

PRESS RELEASE

"SEDENTARISMO GLOBAL" EXHIBITION BY DOURONE PAINTING



EXHIBITION FROM SEPTEMBER 13TH TO OCTOBER 19TH
PRESS PREVIEW THURSDAY SEPTEMBER 12TH AT 5PM
OPENING NIGHT THURSDAY SEPTEMBER 12TH FROM 6 TO 9PM



Fabio & Elodie, the DOURONE duo

DOURONE and "SEDENTARISMO GLOBAL"

Global sedentarism: a silent threat to public health and the planet.

In a world increasingly dominated by technology, sedentary living has become a **silent threat** to public health and the planet.

Sedentary living has become the norm in many societies, with devastating **consequences** for both individual well-being and the environment.

Humanity, trapped in the **labyrinth** of digital comfort, becomes a passive spectator of an endless spectacle. Bodies remain **motionless**, fused with furniture that has become an extension of their own flesh, while minds immerse themselves in an ocean of digital data that unfolds before their eyes.

This **extreme** inactivity not only affects physical health, but also has a negative impact on the planet. The Earth is at a **crossroads**, caught in a web of inactivity and climate change.

The forests, vibrant and full of life, murmur in an **ancient** voice, lamenting the loss of their splendor as flames devour their **foliage**.

In this dystopian scenario, humanity has become a **prisoner** of its own creation.

Clinging to a digital dream, **we lie** motionless while reality fades away in a whirlwind of **bits and bytes**.

Warnings of a world in crisis **fade** into the white background of **screens**, while Earth slowly fades into the fog of oblivion.

Time to wake up from this sedentary dream and take action to **protect** our health and our planet.

We need to rediscover the **pleasure** of movement, the joy of physical activity and the **beauty** of the natural world.

There's still time to change course. We can create a future where **health and physical activity** are the norm, where technology is used to improve our lives rather than enslave us, and where humanity lives **in harmony with the planet**.



"Les vestiges du jour" Acrylic on canvas 57x54cm

Fabio Lopez (Madrid, 1985) known under the pseudonym **DOURONE** is a Spanish artist who, entered the art world at the age of 14. As early as 1999, he devoted himself to making **graffiti** in the streets of **Madrid**, his hometown.

Already during this period, his artistic **imprint** earned him the respect of **peers** and led him to establish various successive "crews". In addition, Dourone, who has never stopped painting in the streets, is often called upon for his brilliance, by companies and shops. It was in this context that **advertising agencies** were seduced by his **artistic cachet** and hired him for various collaborations in advertising **campaigns**.

His numerous talents in design and painting as well as his **gift** for woodworks naturally led him to work on various sets for **cinema, television and advertising productions for international brands** such as Pointer, Levis, Austin Mini and Lacoste. He also took part in the creation of the sets for the fashion photographer, **Eugenio Recuenco**.

In 2012, he partnered with **Elodie Arshak** which led to a new phase in his artistic career.

While continuing to create original works in the studio, the duo Dourone focused on international **muralism**.

In **2014**, the couple first moved to **Paris** but after a year of intense work in the French capital, they decided to go to **Los Angeles** where they created, as of 2015, 9 large-format murals including one in front of the Staples Center which will be listed as a city heritage.

Dourone then chose to leave the Parisian studio and travel for 4 consecutive years through 20 different countries and paint in **55 different cities**, a total of **92 large-format murals**.

At the same time, their work has been exhibited in **galleries** in Madrid, Barcelona, Paris, Los Angeles, Dubai, Geneva, Miami, Mulhouse, Atlanta, Munich, Brussels ... In addition, the couple participated in international contemporary art fairs such as Scope Miami and Scope New York, Art Elysé e Paris and Moniker Art Fair New York.

In **2015**, Dourone was invited to participate in the group exhibition organized by the C.A.C (**Centro de Arte Contemporáneo**) of **Málaga, Spain**.

This same year, they painted their first large-format painting (**9x6m** for the permanent collection of the **Straat Museum in Amsterdam**).

Their numerous trips and countless **international experiences** enrich their humanist message on the one hand and refine their artistic proposition on the other.

Moreover, this course of life course makes it possible to define the contours of the **FRAGMENTED RECORD** concept: a Record which reveals the adaptation of the human species to our constantly changing planet.

The Record is based on the study of breaking down the movement / **time duality and the view of the emotion / feeling of humanity.**

From **2012 to 2017**, they work under the concept inspired by Eduardo Galiano of **SENTIPENSANTE: Think with your heart, feel with your head.**

Sentipensante **pedagogy** is a deep learning experience that validates culturally and addresses the harmonious **balance** between the development of **intellectual**, social, **emotional** and inner life skills. The pedagogy also connects the learning **experience** with issues of **equity and justice.**

At this time they create numerous mural productions and paintings that unite the dreamlike imaginary with portraits of strong and profound people in a surreal environment. T

he high point comes in 2017 with the solo exhibition **BRILLIANT SHADOWS** in Mulhouse, France.

From **2017 to 2021**, they define the contours of the **FRAGMENTED RECORD** concept:

a Record that narrates **the adaptation of the human species to our constantly changing planet.**

The Registry is based on the **study** of the decomposition of the movement/time duality and the vision of the emotion/feeling of humanity.

