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# LeMoDuLeDeZeeR

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Solo show by Mehdi "LeMoDuLeDeZeeR"

Opening November 14, 7-10 pm



Acknowledged and analyzed by the Parisians the development and aesthetic of the French artist Mehdi 'LeMoDuLeDeZeeR' relates tangentially to his career as a graphic designer.

In 2000 he started looking for an optimal mode of expression, a graphic transcendence based on the composition of a single character, through which he sees a window with endless possibilities: he had found le module. From that point on, Mehdi became LeMoDuLeDeZeeR, where 'ZeeR' stands for Zone Expérimentale d'Expression Relative (Experimental Zone of Relative Expression), a mental space in which his medium can evolve.

The module repeats itself and proliferates into different shapes interacting with our environment. One of LeMoDuLeDeZeeR's most well-known examples are the crosses and circles that format a tic-tac-toe game as part of the project Start Game Over, for which he proposed art installations on walls in every arrondissement of Paris to become part of the city landscape. Occupying space but never imposing a message whether on a building wall, a billboard, or in a gallery space, LeMoDuLeDeZeeR's visual language is consciously placed in unpredictable places or hidden from the general range of vision. A creative bug in our everyday environment; a proposal to reflect on where our eyes naturally go; coded communication with an anonymous sender.

Mehdi describes his relation to the Module as follows: 'I sculpt, draw, paint and install this module where there is potential to bring something to life. The game: To encourage it to proliferate to the point where it becomes autonomous, inhabiting the void, existing between poles.'

LeMoDuLeDeZeeR has appeared in numerous exhibitions with paintings, videos and art installations since 2005, and has exhibited at places such as Les Bain Douches curated by Magda Danysz, Galerie Du Jour Agnès B, GZ Gallery at Carrousel du Louvre.

Exhibition November 15 - December 15

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