

The life of Loïc.

Loïc Devaux (25) creates a colourful, alienating universe. Inside this universe, he plays with icons and people originating from the popular culture surrounding him.

Not unlike the pop art movement, however, with one big difference: where pop art had a rather cynical undertone, Loïc's works are not critical. His work is biographical. His figures are heroes. Friends, athletes, musicians, designers... he admires them and puts them on a pedestal, larger than life and with a wink.

He does it in his own unique design language, so his works become iconic. Using patterns or, more recently, monochrome backgrounds in acrylic, he sets his figures in a world of imagination. The figures themselves become loving, naive caricatures that are outlined, both giving them a cartoonish aura of importance as evoking a sense of abstraction.

Loïc turns the culture in which he lives and from which he draws into a graphic culture. He paints a comic novel, a meta-universe, as it were. He removes his figures from their context, takes them out of time's linearity and society's storyline. He passes them through a fictitious filter. As a result, his paintings become formally narrative and have a life of their own, apart from the reality they depict.

Loïc's paintings themselves become pop culture: they are signs of the times. Loïc is part of a generation that grew up in an open and instant world. Communication and comments are quick and global, creating alternative realities. Although Loïc uses his own language and medium, the meme-like humour in his work makes it universally recognizable.

Loïc lives his art. His art lives him. He does have that in common with Warhol: Loïc's artistic style is also his life style.

When one steps into The life of Loïc, one discovers a very witty world.

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