

UMOJA

by pie aerts



print collection catalogue



My name is Pie and I'm Dutch photographer with a profound interest in human/wildlife coexistence stories. Through my lens, I'm examining the relationship between animals, humans and nature in an attempt to explain why we all seem increasingly disconnected from the natural world, each other and ourselves. In fact, I'm using my photography to search for the causes of that disconnect on a visual journey towards the essence of our existence.

I'm a firm believer that art can be an incredibly powerful tool in restoring our lost connection and therefore I initiated Prints for Wildlife in 2020, a fundraising model which has up to date generated \$ 2.1 mio for African wildlife and communities badly hit by Covid.

After telling stories on the African continent for almost 10 years, as a photographer as well as an activist, I dare to say I've developed a genuine understanding, connection and passion for documenting the wild.

This Umoja Collection is a culmination of that. I hope you like it.

UMOJA the collection

When the world came to an abrupt stop in March 2020, I decided to exclusively shift my focus to the African continent to document the impact Covid19 was having on wildlife & communities. Accros multiple trips to Kenya, Zambia, Botswana and Rwanda and in the absence of the usual herds of tourists - but with wildlife in full effect - I started to feel a deeper connection with Africa than ever before.

Silence never felt so confusing, fearful, and liberating all at the same time and in that particular space of not knowing what's ahead of us, 'Umoja' was born, a new body of work that became my way of dealing with the uncertainty of living in between an old world that was falling apart and a new one that has not emerged yet.

The word 'Umoja' is Swahili for 'oneness', for 'unity' and I sincerely hope that these photographs will serve in homes around the world as a daily reminder that 'we are one'.



A PERSONAL NOTE



"Being a kid there was nothing I loved more than drawing. While others played video games or rode their bikes, I could lock myself in for hours with pencil and paper. It taught me to use my imagination and create stories within the four edges of a canvas. Now, almost 3 decades later, I'm using that very same spirit in an attempt to create meaningful stories about the last true wild places on earth. With a combination of medium format analogue photography and digital imagery I hope to bring the fragile but powerful narrative of the African wild into homes around the world as daily that the natural world is worth fighting for."

Pie Aerts, March 2022

100% CARBON NEUTRAL

With this collection I am committing 100% to nature, by making my Print Store **100% carbon neutral**. In doing so, I partnered with a new printing lab called **ThePrintSpace**. Their strong commitment to the environment is what got me. This means that I will use:

- ✓ Recyclable packaging envelopes
- ✓ Biodegradable bubble wrap
- ✓ Recyclable cardboard stiffeners
- ✓ Paper tape made from 100% recycled fibres
- ✓ 100% recycled polypropylene corner protectors
- ✓ Recyclable bio-polyethylene frame protection

On top, **every ounce of carbon emission** produced by shipping my prints by air or vehicle is **offset via The Gold Standard**. All in all, this means that if you purchase my artwork, you are also affirming your own belief in sustainable business practices.



10% TO CHARITY

If you know my work well, you know how much I care about the natural world. Therefore, with this collection, I am taking a next step in making you part of my philosophy to **give back**.

For each print being sold, I will **donate 10% of the net proceeds** to organisations that supported me in realising this collection, to benefit the important work they are doing in **safeguarding wildlife and people**.

So as of now, your purchase will have a direct impact on improving the lives of wildlife and people by supporting one of the organisations below.



THE PRINT COLLECTION



The 'Umoja' Collection will be offered in four different sizes: **S, M, L & XL**. The collection is split in **'open-edition' artworks & 'limited-edition' artworks**. The edition size is therefore what determines the price. As the edition sells out, prices go up.

S and M come with a 1cm white border. L and XL have a 2cm white border.

The best-selling images of the 'Umoja' Collection launch of November 2020, will carry over into the 2022 collection. This will give you the opportunity to **create new image combinations**, of existing and brand-new artworks.

