



GALERIE
ITINERRANCE

PRESS KIT

SETH SOLO SHOW «WALKING ON A DREAM»

ITINERRANCE GALLERY / 20TH MARCH - 25TH APRIL 2015

«WALKING ON A DREAM»

ABOUT THE EXHIBITION

Knowing well how to adapt himself to its environment, Seth is now adapting himself to the canvas. He is playing with materials, mixing in spray paint and acrylic; by making references to his history with the graffiti movement adding elements in relation to the “street” to his paintings (walls, tags, clothing ...). His characters meander and mingle always avoiding to look at the public: half here, half elsewhere. The work with the bomb gives a dynamic which contrasts with their inaction bringing to the canvases a special energy. As in the street, chance has its place in his works: the use of a very watery acrylic make “dreamlike forms” with which the artist will develop his universe.

WALKING ON A DREAM
SETH

OPENING IN PRESENCE OF THE ARTIST

FRIDAY 20TH MARCH 2015 at 6PM
with our partners Grolsch and Infusion

Grolsch

INFUSION
ICED HERBAL TEA



SETH SOLO SHOW / ITINERRANCE GALLERY

7 BIS RUE RENE GOSCINNY 75013 PARIS

20TH MARCH - 25TH APRIL 2015

Open Wednesday to Saturday - 2PM to 7PM

SETH

ARTIST BIOGRAPHY

Julien Malland better known under the name «Seth» was born in Paris in 1972. In the mid 90s, he began to paint on the walls of the twentieth district of Paris. Good at drawing, he became known in the Parisian graffiti movement by making characters.

In 2000, graduated from the National School of Decorative Arts, he published with Gautier Bischoff, “Kapital” biggest literary success on the French graffiti. They created the collection of graffiti artists monographs, “Wasted Talent”.

Starting in 2003, he began to travel the world with the intention to interact with Street Artists from different cultures, and thus opens up new ways of living and practicing urban painting. he begins to represent characters, often childish, connected in one way or another with the chaotic environments in which they are painted.

His meeting with Mono Gonzales, muralist and Chilean Communist activist, known for his simple and colorful aesthetic is a key element in the artistic guidance of Seth. For the artist, painting will be a social act, a committed act, conversing a simplicity to be accessible for everyone, but providing visibility, views on cultural, political and social issues...

In 2007 he published «Globe-Painter» his first travel book with texts, photographs and sketches of his travels. Once published, Seth is contacted by a producer to write and present a theme for «The New Explorers» on Canal +, a series of documentary which makes us travel around the world. He began to write and present the documentaries that will immediately have a great enthusiasm from public. He travels the globe in search of artists and graphic expressions manifested in public space to share it to all.

2008 marks a turning point in his painting, the artist moved to Brazil and begins to understand a new way of painting. Indeed able to paint in the street and without being harassed by the authorities allows it to be directly confronted with regard to the local population, while in France the practice being confined to wasteland or pure vandalism, it addresses to a restricted audience. This new method of painting only confirms his desire to exchange and share with the people encountered during his travels.

In 2012 he published a new book «Extramuros». This book traces his first two years of travels, discoveries, and collaborations in eight countries: India, China, Mexico, Chile, Indonesia, Vietnam, Senegal and Palestine. To be published soon, in the continuity of «Extramuros» a new book of his adventures in six countries -Ukraine, Madagascar, Louisiana, Cambodia, China and the USA- and the republishing of «Extramuros» enriched by sketches from the artist's travel notebooks.

SETH

ARTISTIC WORK

“When you paint a wall in a public space you are speaking to people, the people who live in this place»

Open a dialogue

Seth's frescoes speak directly to people who live in the place where he paints. Unlike some who prefer to paint in remote places, Seth tries to paint in living spaces, passages, symbolic locations. Seth's work is intrinsically linked to his environment.

Playing with elements such as vegetation, the urban landscape, the very material of the wall but also by considering the social and political situation, the overall context of where he paints, Seth takes a poetic and subtle look at the world around him. Great observer, both for choosing the place to do his fresco, than for the choice of a theme, it is the exchange and interaction with the people who will be at the heart of his inspiration. From collaborations with local urban artists, he learned traditional techniques from artisans, approach which aims to foster artistic dialogue.

Absence and Presence

Seth's characters with closed eyes, hidden by masks, or looking at the opposite direction to the viewer, oscillate between absence and presence as prisoners of a dream. Beings physically there but with their mind - as absorbed out of real - also allows the public to identify himself with the characters, trying to imagine what the character thinks, or what he looks at, provoking the interaction with people which is inherent to his artistic approach.

SETH

ARTISTIC WORK

Transform the world by the prettiness

«When I paint in the street now it must be meaningful, it has to tell something, I can't paint for fun anymore.»

Seth's aesthetic is nourished by simple and clean graphic lines such as the "clear lines" from the comics style. His polished style is accompanied by a choice of pastel colors related to the child's universe.

