



INSIDE OUTSIDE (60')

GENRE: YOUTH LIFESTYLE/ART

With just one spot of red paint between the eyes the Parisian artist ZEVS, executes the advertising industry's images of perfect humans. 'People don't think about the force of advertising,' says ZEVS and continues, 'But with just one psst I remove the force, so advertising loses its effect'. Inside Outside follows ZEVS and other street artists from New York, Stockholm, Copenhagen and São Paulo. They all make a living off their art, but they also have an urge to exhibit their work illegally in the streets.

Inside Outside is a film about the energy artists get when working in the street. An energy they're missing when exhibiting in galleries and museums, an energy that brings life to their art and to their own lives.

The artists featured in Inside Outside all face some kind of dilemma with the restrictions and norms of the society they live in, the forces of the commercial art world and the advertising industry who are looking for the next big thing and want to have their bite of the energy and coolness that the street art scene is brimming with.

It's an energy that's partly caused by the fact that everything these artists do in the street is illegal; "Anything that gives you security is eventually going to restrict you at some point", says SWOON about the art galleries.

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Featured artists:

ZEVS - Paris

SWOON / KR / EARSNOT - New York City

OS GEMEOS / PIGMEUS - São Paulo

ADAMS & ITSO - Stockholm, København

RON ENGLISH - Jersey City, New Jersey

