

# THE PIXELEYE DIRK BEHLAU

By Anna Marco  
Art & photos © 2008 Dirk Behlau



If you haven't heard of him, you've been living under a rock in the United States. Dirk Behlau is one of the most exciting photogs in the European hot-rod scene today. His deep angle/close-up style is nerve wracking. Get any closer to the spinning wheels in his imagery and you might a well throw yourself under the tire. His motto "Don't talk, create!" comes from personal experience. He is the guy shooting from inside the action, not beside it.

"Pixeleye" is known to be addicted not only to pixels but fast rockin' cars from the golden age of racing: MoPars, hot rods and "massively over-powered race cars." Anything loud with a kickass attitude inspires him. Think a liquid mix of high octane Motorhead/Social Distortion/Metallica fueling a 3D/punk/Dada/Fluxus art inspired drag race. It's a starting point for performance art - high performance. Flip through the pages of his photo book, *Speed Kings* and see for yourself. Then do the same with his second book *Hot Rod Empire* for more.

## Art for Breakfast

Born in Cologne, Germany, Dirk's career began at age six when he won a painting competition. By high school, he had created logos for bands and school theatre plays and was lucky enough to land himself in the class of "a great art teacher who studied under Joseph Beuys, an Important 20<sup>th</sup> Century German artist." After graduating, the self-taught visual freelancer trained himself in graphics. In 1999, he ate HTML and CompuServe for breakfast and never turned back to non-dimensional flavored fare. His roster of international clients and global brands includes Canon, Burger King, Saturn Media, Carrera Toys, Toyo Tires, and Sony Playstation.

Today, Dirk's talented Pixeleye is the retinal counterpart to a Canon 5D digital SLR camera with a Canon EF 28-135/3.5-5.6 IS. He uses two Macintosh computers with Apple cinema widescreen displays, a huge stack of extra hard drives, Photoshop and some other tools.



## Art for Lunch

Dirk's design background enables him to create an authentic recognizable style of photography. His "less text, more photos" approach is ironic since he never wanted to be an artist but surmises "It just happened as a child and developed." Fortunately, art is what he wants to do. It allows him to be his own boss and he loves his job; otherwise, he would probably be a professional video game player, watch thrash movies and collect 1970-80s action toys from Japan as a living.

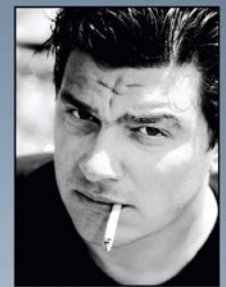
Last year his "modern-nostalgic" work exhibited at Bottrop's Kustom Kulture Show (Bottrop, Germany) and the SINS Hot Rod & Kustom Show (Belgium). See [www.pixeleye.de/artshows](http://www.pixeleye.de/artshows). This year, additional venues will include Hungary. For Dirk, "art is 24/7."



## Art for Dinner

As head of his own design studio, Pixeleye Interactive, Dirk has produced and directed hot rod DVD's ([www.turt-mann-dvd.com](http://www.turt-mann-dvd.com)) and "Girls on Film," a download of pinup models for iPhone and iPod packages at [www.hotrodhell.de](http://www.hotrodhell.de). Other projects include a line of racing apparel (Pixeleye Racewear), retail merchandise, and Pixeleye Supercharged Beer ([www.hotrodbeer.de](http://www.hotrodbeer.de))! His online store, The Filthy Rats (go online to see more at [www.thefilthyrats.com](http://www.thefilthyrats.com)), offers custom prints, t-shirts, autographed items, pinup calendars (with Zoë Scarlett, Sweetness and Maureen van Mortis), stickers, patches, a Pixeleye paper toy and much more.

Dirk believes the recipe for his success is the School of Life. The sound-



track for that project is an actual song and music video called "The Pixeyleye" by The Lonesome Dragstippers now available on CD and MP3.

Famous last words from a man who eats art for breakfast, lunch and dinner? "It's OK to have idols but try to develop your own style - don't imitate, FTW and believe in yourself."

Websites: [www.pixeyleye.de](http://www.pixeyleye.de) and [www.myspace.com/pixeyleye](http://www.myspace.com/pixeyleye).  
 Merchandise: [www.kustomkulture.info](http://www.kustomkulture.info), [www.thefilthyrats.com](http://www.thefilthyrats.com), [www.hotrodempire.de](http://www.hotrodempire.de). Special thanks: Tim Larson, Jo Fischer & Becks for extra pix.



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