



GALERIE DATA

# TRAMMAGE

13.09.23  
23.09.23

26, BOULEVARD JULES FERRY 75011 PARIS  
WEDNESDAY & THURSDAY / 2PM-6PM  
FRIDAY & SATURDAY / 2PM-8PM  
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E X H I B I T I O N

# TRAMAGE

**LOACKME & SIMON LAZARUS84**

**Exhibition with Loïc Schwaller (loackme) & Simon Lazarus 84 (Simon Lazarus 84)  
September 13 to 23, 2023**

**Vernissage Thursday, September 14, 6 to 10 pm**

TRAMAGE presents a duo show between Loïc Schwaller, known as loackme, whose artistic practice is linked to generative programming, and Simon Lazarus, known as Simon Lazarus 84, whose background is in graffiti and whose practice is in the field of digital art/video-mapping.

Loïc Schwaller is a French artist currently based in Amsterdam. Following an initial training in applied mathematics, he discovered the principles of graphic visualization for statistical applications, then the artistic practice of «creative coding». Using code as a medium, he develops an abstract, geometric and monochromatic aesthetic, which has earned him a reputation in the web 3 world.

Simon Lazarus, is an artist trained in Arts & Design at the H.E.A.R (Strasbourg) and working in Paris. After fifteen years in the Parisian and European graffiti scene, he made the transition to digital tools. He experiments with them in search of passages between the digital and the tangible, exploring aesthetics fueled by his practice of drawing and painting in urban spaces.

**GALERIE DATA**

26, boulevard Jules Ferry 75011 Paris

*Wednesday & Thursday 2-6pm*

*Friday & Saturday 2-8pm*

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**Contact Press**

Gabrielle Debeuret

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The exhibition presents a dialogue between the two artists, allowing visitors to discover their different approaches to digital art. Both explore a personal creative quest, tending towards the creation of graphic territories, through a distinct and original style. Loïc Schwaller starts from a mathematical base, exploring the visualization of equations using code and algorithms. Simon Lazarus, on the other hand, transcribes a graphic style linked to gesture and drawing, through the use of software tools.

Their respective practices offer points of encounter; they share a purified approach to digital graphics, linked to the pixel.

Although their creative processes are quite distinct, there are similarities in their plastic territories, linked to the use of specific image-processing algorithms - such as dithering algorithms - that allow forms to be simplified to their essence. While Loïc Schwaller experiments with programming, Simon Lazarus composes with graphic design tools or the hijacking of technologies.