Seth tries to impose the least he can: his commitment is less about «confront to the other», than about supporting the viewer to a reflection, an interpretation, a dialogue. The artist uses beauty as a weapon to send his message across with the most impact. True to the spirit of Latin American Muralism, it is by an essential simplicity both in the form and substance, that the artist is going to touch the population of the neighborhoods in which he paints.

The choice to represent children, as we all were once, is a way for Seth to express a universal subject which is understandable by all. The child represents a purity, an innocence not yet tainted by codes of our modern society. As direct touch with reality, out of the frames of reference that are learned growing up, Seth realizes by making draw these children, how rich is their imagination and what it can reveal about their traditional culture, that which precedes a globalized culture developed by the mass marketing advocating uniformity of ways of thinking.

The artist seeks to fight against this cultural globalization by highlighting local traditions with symbols from these traditions. Like the Street Artists from Latin America (Os Gêmeos, Saner ...) Seth gives visibility to what is obsolete and disappears little by little of our imagination.

PREVIOUS PROJECTS

SHANGHAI, MAURITIUS, PUERTO RICO, ROME, DJERBA, PARIS



PUBLICATIONS

SELECTED BIBLIOGRAPHY



Extramural, Chronicles of a Globe-painter
Alternatives editions, 240 pages, November 2012

Tropical Spray, Journey to the heart of the Brazilian graffiti
Alternatives editions, 160 pages, April 2010

Globe-painter, 7 months of travel and graffiti
Alternatives editions, 144 pages, 2007

Kapital, a year of graffiti in Paris
Alternatives editions with Gautier Bischoff, 2000

DOCUMENTARIES

DOCUMENTARIES AUTHOR AND PRESENTER



Graffiti Australia, Australia

directed by Julien Malland and Timo Ebermann, 52mn (2013) © Bonne Pioche Productions



Rouge and sprays, Cambodia

directed by Julien Malland and Timo Ebermann, 52mn (2013) © Bonne Pioche Productions

Islands and arts, Reunion & Madagascar

directed by Olivier Lemaire, 52mn (2012) © Bonne Pioche Productions

Street icons, Ukraine

directed by Olivier Lemaire, 52mn (2012) © Bonne Pioche Productions

Graffiti Chicha, Peru

directed by Olivier Lemaire, 52mn (2012) © Bonne Pioche Productions

Defeats the wall in Israel-Palestine

directed by Vincent Lefebvre, 52mn (2012) © Bonne Pioche Productions

Graffiti Yassa, Senegal

directed by Vincent Lefebvre, 52mn (2011) © Bonne Pioche Productions



Painters and Gods, Indonesia

directed by Olivier Lemaire, 52mn (2011) © Bonne Pioche Productions

Buena onda Chile!, Chile

directed by Yannick Valluet, 52mn (2011) © Bonne Pioche Productions

Viva Graffiti, Mexico

directed by Yannick Valluet, 52mn (2010) © Bonne Pioche Productions

Graffiti China, China

directed by Jean-François Julian, 52mn (2010) © Bonne Pioche Productions

Graffiti Walah, India

directed by Olivier Montoro, 52mn (2010) © LNOA Productions

Grafic'art South, South Africa

directed by Raphaël Péaud, 52mn(2009) © LNOA Productions

Tropical Spray in Brazil

directed by Frédéric Febvre, 52mn (2009) © LNOA Productions

ITINERRANCE GALLERY

ABOUT US

Established since 2004 in the 13th district in Paris, located close to the Seine and the National Library, Itinerrance Gallery is part of a growing urban culture. With its concrete walls and 6 meter high ceiling, its exhibitions which are mixing wallpaintings and artworks or canvases, have become one of the highlights of parisian art scene.

Itinerrance's programming is positioned exclusively in the field of Street Art. The gallery exhibits artists already wellknown by their artistic practice in the streets. With artists such as Roa to Evol through C215, M-city, El Seed, Borrondo Inti or Pantonio, Sainer, Ethos and Bom-K offers us the best of the Street Art mouvement internationally. They come from the United States, South America, Middle East, Europe, Eastern Europe or just France it is always with the same energy that these artists make us travel in the center of a rich and unique world. Each show is a new opportunity to pay tribute to the new masterpieces that adorn the streets of the world.

Itinerrance can be seen also «Beyond the Walls». At the initiative of STREET ART 13, course established in the 13th district of Paris ,and after TOWER PARIS 13's exhibition,the gallery leads you to discover its new experience with the open-air museum DJERBAHOOD in Tunisia.

Artists : ALEXIS DIAZ (PUERTO RICO) / BORONDO (UK) / BRUSK (FRANCE) / BTOY (SPAIN) / BOM-K (FRANCE) / EL SEED (TUNISIA) / ETHOS (BRAZIL) / INKMAN (TUNISIA) / SAINER (POLAND) / SETH (FRANCE) / PANTONIO (PORTUGAL) / INTI (CHILE) / M-CITY (POLAND) / ORTICANOODLES (ITALIA) / SHOOF (TUNISIA)



ITINERRANCE GALLERY

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