting an unexpected view of a familiar object encourages open-mindedness. Marian Kraus' commercial imagery and fine art photographs present a distinct affinity for new perspective, especially highlighted by his collection of Exteriors. Kraus has made prints of his fresh, modern perspectives available for purchase online as a way for individuals and corporations to enhance their living and working environments with art that brightens the spirit and prompts creativity. Emphasizing the genius and spirit of architecture and design, Kraus' corporate and personal gifts of framed city and streetscapes combine light and dark, form and alignment to present the beauty in the everyday.

Indeed, one of Kraus' fundamental artistic styles is to seek the Golden Ratio. The Golden Ratio is a universal principle of striving for beauty and completeness in the realms of both nature and art. Structures, forms and proportions naturally aim towards visual enhancement of the environment in which they find themselves. With a trained eye, one discovers patterns of order and beauty everywhere. Kraus' lines of corporate and personal gifts embody the idea of the Golden Ratio, and give viewers the opportunity to reflect on his art within their own lives and broaden their perspective of what they see every day.

In particular, the framed motivational prints and messages that Kraus offers in his online store are designed to humanize corporate workplaces. There is an impressive elegance in a skyscraper if one looks for it; there is precision of form in a leaf, if one peers closely; the rise of a stairway can match the organic rise of a sand dune, if one visualizes them side by side. The vitality of Kraus' photographs aim to foster the creativity and solutions that can be obtained with fresh perspective.

The book that best represents Kraus' entire line of corporate and personal gifts is his 2006 publication, *Inspirational: A Collection of Photography & Writings* By Marian Kraus. His own words accompany stunning photographs that speak to "Perceptions", "Movement", "Decisions" and "Purpose". Those messages are also conveyed in his collection fine art greeting cards. His work seeks to stimulate the mind and pull from the imagery that which would invigorate and motivate one to higher achievement and personal tranquility.

For more information or to visit Marian Kraus' online store, visit [MarianKrausPhotography](http://MarianKrausPhotography.com).

About the Author

Marian Kraus Photography is a [commercial photography](http://commercialphotography.com) company specializing in commercial, architecture, and fine arts photography. For more information, visit [commercial photography](http://commercialphotography.com)MarianKrausPhotography.com.

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