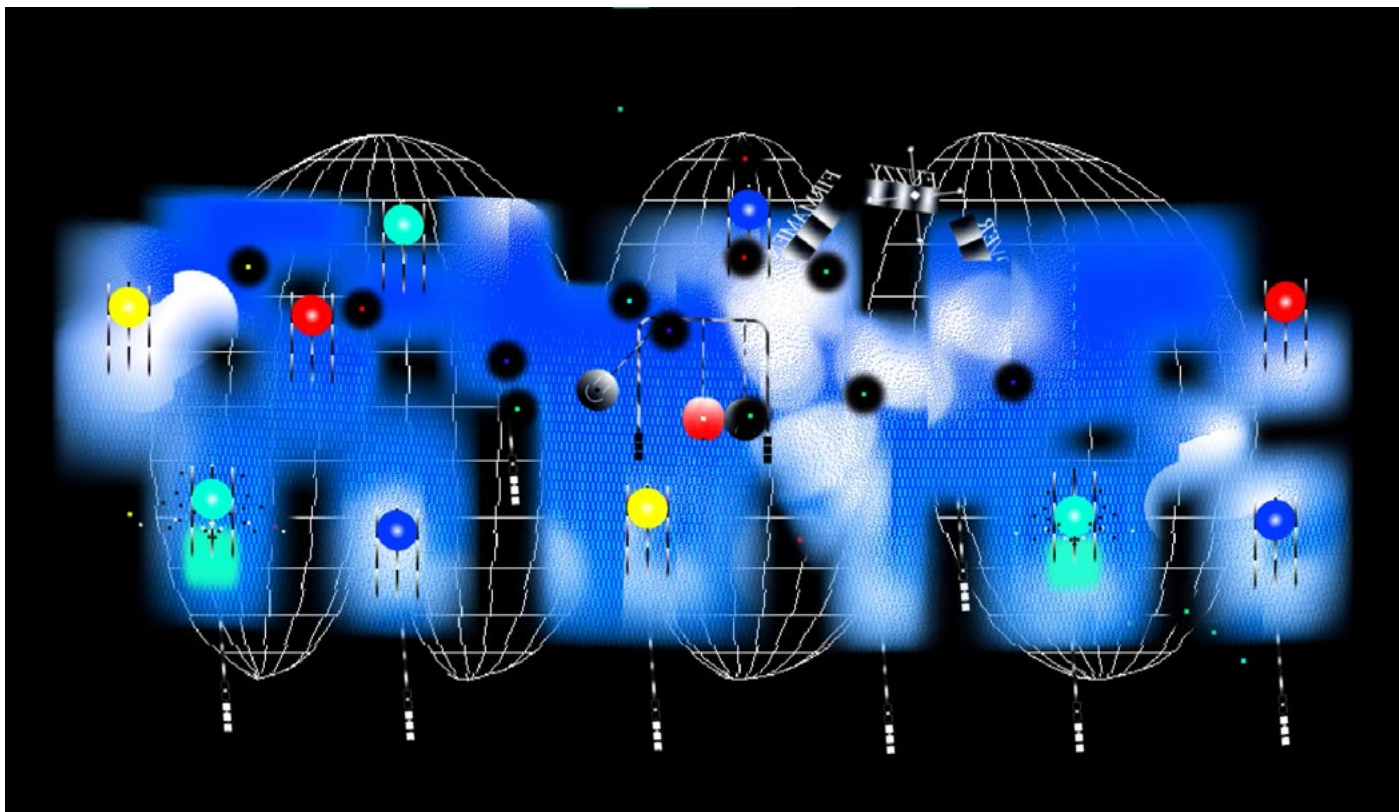
Lazarus creates architectural projections and immersive installations. He uses multimedia tools to create animations that transform physical space. His works are often linked to an experience, inviting viewers to immerse themselves in a world of details and textures.

Schwaller, meanwhile, creates video loops that function as autonomous systems, partly randomly generated, giving them a unique, unpredictable character. His abstract, minimalist animations explore the specific possibilities of code as a visual language.

While their formal creations are born of digital technology, they are sometimes embodied in physical materiality. In such cases, they tend to determine a composition, and appear to be the synthesis of a principle inherent in the work. Their research tends to embody the digital file in a tangible form, using tools such as the plotter.

The exhibition illustrates the different axes of their creations, taking an animated form with video loops presented on screens, or a static form with plotter drawings, as well as printed works.

TRAMAGE runs in parallel with the Marais DigitARt, a Parisian digital art event in its first year. Initiated by the Galerie Charlot, the event offers a tour of galleries and institutions involved in digital creation, with «augmented reality» works scattered around public spaces.



**Simon Lazarus** uses gesture as a recurring motif in his abstract compositions. Graphic forms are traced using illustration software such as Photoshop and Illustrator, with integrated drawing software tools. The composition is often inspired by the artist's own tags. He uses tracing as a starting point for his works, then considers the pixel as a substitute for paint pigments, which he uses to create patterns and compositions.

For the creation of textures, the artist approaches generative experimentation, playing on chance factors. He creates them by mixing motifs whose modulated parameters modify the rendering (scale, speed, rotation...), allowing for random intervention.

In addition to his work with digital images, Simon Lazarus looks for new ways of using existing tools to create new visual forms. He sees hacking as a form of creative expression. For example, tinkering with a plotter to affix a pencil, making homemade bioplastic to mold 3D shapes, or hijacking a Photoshop workflow to send it into live performance software. He also explores performance outside the exhibition space, as when he travels by freight train or fills a fire extinguisher with paint to make giant tags.