All these years of travel, encounters, experiences lived in so many countries, imbued with diverse cultures and ways of thinking, led the couple to want to **establish themselves** in the Registry in an artistic and **lasting way.**

In their artistic approach, the true protagonist of the work is the **woman** who, through a series of interviews, photos and videos, is placed at the **heart** of all the works created.

The Dourone duo creates a series of works in different media based on **photos taken in their studio** of a limited number of models they have chosen to work with.

The passage of time **enriches** the interest of the concept thanks to the **testimonies** and the representations conceived of each one of the models.

The Register thus illustrates an **eternal fragment of our society and our time.**

In **2021**, they present the result of their study in a personal exhibition 00:00'02 in Brussels, Belgium.

The year **2022** marks the beginning of a much more **personal artistic stage**, concentrating on a current and subjective vision of everyday **human behavior**.

The introspection of **their** experiences allows them to represent, with a style of **narrative figuration**, society and its questioning.

Creating a **method of image** compositions with which they manage to tell a reflection in an expository way, through a **color code** that accompanies the coherence in their compositions.

Since **2023**, they have been presenting a new collection titled "In the Non- Everyday."

This series explores the **quest for balance in situations where one can see the glass as half full or half empty**. It encourages reflection on our own positioning in the face of everyday life moments.

Sensations take on a materiality that allows us to understand our affectivity and emotions.

Thus, the subversive **potential** of the artworks lies both in their aesthetic dimension and in a more or less explicit discourse.



"Mis vacaciones de consumo" 97x67cm acrylic on canvas



"Turn around" acrylic on canvas 37x58cm

THE GALERIST

Her name is Catalan and so is her temper, but despite this, **Sandrine Viu Masia** is Belgian. Mother of three and in love with her husband, Sandrine has been blossoming in the art world for around five years now.

She studied **Public Relations** before moving to **New York** for a few years in New York, where she perfected her English and organizational skills.

Later, Sandrine worked as an advertising **film producer** for some fifteen years. She produced national and international films for numerous European production companies. She has learned to manage teams, budgets, locations, etc. Sandrine has a keen sense of organization...

Who wouldn't after managing entire film crews that can vary from twenty to over a hundred people?

Sandrine Viu Masia has always been the **catalyst** between the director and the advertising agency; in other words, she has always been the **link** between creativity and its possible implementation. This is where her interest in becoming a **curator** came from; the link between the artist's creative dream and what is possible in the field.

One thing leading to another, Sandrine Viu Masia has woven her **web** in the world of art and galleries; She wanted to use her incredible home as a **showcase** to give artists the opportunity to show their work and make **a name** for themselves.



Photo Justine Guerriat



THE GALLERY

The idea of transforming a 1929 Art Deco house created by Joseph Diongre (IRN- Flagey) into an art gallery to showcase artists, represents an innovative and intimate approach to art, **a GEM.**

The fusion of art with a residential setting offers a unique experience.

After experiencing the **joys** of an art gallery in the Marolles district in the heart of Brussels in 2016, Sandrine was forced to withdraw from "The Art Project" following complex problems encountered by her partner.

Nevertheless, the experience was **incredible**. Sandrine didn't give up, as the idea of not of no longer exhibiting artists was **not an option**.

So she decided to open her **Art Deco** home to artists and the public in 2018, The Palm Beach was born.

The diversity of works on display, from drawing to ceramics to abstract or figurative painting, reflects Sandrine's **eclectic choices** and her desire to allow artists to step out of **their comfort zones**.

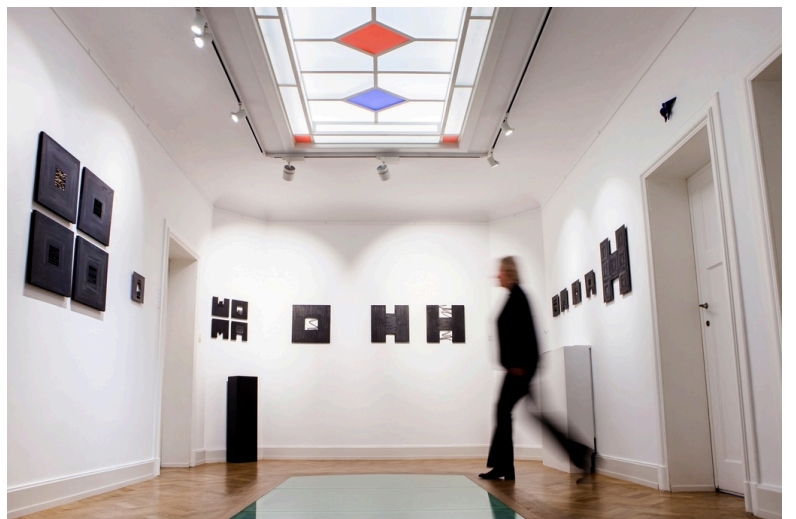
The fact that she considers her work a success when a **sympiosis** is created between the paintings and the home underlines the importance she attaches to **harmony** between art and the environment that surrounds her.

The emphasis on the encounter between artists and visitors creates an atmosphere where art is not simply exhibited, but experienced.





Ses puits de lumières, ses jeux de reflets sont un écrin hors du commun permettant de mettre encore plus en valeur les oeuvres exposées.



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Photo Justine Guerriat

"The Palm Beach Art Gallery

Sandrine Viu Masia, curator of an atypical Art Déco gallery in Brussels

Talent developer for emerging artists

Combines both for YOU to enjoy".



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