

ONLINE EXHIBITION | 1.09.21 - 30.09.21

# ART TOYS

Inspired by the eponymous movement, the Art Toys exhibition presents a selection of artworks addressing the theme of the toy through its use and its artistic and plastic re-interpretation.

Also known as 'Designer Toys' and 'Urban Vinyl', Art Toys is an artistic movement that emerged simultaneously in Hong Kong and Japan in the 1990s.

During this period, the artists began to develop several series of artworks in limited editions as an alternative to the derivative figurine, in order not to respond to the calls of the mass market and the standardization of the toy.

From this movement emerge essential figures of the contemporary scene, including the Hong Kong artist-designer Micheal Lau, pioneer of Art Toys figures, Kaws, Futura 2000 as well as Daniel Arsham. Their artistic creations are a clever mix of oriental and western universes and inspirations, based on the popular culture that rocked the millennial generation, including video games, fashion, cinema and manga.

This movement is developing rapidly in Europe and the USA, with a strong culture of characters and the emergence of talented designers and draftsmen. These decorative collector's figures for adults thus invaded galleries, institutions and museums from the 2010s.

The emergence of Art Toys is also linked to the emergence of new types of collectors within the art market. Faced with an elite of established collectors oriented towards Modern Art, the Art Toys collector sees through these achievements the opportunity to acquire contemporary artworks that echo his socio-cultural universe.

Today, some artists are turning away from the contemporary popular culture to focus at the very origins of the first toys of the 1960s through a nostalgic illustration.

This new exhibition highlights the desire to play with emblematic figures from the childhood of the baby boom generation, such as cars, teddy bears and candies.



DIDIER CHAMIZO | Mickey Vador. Resin (71 x 45 x 60 cm)



## MARCELLO PETISCI

Marcello Petisci's work retains a very strong link with the automobiles of his childhood. Support of his pictorial creation, the artist collected and staged many vintage models. Today he explores a new materiality using these toys through sculpture. For his new creations, he uses these real car miniatures and cast it into resin to create what he calls Blocks. It also includes a narrative story that helps awaken the imagination of the viewer. Frozen forever by a solidified resin, this story seems to have been interrupted before it could reach its denouement. Then the artist grants the spectator the freedom to choose its end.

## MAN FERREIRA

This series of sculptures by Man Ferreira represents one of the most iconic figures of the contemporary popular scene. Mario Bros, an iconic character in video games from the 80s to today, long reproduced and marketed, this figure is part of the socio-cultural collective of the entertainment world. However Man Ferreira decides to return to the origins of this character through an interpretation where the character seems to emerge from the electronic console where he resides virtually. His body bears the marks of this double spatiality. The pixelation of part of its members creates a phenomenon inducing a latent tension between the palpable materiality of the artwork made in resin and the digital world from which it comes.



## JOHANNE 8

Based on the very concept of the Art Toys movement, Johanne 8's sculptures play on popular culture by infantilizing the representation of personalities or icons of the modern society. Her plastic universe is dedicated to adults who have managed to save their childish soul. Although playful and colorful, her work supports a satirical caricature of consumer society through her gaze and personal experience.



Qee Bear 'Coco/Carmella', 2021, Acrylic (48 x 33 x 22 cm)



Qee Bear 'Teddy/Murakami', 2021, Acrylic (48 x 33 x 22 cm)



Qee Bear 'Karl/Banksy' homage, 2021, Acrylic (48 x 33 x 22 cm)

## JENK

Laurence Jenk sees the use of candy as a metaphorical representation of childhood. Object of desire, sometimes affiliated with the reward, her Wrapping Candy, allow collectors to recall the feeling of joy when obtaining the treat. Through the plastic realization of the candy, it allows to establish a concept of durability of a fleeting instant. Through the universality of her subject, the artist also touches all generations.

Like many consumer products, candy is one of the recurring themes in the art world, however Jenk chooses to represent it in its most minimal and abstract form through the use of sober mediums including Plexiglass, marble or metal, giving spectators the opportunity to imagine what type of confectionery is hidden inside the packaging.



# MARCIANO

## CONTEMPORARY

Catalog of price on request  
[news@marcianocontemporary.com](mailto:news@marcianocontemporary.com)

2-4 Place des Vosges 75004 Paris  
+33 (0)1 84 83 22 22 | +33 (0)1 84 83 44 44