# SIMON LAZARUS / SIMON LAZARUS84

[simonlazarus84.com](http://simonlazarus84.com)

## Biography

Simon Lazarus 84 started his artistic practice in the Paris graffiti scene in the early nineties. He is now experimenting with new plastic territories through the use of technology (hi & low) and digital technology. An adept hacker in the broadest sense of the term - which here means hijacking/experimentation/parasiting - he wanders the landscapes of maker culture, gleaning tools and know-how to create drawings, sculptures, animated frescoes and audio-visual installations. His visual grammar, which gravitates between symbolism and abstraction, is embodied in processes that place virtual imagery and physical materiality in tension.

## Exhibitions / Festivals

A venir

- «Shining Shanghai», Shanghai, Chine
- «Fête des Lumières de Lyon», Lyon - «Manitou360», SAT, Montréal, Canada
- «OP.Echo», L'Arche, Villerupt

2023

- «Festival Cilac», Chiqong, Chine
- «Vidéo-Mapping Festival», Lille
- «Video\_Club», Nuit Blanche, Paris

2022

- «Gamut93», Quantum, LosAngeles, USA - «Mapp Mtrl», Montréal, Canada
- «Festival Maintenant», Rennes
- «Festival Scopitone», Nantes
- «Du dessin libre #3», Aponia, Le Monastier Sur Gazeille

2021

- «Timber!» (solo show), Kommet, Lyon
- «Festival Constellation de Metz», Metz
- «UH Fest», Institut Français, Budapest

2020

- «Charbon», Palais de Tokyo, Paris (avec le collectif Road Dogs)
- «Clujtronic festival», Intitut Français de Cluj-Napoca, Roumanie
- «Bois Cordé» Le Lieu Unique, Nantes (avec le collectif K.U.K),

2019

- «Fête des Lumières de Lyon» (catégorie Emergence), Lyon
- «S.A.E.I.O Estival», Pontany (80)
- «Festival Soleil Nord-Est», Atom, Gentilly
- «100%» à Villette Makerz, Paris
- «Cenotaphe» EP7, Paris (en duo avec Ivan Murit),

2018

- «Les heures bleues», Doc!, Paris

## **Expositions (suite)**

2019

- «Fête des Lumières de Lyon» (catégorie Emergence), Lyon
- «S.A.E.I.O Estival», Pontany (80)
- «Festival Soleil Nord-Est», Atom, Gentilly
- «100%» à Villette Makerz, Paris
- «Cenotaphe» EP7, Paris (en duo avec Ivan Murit),

2018

- «Les heures bleues», Doc!, Paris
- «Cambodia Urban Art», Phnom Penh, Cambodge
- «De toute terre interrogez l'écho», Floréal Galerie, Paris
- «Corners Of(f) Society» Colab Galery, Weil am Rhein, Allemagne (avec le collectif Road Dogs)
- «Apercut», Simplon Lab, Paris
- «Pow Wow Codex» Doc!, Paris (avec le collectif K.U.K),

2017

- «Sharjah Light Festival», Sharjah, Émirats Arabes Unis
- «Bitmap Palace» (exposition solo), Batt Coop, Paris
- «Fablar», au Carrefour Numérique, Cité des Sciences et de l'Industrie, Paris

2016

- «Big Five», Taverne Gutenbert, Lyon - «Campagne» Galerie Du Jour, Paris (avec le collectif Road Dogs),
- «Oyé Festival», (Futur en Seine), 6B, Saint-Denis

## **Awards / Residencies / Fellowships**

2023

- Grand Prix du Jury «Vidéo-Mapping Festival», Lille
- Lauréat du Fond Odysart

2022

- Residence à l'Antipode, Rennes

2021

- Lauréat du Fond SCAN
- Résidence à Stereolux, Nantes
- Vidéo mapping awards 2021 (nominé), Vidéo-mapping Festival, Lille

2020

- Résidence à Chateau Ephémère Carrière-Sous-Poissy (78)

2019

- Prix ADAGP & Palais de Tokyo "Révélation Art Urbain"

