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210x297mm (A4), white matte paper 80g/m<sup>2</sup> weight.  
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Unique. Paris, ©2010.

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November 2010

# ZEVS

presentation of the installation  
“Razzle Dazzle System”

Art Arsenal, Kiev Art Contemporary, Ukraine

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## BIOGRAPHY

ZEVS (pronounced Zeus) is considered to be one of the most important figures of the current French street art movement. Since the 1990s, he has been known for creating his urban art style in cities such as Paris, Berlin, New York, and Hong Kong.

Zevs is not only one of the most political artists within Lazarides' already partisan roster, he is becoming seen as one of the more inspired practitioners of mischievous street work. His Liquidated Logos series, first displayed at the Soho gallery in November 2007, are arguably the most direct and recognisable examples of the oeuvre.

His activity on the street has drawn much controversy and attention from the 'high art' world, blurring as it does the line between 'street pieces', conceptual art, and plain old-fashioned angry vandalism. Most notorious were his examples of 'visual kidnapping' where Zevs removed entire figures from over-sized adverts. At Berlin Alexanderplatz a vast, garish, hanging billboard for Lavazza coffee found itself without its female lead. Zevs 'demanded' a 500,000 Euro donation to the Palais de Tokyo art gallery in Paris for her return. Other techniques have included simply 'cleaning' a picture onto a dirty wall using high pressure steam cleaners, obviously toying with the notion of whether graffiti is a blight upon the landscape or a complement to it.



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## Conception

### “Razzle Dazzle” installation

The space where the exhibition took place, “Art Arsenal“, - is the former weapon warehouse which inspired Zevs for a special new production.

#### The concept

1. During World War I, the British and Americans faced a serious threat from German U-boats, which were sinking allied shipping at a dangerous rate. All attempts to camouflage ships at sea had failed, as the appearance of the sea and sky are always changing. Any color scheme that was concealing in one situation was conspicuous in others. A British artist and naval officer, Norman Wilkinson, promoted a new camouflage scheme. Instead of trying to conceal the ship, it simply broke up its lines and made it more difficult for the U-boat captain to determine the ship's course. The British called this camouflage scheme “Dazzle Painting.” The Americans called it “Razzle Dazzle.”

2. Zevs wanted to draw our attention to the substantial problem of the total consumption today. The key material of the installation used by the artists was polystyrene. It gives us the direct referenece to the packaging material.

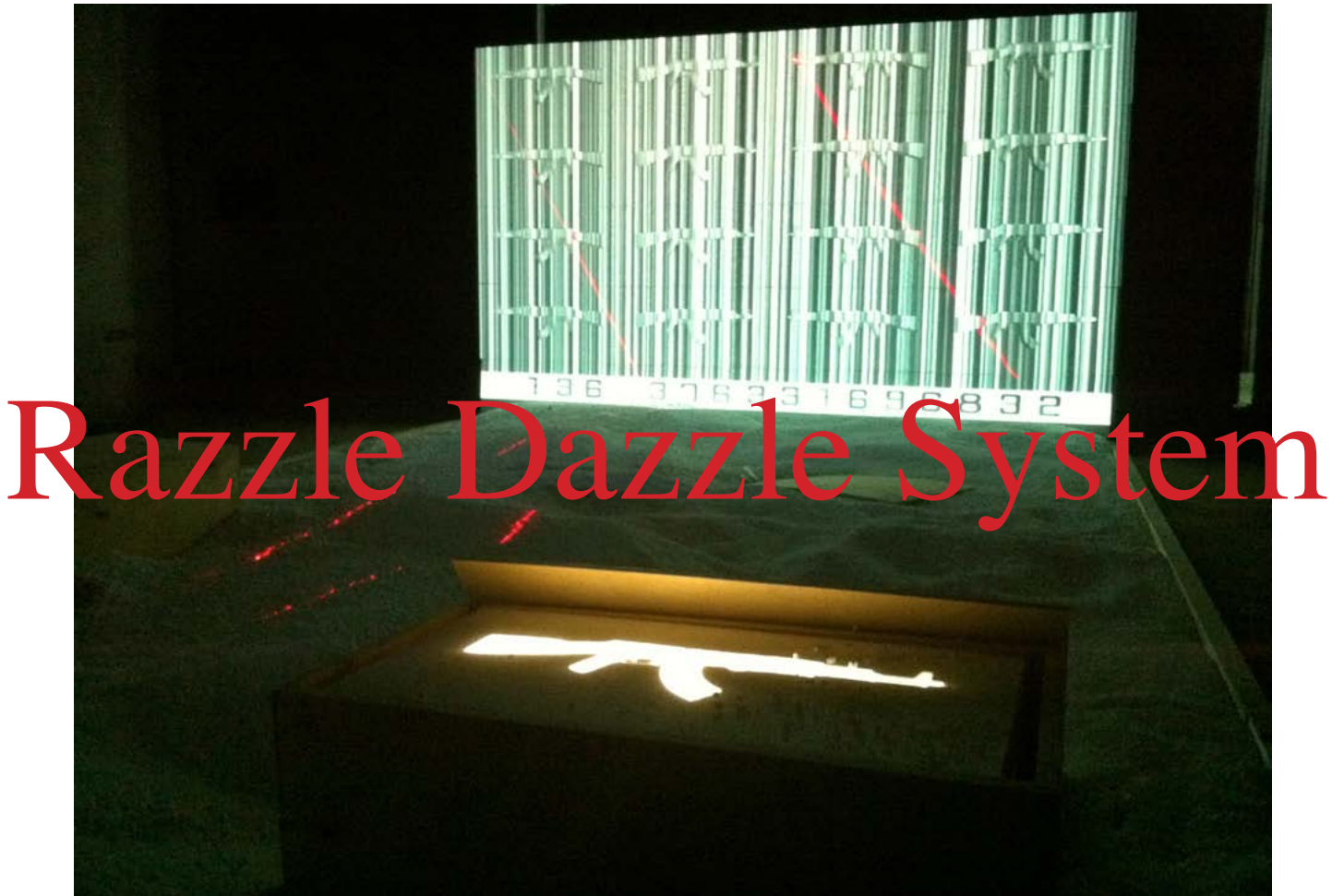
The cut out AK-47 silhouettes make us remeber the serious threat of the next World War. Showing the code-bar in the video together with the laser “reading“ it Zevs remind us that Ukraine appears to be on of the big weapon trader.

