

April 8, 2015

unknownart is proud to announce Petter Hegre - Luba Nude Yoga

unknowngallery is the first venue in the United States to exhibit Petter's printed works, which remains open to the public until July 5, 2015.

VENICE, CA - On April 2, hundreds gathered to Silicon Beach to view the photography of Petter Hegre and his model-wife Luba Shumeyko.

Through July 5, 2015, unknownart is showcasing 19 works mounted on Dibond aluminum frames, including a life-sized portrait of Luba in padmasana prayer. Gallery Director Tom Van Daele is excited to be collaborating with the artist in introducing this series to the greater Los Angeles consciousness.

Photographic Stylings and Hegre-Art

Petter Hegre began his career as an apprentice to legendary Richard Avedon, and has exhibited his art around the world to critical acclaim.

A comprehensive study of Hegre's oeuvre conveys the artist's specific focus on the grace of the female form in relationship to the various environments in which they are represented. Precision, symmetry, and harmony are recurring themes in his works. However, it is the landscapes of the female form that take precedence in his work.

Hegre's photography has produced over 1 million loyal fans through his website Hegre-Art.com, where subscribers receive access to view thousands of sexy nude models in sultry, enticing posture. For 13 years, Hegre has built an empire of erotic photography, publishing seven books of his work, including Luba in the classic, *Tuscany Nudes*.

Model, Muse and Wife

Luba is a regular model for Hegre-Art, but the series LUBA NUDE YOGA has made her a viral internet sensation, putting her name and statuesque body in the minds of women-- as much as men-- around the world.

Married for over twelve years, Luba and Petter have countless photo shoots behind them, many focusing on the pleasures of female sexuality. But LUBA NUDE YOGA was not meant to be an overtly sexual portrayal. Instead, Hegre's intent was to capture the architectural beauty of the female form. This photographic series does considerable honor to the unique partnership of model-wife, husband-photographer that Luba and Petter share.

By working in studio with a yoga instructor to guide her into perfect form, Luba depicts power and inner peace in each pose. Hegre's use of lighting captures every curve of muscle and feminine indentation. The resulting compositions achieve balance, strength and calm, the goal of every dedicated yogi.

unknownart exhibits the disruptive work of both upcoming and established contemporary artists through bi-monthly art shows, and is an operating faction of unknown in Venice, CA, with offices in

unknownart

Chelsea, New York and Antwerp, Belgium. Offering a global mindset paired with local, cultural integration, unknown has created a cross-cultural bridge for American, European and Asian markets.

Hegre-Art.com is the home of high-quality erotica. Founded in 2002 by Petter Hegre, the site pioneered a more natural and intimate style. Today Hegre-Art has become a giant of the industry and is now the number one ranked nude site in the world.