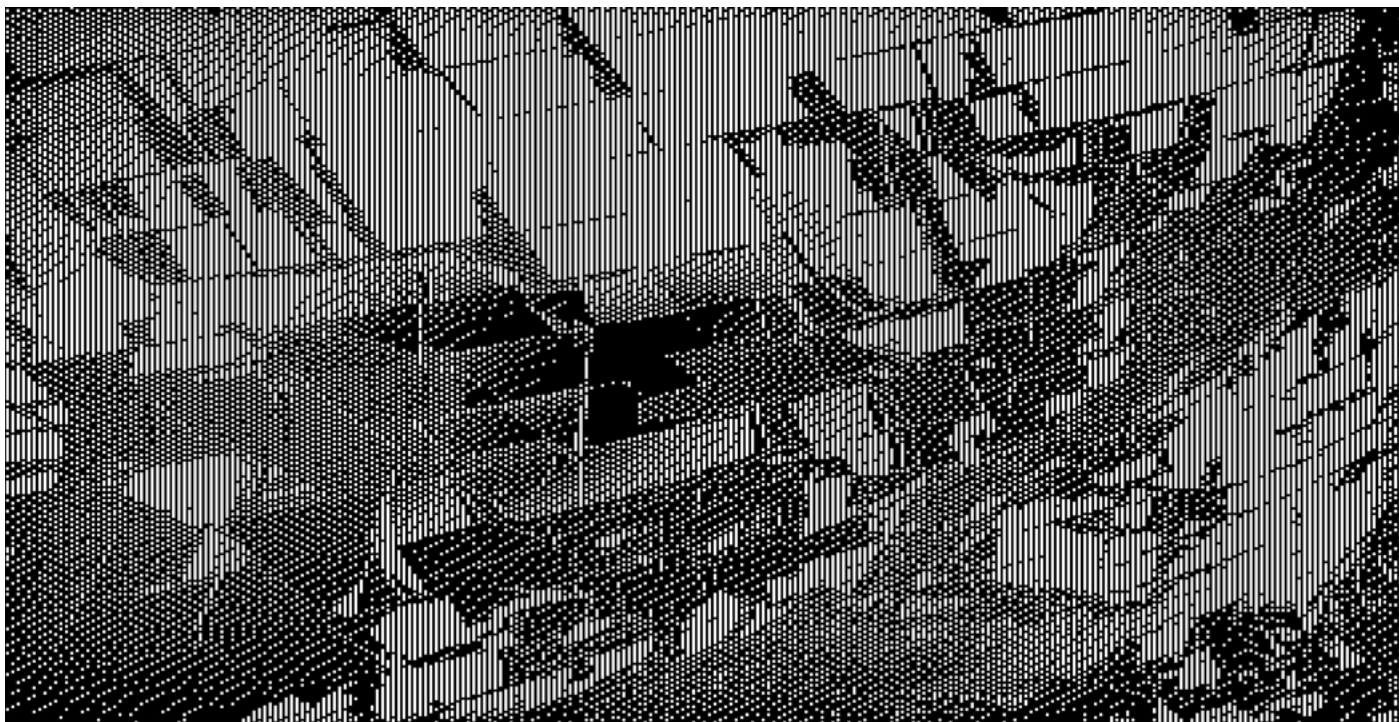
2016

- Résidence à Nomada, Dubai, Émirats Arabes Unis

## **Education**

2010-2014 : DNSEP option Art  
à la H.E.A.R, Strasbourg

2007-2010 : DNAP option Design  
Graphique à la H.E.A.R, Strasbourg



**loackme** it uses dithering algorithms to create the illusion of a wide range of shades of gray from a black-and-white palette. By reducing the number of colors in an image, the algorithm works by «tricking» the human eye, applying a pattern of dots so that it is perceived with more detail than it actually contains. Schwaller uses these methods for their minimalist, uncluttered aspect, simplifying the information in an image so that he can concentrate on creating the graphic and animation principles inherent in the work. It's both a framework of constraints and an environment in which to stimulate creativity.

