

2 June
27 August
2023

PHOTOGRAPHIES



Mous Lamrabat

The Tower

Fashion and contemporary art have long maintained a form of exchange and dialogue, just like photography and fashion. However, the relationship evolved in the early 1980s, when fashion designers and photographers were officially recognised as artists. It was profoundly transformed when the major luxury houses called on these fashionable designers. It must be said that this corresponded to the globalised evolution of the relationship with clothing and, beyond, with consumption. Everything becomes a brand, or it will no longer exist.

Mous Lamrabat is aware of all this. He observes it in his own way, but does not judge anything. He stages, with a scathing sense of humour, a world that is becoming absurd by dint of repeating codes and acronyms. He does this with a rare talent as a colourist, and knows how to create paintings that conjure surrealist echoes. It is not clear whether these are fashion photos, parodies of fashion photos, critical images of the world of fashion and consumption, creative stagings, or perhaps a little of all of these at once.

This Moroccan native who grew up and studied in Belgium also knows how to assert his culture of origin, by exacerbating its features, and its women, who have disappeared under shimmering veils, can go to McDonald's, converse with young people in immaculate djellabas bearing a huge Nike "Swoosh", walk in the desert or lean against the ochre of a cob wall. "I like to connect different parts of the world, namely 'the West' and 'the East' because I am both."

Welcome to Mousganistan.



Christian Caujolle, Artistic Advisor

Exhibition presented in collaboration with the Loft Art Gallery, Casablanca

BIOGRAPHY

Born in 1984 in Morocco – Lives and works in Ghent, Belgium

Mous Lamrabat moved to Belgium as a child. The Moroccan-Belgian artist is very proud of his origin and, like many others who lead a diaspora life, he has been confronted with the question of identity. Between Moroccan and Belgian, Mous chose the former. His passions and the pillars of his art come together around three notions: the power of women, the absurdity of racism and the beauty of Africa. Sometimes, in his photographs, these three anchor points are combined into one. Spontaneity is at the heart of his creativity and humour. However, the presence of brands in Mous' photographs is not intended for branding or advertising. It is a cultural exhibition. And that, in his own words, has been and will always be his main objective.

Personal exhibitions

- 2023: Exhibition at the Galerie Le Château d'Eau, (Toulouse - France).
- 2022: Exhibition at the Loft Art Gallery (Casablanca, Morocco).
- 2021: Exhibition "We gonna be alright" at the Fotomuseum Antwerp (Belgium).
- 2019: Exhibition "Mousganistan" - Stedelijk Museum (Saint Nicolas, Belgium).
- 2019: "East to East" exhibition - Manarat Al Saadiyat Gallery (Abu Dhabi -UAE).

EVENTS AROUND THE EXHIBITION

- **Weekend June 2 to 4**
 - Opening of two exhibitions
 - Nocturnes until 10 pm - June 2 & 3
- **Wednesday June 28, 6pm**
 - « Au pied des cimaises », guided tour of the exhibition
- **Friday June 30, 21h - 23h30**
 - Free night-time opening of exhibitions
 - 7pm Signature of Arnaud Chochon's book «Way to blue».
 - 9pm-11:30pm Projection of the favorites from the 2022 portfolio readings, in partnership with the Manifest0 festival, Centre Culturel Saint Cyprien and Une Saison Photo à Toulouse.
- **Wednesday, July 19 | 6pm**
 - « Au pied des cimaises », guided tour of the exhibition

Text by Kristi Ann Jones: Mous Lamrabat, citizen of the world

Extract from the Loft Art Gallery's catalogue, Casablanca - Solo show, 24 March - 30 April 2022

Moroccan-Belgian photographer Mous Lamrabat fashions a parallel universe, where he filters his own multicultural brand through humour, empathy, and irreverence. He reverses North African stereotypes, cleverly layering Western brands and pop culture with symbols from his Euro-African heritage, and his faith. The result? Jubilation. Colour, boldness and skilful direction define his work, with a positive energy that is as irresistible as it is provocative. Born in an Amazigh village in northern Morocco, Mous Lamrabat grew up in Belgium, where he

remembers feeling different from others, and this otherness has fuelled his photographic vision. It was during a trip to Morocco that he had a revelation, like a flash of light:

"Everything was there, right in front of me."

He started to build a crowded universe, where nothing is forbidden and everyone starts to mix. The characters that emanate from his works go where they want, and become whoever they wish to embody. Ethno hangings with lunar landscapes, logos, balloons, hearts and flowers take us on an exotic journey; he shares his world, where imagination runs wild. With a transcultural mindset and his non-binary view of this world and how to navigate it, Mous Lamrabat breaks down barriers and spreads his doctrine of inclusion and diversity: "I am a citizen of the world."

Continue your visit in the 2nd Gallery with

- Le Nouveau Printemps, matali crasset → June 2 - July 2, 2023
- Thomas Boivin «Belleville» → July 12 - August 27, 2023

GALERIE LE CHÂTEAU D'EAU

1, place Laganne
05 34 24 52 35
galeriechateauveau@mairie-toulouse.fr

EXHIBITION : Tuesday to Sunday | 1pm to 7pm
LIBRARY (05 34 24 52 32) : Tuesday to Saturday | 1pm to 6pm

chateauveau.toulouse.fr

réseau
des lieux
d'art contemporain
en Occitanie


**Aimer
Vivre à
Toulouse**
MAIRIE DE  **TOULOUSE**

Exposition Mous Lamrabat

CAPTIONS

©Mous Lamrabat_ Courtesy Loft Art Gallery, Casablanca



Louis the clown, 2021



I Wear My Flowers, 2022



We Used To Be Kings, 2023



Warning, 2021



She's a Cheata, 2016



Hope, 2019



To the Moon and Back #2, 2021



Luv Ryders, 2021



X-rated #10, 2022



Money trees, 2020



Mountain Goats, 2021



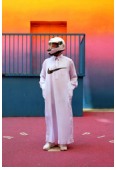
Do you want fries with that, 2019



Elegance, 2019



Happy thoughts, 2019



Slow it down, 2017



Fatimatroujkas, 2019



Mashallah with extra cheese, 2021



Find Walter, 2021

Sous - Sol



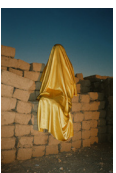
Sand Under The Carpet, 2019



If the shoe fits, 2019



How much ?, 2019



X-rated #2, 2017



Please Nike Call Me, 2019



Santa Khalas, 2020



Block Out That Bad Energy, 2021



Fast Life, 2021



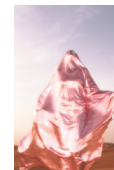
Donkey Schön, 2019



Nike Air Freedom, 2019



Daily me, 2019



X-rated #1.5, 2017



Happy thoughts, 2021



X-rated #10.5, 2022



Love at first sight, 2018