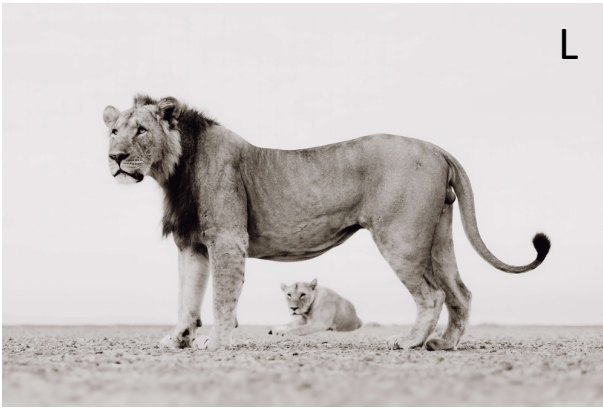
THE PRINT COLLECTION

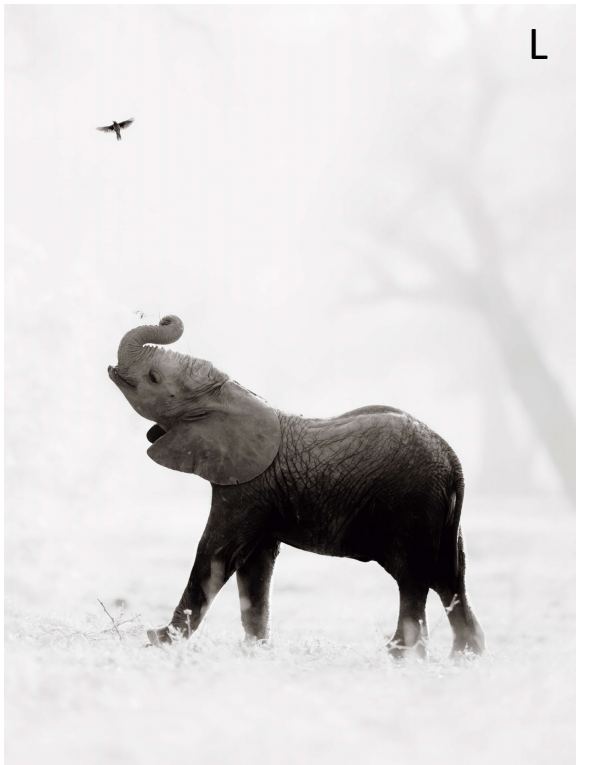
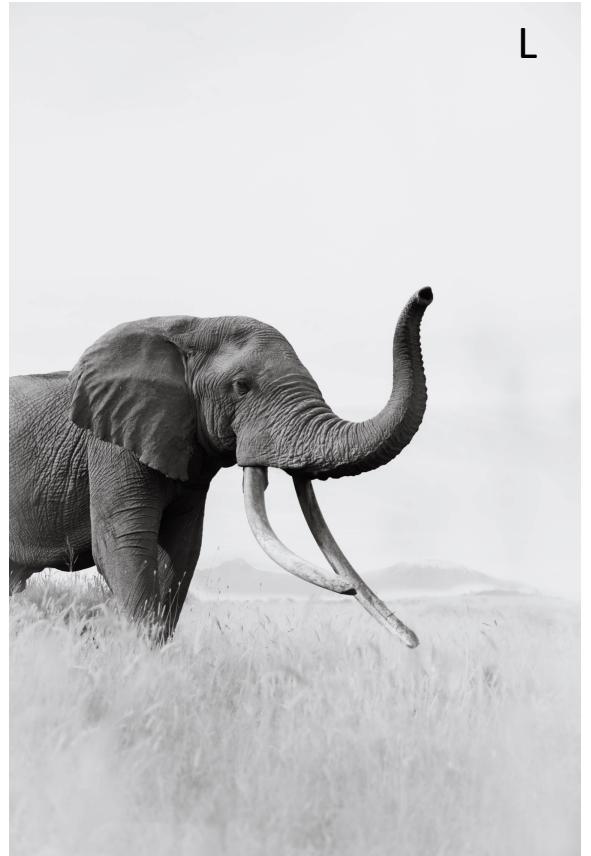
The 2022 launch is consisting of 26 new images and 16 are carried over from the 2020 launch. Below you first find the 26 new images and after that the 16 images from the 2020 release are displayed.

The letter 'O' indicates Open-edition and the letter 'L' indicates Limited Edition



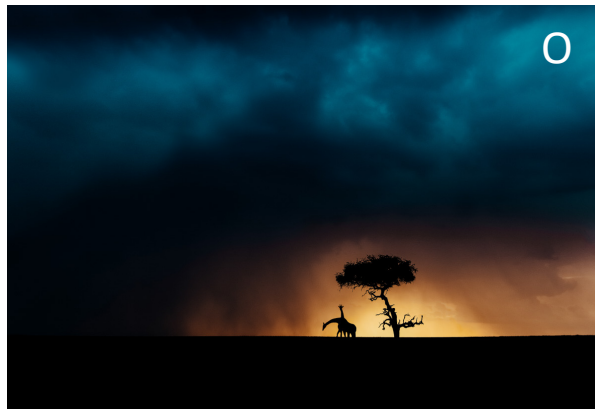












FREE GLOBAL SHIPPING

I have listened to your feedback and I can finally present:

FREE GLOBAL SHIPPING ON ALL PRINTS!

But it's getting even better, because from now on I will offer **24hr delivery** which means that after ordering, your print will be dispatched from the print lab within 24 hours.



CERTIFICATE OF AUTHENTICITY

As of now, each 'limited-edition' print comes with a unique Certificate of Authenticity. This custom-made Certificate comes with a hologram authentication patch that is matched by a unique number on both the print and the certificate. This hologram sticker can be attached to the back-end of the artwork once it's framed.



SIZING GUIDE

The 'Umoja' Collection will be offered in four different sizes: **S, M, L & XL**.
S and M come with a 1cm white border. L and XL have a 2cm white border.



