

The Art of Impossible

Dec 22, 2020 | Sarah Foster

What we can imagine and what we can make real in the world are often two very different things. As an editor and art director, one of the most rewarding parts of my job is being able to collaborate with highly talented artists like Jorg Greuel who have the creativity and skills to turn all their own original ideas, along with some of mine, into reality.

A prolific and versatile CGI artist and still life photographer, Jorg is active in a select working [group of CGI contributors](#) that collaborate closely with some of our creative team on targeted but hard to visualize needs. Together we have been exploring ideas about sustainability, renewable resources, and the circular economy, along with the current existential anxiety about the future. In this series called 'Impossible Stairs', he creates constant movement through a maze of choices, climbing then falling along a convoluted but self-sustaining path where each ending also offers a new beginning. Its lines and figures never quite arrive at a clear destination, but they are also never lost.

"While I have a proper education as a photographer, I'm a self-taught CGI artist. I'm not really looking for photorealism in my CGI - I like to use it for concepts I can't realize photographically- the Impossible Stairs, which were inspired by M.C. Escher, are a good example for that."

These playful, colorful, and mind-bending optical illusions brilliantly visualize concepts of complexity, uncertainty, choices, connections, innovations, overcoming challenges, and renewal. Things may not always go as planned, but we will always keep moving forward, on into infinity. Though the future is unknown, with the right skillset and frame of mind, that can simply mean that all things are possible.