

“Cartoon Called Life” by Juraj Straka

From 27 Novembre 2019 to 12 January 2020
Opening on the 26th of November, 2019 starting 7:00 PM

ABOUT THE EXHIBITION

Since its opening, Alfalibra Gallery has supported the alliance of art and fashion, as well as the different “lifestyles”; the most varied sources of inspiration and the LGBTQ+ artistic world. Thus we find all these values in our new exhibition “Bunny in Paris”, the second solo show of CARTOON CALLED LIFE, a unique universe created by Juraj Straka and curated by Frédéric Fontan.

In 2013, the CARTOON CALLED LIFE adventure begins as an antidote to the stress of the fashion world, which Juraj had been part of since 2007. He creates a comic featuring a little rabbit named “Bunny” who’s gay and white, found in a humorous and colorful universe.

Juraj’s work is strongly influenced by his life-lasting job as a textile designer. In his work he uses bright colors and floral and geometric forms to create eye-pleasing pieces, which often balance on the edge of decoration and textile design. The aim is to stimulate a positive feeling in the spectator’s mind, either evoked by a joke, a smiling face of Bunny or by a bright color spectrum. In most pieces we can find repeating attributes of Bunny’s world: pizza, coffee mugs, stars, icosahedrons, and last but not least, “beardiful” men.

This exhibition shows the wide range of Juraj’s creations from paintings mixed with embroidery, silkscreened posters, and original drawings. He fell in love with the screen-printing technique already during his school years at the Academy of fine arts in Bratislava, which he uses both on fabric and for his posters with bright and vibrant colors. He also immerses us in his world and his way of observing, through transparent colored filters. This technique, present on his original drawings, is a legacy of one of his art teachers that helps the artist see in a composition all imperfections that one wouldn’t spot by looking at it with a regular white paper.

In over 6 years, Juraj has created more than 1,500 cartoons, which have been published online, on a clothing collection and in the form of two art books: “Cartoon Called Life” in 2017 and “Bunny’s New



© “Paris”, created especially for the exhibition

Adventures “in October 2019. CARTOON CALLED LIFE, which started as a fun project, quickly became a successful networking event and a very popular comic with a growing community (36,000 followers on Instagram @ cartoon.called.life)

CARTOON CALLED LIFE is active in the LGBT scene, for 3 years now as a proud partner of Antwerp Pride, does art collaboration with other gay artists, and supports and co-hosts international LGBT events.

At the end of this year and on the occasion of the World AIDS Day of December 1, 2019, Alfalibra Gallery and Juraj Straka wish to pay 10% of sales to the profits of the association AIDES.



ABOUT JURAJ STRAKA

Juraj Straka was born in 1984 in Bratislava, Slovakia, he currently lives and works in Antwerp, Belgium.

He studied graphic design at a private art school, then had a master's degree in textile design at the Academy of Fine Arts in Bratislava.

In 2007, he won the international textile design contest "La mode s'exprime, elle s'imprime" in Lyon, that opened him the door to the textile and fashion industry, where he works as textile designer for various international high-end fashion brands until present.

In 2014 he received the award "30 most talented people under age of 30 in Slovakia" given by the magazine Forbes in Slovakia.

In 2017, he met Laurent Fierens and together they created the company CARTOON CALLED LIFE.

ABOUT ALFALIBRA GALLERY

Alfalibra Gallery aims to link art, fashion and lifestyle in a unique place of trend and creation located in the heart of the Upper Marais between Gaité Lyrique, the Musée des Arts et Métiers and Jean-Paul Gaultier's atelier.

It is above all a meeting between the artistic world and the events management, in fact the gallery is physically integrated in Alfalibra, a hybrid agency of image and communication in the sectors of culture, Maisons de Luxe, and premium brands.

This creative laboratory, created by Frédéric Fontan, offers a look and a reflection on the world of art, fashion and luxury that Alfalibra Gallery develops according to its meetings and projects through exhibitions of photography, videos, installations, but also as a pop-up and a showroom.

ALFALIBRA GALLERY

From Tuesday to Saturday
From 2:00 pm till 7:00 pm

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