The consumption is the death that we also hear in the 3 minute long soundtrack - the sound of cardiomachine's beep when the heart stops beating.



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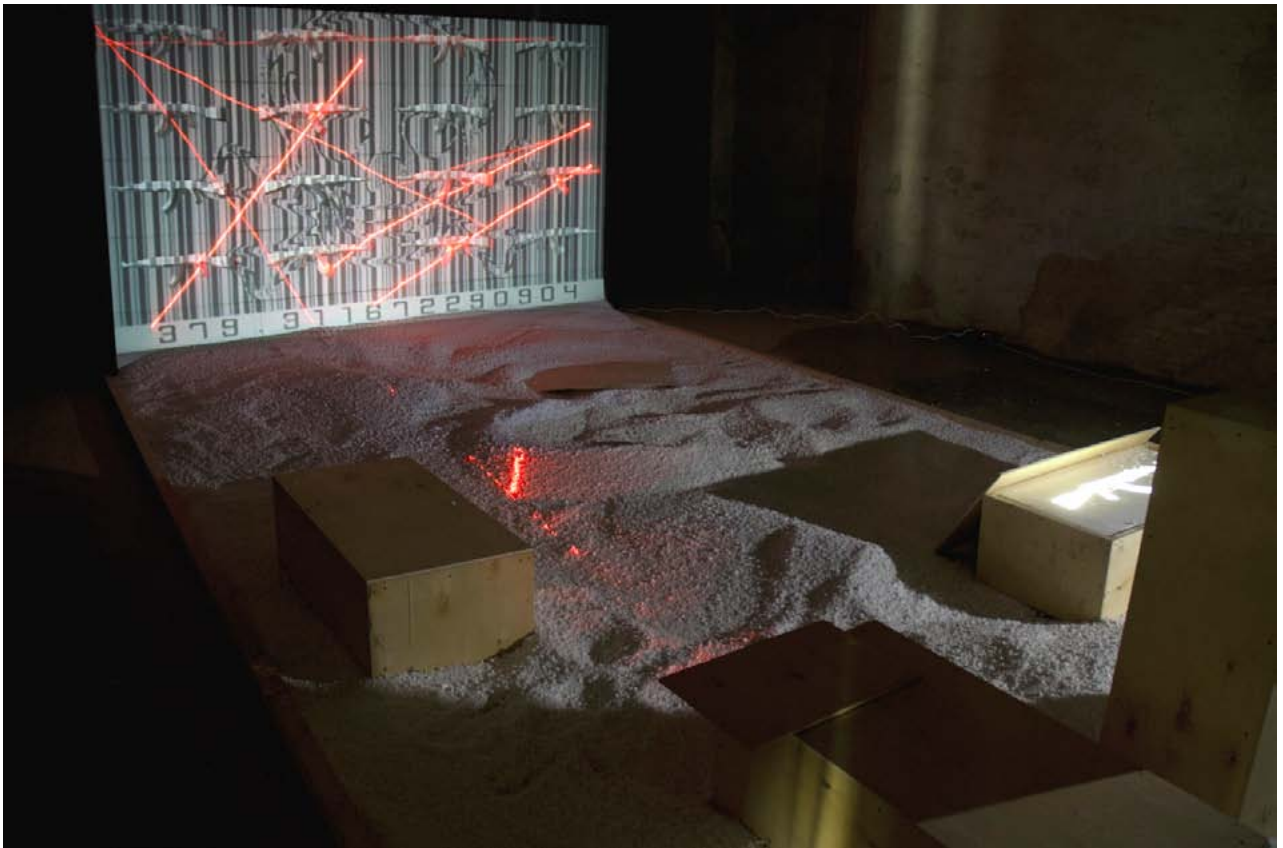


### Razzle Dazzle installation

polystyrene, wood, video-projection on the AK-47 cut-out silhouettes,  
laser, smoke, light, sound 2010

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Artist's sketch