The strong aesthetic and rules associated with these algorithms are a constant source of inspiration for him. In the early days, he used the Java programming language with Processing and then his online application p5.js, but moved away from this to pure Javascript, to take advantage of the browser's native functionality. He then exports the images he creates individually, and compiles them to create short animation loops that can be played over and over again.

His work bridges the gap between mathematics and its artistic applications. He creates by visualizing equations or using algorithms that he re-implements. While some of his works represent the idea from which they originate, often what he had imagined goes beyond the script. Modifying a parameter of the code, or even a

# LOÏC SCHWALLER / LOACKME

<https://loack.me/>

## Biography

Loïc Schwaller aka loackme is a French artist currently based in Amsterdam, the Netherlands. After obtaining a PhD in mathematics, he decided to leave academia to pursue his passion for digital art. Using code as his medium, he has developed an aesthetic that can be described as abstract, geometric and (above all) monochromatic.

## Exhibitions (selection)

AOUT 2023, SPACE\TIME

Exposition personnelle à Verse en août 2023, 100 boucles animées

GIF, 150x150 upscaled to 900x900, 100 frames

<https://verse.works/>

APRIL 2023, Tezos NFT Summit, NFT.NYC New York, USA

2022 & 2019, DEMO Festival, the Netherlands

Une œuvre exposée aux deux éditions du festival F Design in Motion organisé par le Studio Dumbar. La deuxième édition a pris plus de 5000 écrans qui affichent généralement des publicités à travers les Pays-Bas pendant 24 heures.

2022, PARIS+ par Art Basel, Paris, France

Une œuvre d'art générative exposée au stand fx(hash)

2022 NFT Show Europe, Valencia, Spain

Projet de mint en direct en partenariat avec fx(hash).

2021, Kinomural, Wroclaw, Poland

Une œuvre projetée sur un mur de 7x18m pendant le festival.

2021,30 Seconds Museum, Tokyo, Japan

Organised by NEO SHIBUYA TV & New Media Art.

L'animation créée pour l'événement a été projetée pendant une semaine sur 85 écrans différents dans le quartier Miyashita Park de Tokyo.

2019, Let's Play Art Gallery, Amsterdam, the Netherlands

Une œuvre exposée dans les stations de métro d'Amsterdam lors de l'événement organisé pour l'édition 2019 de la Nuit des Musées.

2019, DEMO Festival, the Netherlands

The Pixel Generation

<https://unitlondon.com/voices/the-pixel-generation/>

Exposition autour du pixel art organisée par Unit London.

Limbo GIF, 160x144 upscaled to 960x864, 50 frames

IF ELSE

<https://foundation.app/world/if-else>

L'un des neuf artistes sélectionnés par Somewhere for a Foundation World sur le thème de l'art génératif et des animations en boucle.

**Publications**

Tracing the Line

par Generative Hut x Vetro Editions <https://vetroeditions.com/products/tracing-the-line>

Avec la participation de 100 artistes contemporains.

A.R.E. Book

par Generative Hut x Vetro Editions <https://vetroeditions.com/products/a-r-e-augmented-reality-exhibition>

Avec la participation de 31 artistes génératif.

**Education**

Doctorat. en Mathématiques Appliquées from Université Paris-Saclay, Paris, France.

**GALERIE DATA** has been located **at République in Paris**, since 2022. Its programming focuses on Generative Art, with a particular interest in work, from the digital to the tangible (drawing with a plotter, prints, installations...).

The gallery aims to show work from transdisciplinary fields of application, which explore the frontiers between art and technology.

The artists exhibited in the gallery experiment with generative forms ; using software and code, creating their own automated tools, exploiting data...

The artists' creations are inspired by geometry, mathematics and biology... They exploited technologies and use innovative practices, to express a critical and poetic point of view.

Founded in 2020 by Gabrielle Debeuret, Web & Social Media Artistic Director, with a professional Master's degree in art market (IESA). The gallery organizes exhibitions by deploying active partnerships with art market actors and influencers from the digital world.

Discover our catalog of limited editions and unique pieces.  
<https://www.galeriedata.com/>

### **Contact Press**

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