SMALL

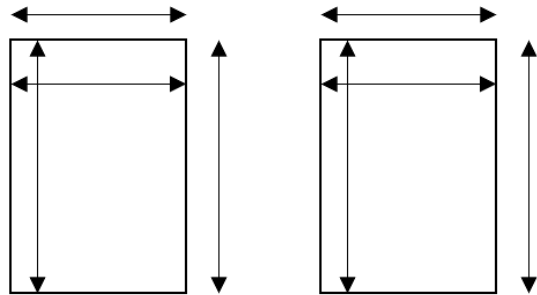
Perfect to decorate your desk or countertop and great for pairing multiple images

Print size: 30 x 45 cm / 11.8 x 17.7 inch

Print size incl border: 32 x 47cm / 12,6 x 18,5 inch

Border: 1cm on each side

Limited edition: 25



MEDIUM

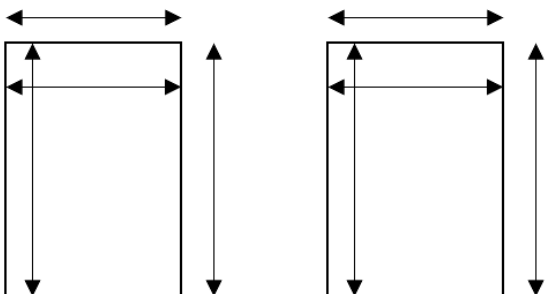
Giving your room a distinct feature while still letting other elements of the space shine

Print size: 50 x 75 cm / 19.7 x 29,5 inch

Print size incl border: 52 x 77cm / 20,5 x 30,3 inch

Border: 1cm on each side

Limited edition: 15



SIZING GUIDE

The 'Umoja' Collection will be offered in four different sizes: **S, M, L & XL**.
S and M come with a 1cm white border. L and XL have a 2cm white border.



LARGE

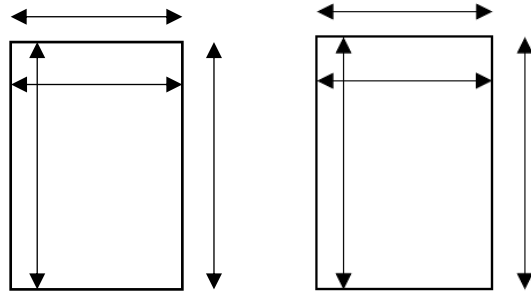
Another step up in size, showing even more detail and especially when framed this quickly becomes the signature piece in your space

Print size: 70 x 105 cm / 27,5 x 41,3 inch

Print size incl border: 74 x 109cm / 29,1 x 42,9 inch

Border: 2cm on each side

Limited edition: 10



EXTRA LARGE

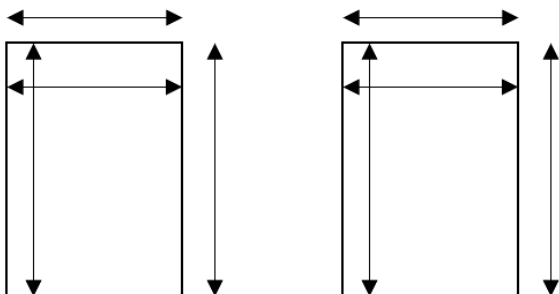
The best of all, this size will immediately become the showstopper and talking point in your space. It even has the power to singlehandedly shape the ambience in the entire house. The best way to present art

Print size: 100 x 150 cm / 39,4 x 59 inch

Print size incl border: 104 x 154cm / 40,9 x 60,6 inch

Border: 2cm on each side

Limited edition: 5



COLLECTION PRICING

Open Edition

S Small size prints: € 150

M Medium size prints: € 250

L Large size prints: € 600

XL Extra Large size prints: € 950

Limited Edition

S Small size prints: € 300

M Medium size prints: € 600

L Large size prints: € 1300

XL Extra Large size prints: € 2500





Fast & secure delivery

Prints are being shipped in reinforced tubes and crumble-proof packaging to ensure safe delivery. Standard flat rate global shipping is free of charge and typically takes 5-10 working days depending on your location. Print production starts within 24 hours after finalizing your order.



Peace of mind

You will absolutely love your print, no doubt about it. They will stand the test of time and easily become the talking point in your household. However, if there's something wrong or in the rare event that a print gets damaged in transit, we will happily exchange it for you for free.



Award winning lab

We are working together with the number 1 fine-art printing lab in Europe. Award winning print professionals trusted by galleries and artist across Europe.



Customs-free delivery

Production happens in 2 different labs, one in Dusseldorf in Germany, and one in London, United Kingdom. This means that all EU deliveries are customs free.



Secure payments

We are accepting several trusted payment options at check out, Visa, Master, Amex, Ideal and Apple Pay.

THANK YOU FOR YOUR ONGOING SUPPORT
shop.pieaerts.com



Want to talk to me?

Whatsapp: +31648126166

Email: info@pieaerts.com