



### **Business Cards Morphed Into Art**

There have been three instances in my life when something artistically striking caught my attention to a level where I knew I would never forget it. The first I can recall was Andy Warhol's simple yet striking artwork involving the classic [Campbell Soup can](#). The second time I encountered something artistic that got my attention was the first time I saw a piece of work from the man who is now my favorite artist, M.C. Escher. The third instance occurred this past week when I was introduced to a new and striking concept – MeconoMorph.

Viktor Genel is the creator of MeconoMorph, which “[boils Art](#), Math and Business together in a concept of morphing and flowing geometry.” These are 3D structures that are built out of business cards can be stacked on top of each other as an art display, attracting awe and visibility to the art and the business cards used in the structures.

Using business cards for a piece of art is a brilliant concept, and the way that the cards are displayed is just as smart. To get more on the concept and the art, I interviewed creator Viktor Genel.

**Michael Luchies: Why did you decide to use business cards to construct these structures?**

**Viktor Genel:** Business cards are truly fascinating objects.

1. Business cards have a “sacred” ratio –  $3.5 \times 2$   
It's (within the precision of paper cutting) equal to  $\sqrt{3}$ . This ratio was used in such interesting objects as circle of life and vesica pisces. This allows many geometric manipulations to be applied to them without cutting – by just folding and joining cards together.
2. Business cards are not just pieces of cardboard with some letters printed on them. Every business card is a result of a very intimate and sometimes painful process of putting together everything which is important for a given business or activity. It's more formal for bigger entities, and more personal for small businesses. And it's especially true for cards representing some creative/artistic activity.

In a sense a business card is the most concentrated and concise representation of a person to the world. As such they carry a lot of psychological energy. They are so to speak “tiny” energy portals.



Choosing business cards as artistic medium allows harnessing of this energy flow. This is happening because unlike paint or charcoal, business cards are already emotionally charged. Combining lots of them in an art installation creates a very powerful energy stream, which can be felt.

3. Besides MeconoMorph, there many other fascinating implementations of the sacred ratio of [business cards](#).

**ML: What is the time commitment to create one Mecon with business cards? Do you manually create each, or is there a process that is more time efficient?**

**VG:** Just the manual mechanical assembly with no regards to the cards content takes about 3 hours for a Mecon. This work is never purely mechanical though. I always find myself deviating into the content of the cards I am working with. Cards are endlessly different so patterns they create are never the same, and I try to control these patterns to an extent, which is never fully achieved.

To the second question, it is completely a manual process using at max a ruler and a paper knife.

### **Summary**

The MeconoMorph is a sight to be seen and something like nothing I have seen before. To view additional images of Viktor Genel's Mecons and to join the movement, visit [ViktorG.com](#).

### **Sources**

[ViktorG.com](#)