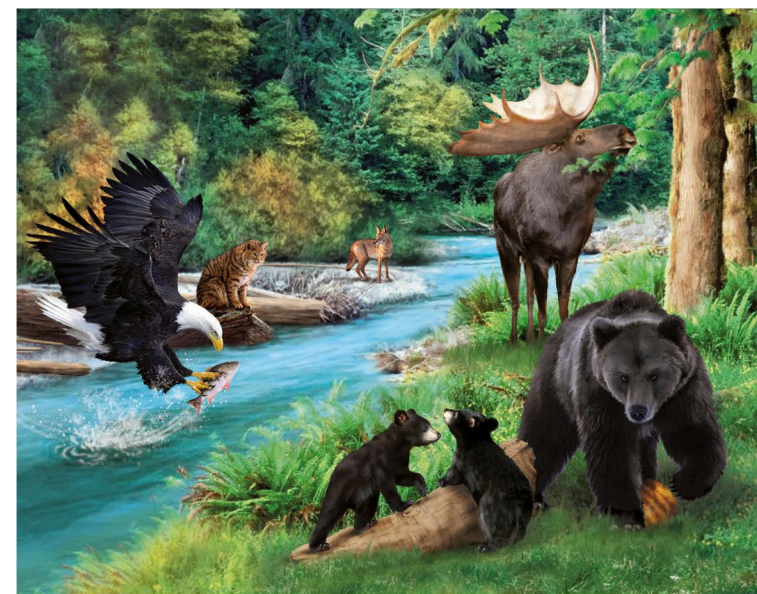


## SIMON TREADWELL



Born in 1961, Simon Treadwell began to be fond of drawing and painting since he was a child. He decided to become an artist at the age of 14, after seeing some of Max Ernst's paintings at the Guggenheim museum. After high school he specialized in classical studies, attended the "European Institute of Design" in Milan and then began to work as an Art Director in some Advertising agencies. As a self-employed illustrator, he became a specialist in hyperrealism, using mixed techniques, airbrush, oil, acrylic and watercolours. Later on he began to create digital artworks with his Mac, which is still his staunch friend now. After many years working as an illustrator for the advertising and publishing industries, Simon has more recently devoted his talents to the developing of beautiful art specifically for Christmas products. Simon is forever exploring his art and discovering ideas and techniques to best illustrate the marvels of Santa and his magical world. Nowadays, he lives and woks in the beautiful Tuscany



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