



The Passage



Eiffel Tower Fineart Photography

Recensito da



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on 09/04/25 | [Visit website ?](#)

Ainhoa Fernández studied Fine Arts in London at Kingston University, after finishing her degree, she specialised in art criticism and communication. After working in the UK as an art gallerist, she moved to Madrid to study an MBA in Art Market and increase her knowledge in art business, trends and sales. In 2022 she founded her own art podcast Art Bites, which she directs. As an artist she has exhibited her work in the United Kingdom, Spain and Portugal.

## Sezione 1: Revisione tecnica

La prima parte del feedback si concentra sulle tue capacità tecniche. Il recensore ha espresso la sua opinione sulla qualità della tua opera (ad esempio tavolozza dei colori, forma, consistenza, dimensione, tecnica, inquadratura e composizione)

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**Come valuti la tecnica dell'artista in termini di colori, forme, consistenza e dimensioni, nonché materiale utilizzato, mezzo e processo?**

*The artist's technique in this portfolio showcases a strong command of light and shadow, creating dramatic contrasts and emphasizing the mood within each piece. The monochromatic color palette, predominantly using black and white, allows for a focus on composition, texture, and form, while heightening the emotional intensity of the images.*

*The shapes in the artwork are minimal yet impactful, with the use of light carving out sharp, defined spaces that draw attention to specific elements, like the figure or the path beneath them. This creates a sense of depth, guiding the viewer's eye through the composition in a natural way. The textures, especially in the depiction of the cobblestones or the play of light, contribute to a tactile quality that complements the overall atmosphere. The size is accurate and the technique is wonderful.*

## Sezione 2: Rassegna artistica

La seconda parte della recensione si concentra sugli aspetti artistici ed estetici del portfolio.

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**Qual è la forza del portafoglio?**

*I think that the strength of the portfolio lies in its ability to evoke deep emotion through stark contrasts of light and shadow, creating a strong sense of atmosphere. The work expertly plays with solitude and isolation, capturing moments of quiet reflection with subtle yet powerful visual cues. My favorite piece illustrates this beautifully: the lone figure bathed in light against a dark background, which enhances the feeling of isolation and introspection. Love it.*

**Dove vede il revisore la possibilità di miglioramento?**

*From my point of view, the possibility for improvement lies in expanding the use of color or experimenting with more varied textures to add complexity and contrast to the visual narrative. While the monochrome approach is effective for creating mood, introducing subtle color accents or incorporating different materials could enhance the depth and diversity of the works.*

## Chi o cosa puoi seguire e studiare o da cui trarre ispirazione?

*The artist could draw inspiration from Don McCullin, whose black-and-white photography often captures profound human emotion and dramatic light contrasts in raw, intense ways. Josef Koudelka is another great reference, known for his powerful use of light and shadow in capturing moments of solitude and tension. For a more conceptual approach to light and space.*

## Sezione 3: Revisione promozionale

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### Dove vedi l'artista nel mercato dell'arte in termini di pubblico, prezzi e potenziale di mercato stimato?

*The audience for this artist's work is likely to include collectors, galleries, and institutions that appreciate fine art photography, especially those with an interest in emotive, minimalist compositions. The price range I estimate is 1.000-3.000€*

*Market potential is significant, particularly in the growing demand for high-quality black-and-white photography in both private collections and commercial spaces.*

## Conclusione

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### Infine, quale sarebbe il consiglio che daresti a questo artista, riguardo all'obiettivo di questa recensione?

*To enhance market visibility and growth, I would advise the artist to establish a strong digital presence through a professional website and active social media profiles, particularly on platforms like Instagram and Pinterest, which are widely used by art collectors and enthusiasts. Regularly posting high-quality images, behind-the-scenes content, and insights into the creative process will help engage potential buyers and build a loyal following.*

*Congrats!*