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Ray in Vuittonland
collection 2018



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I have always admired the Louis Vuitton windows either in Paris, in Hong-Kong, in Tokyo, in New York, in Milano, in Geneva or anywhere else.

I have always wished to be the designer of these stores or elegantly appointed showcases. Then came the idea of this artistic series that I will reveal now.

I first photographed the windows in cities for inspiration. Then I used my shots I have taken in my artstudio in Paris before. I used to be at that time - between 2002-2008 both my model and my photographer.

I used to work with a timer. These pictures were born before I-phone appeared. Unfortunately I consider myself as a precursor of what is commonly called the selfie.

So all these pictures were born before the fury of the selfies !
It was a very physical and athletic work to use the self-timer.
Performing in this way I convinced myself that art can tell a tale, construct an image, introduce a word and build a world.

Among the thousands of clichés (unpublished until now) I have chosen a selection for the series Ray In Vuittonland.

I salute these windows that have made me dream . That's one of the reasons why I create my showcases by using obsessively in the background the symbol of Louis Vuitton brand .

After all I think having every right to dream and to imagine.

Welcome to my imaginary display cabinet.

The questioning of the relation “to bags” is another point of this artwork.
It seems that nowadays the bag took an almost religious dimension.
Once we have the impression or better it looks like the bag used to value the one who wears it in his whole essence.

Associative way I think of an expression that is often used :
“Sell his soul to the devil”. In this context that could be : “sell it to the Vuitton”.
Just that everything begins with the Vuitton so many years before, probably in the seventies.

Vuitton is a kind of a crescendo murmur.
It is an almost interesting and worrisome social phenomenon.

I wondered all these states of facts through this artwork.
Even more: I question all the luxury industry.
The relation to the body, to the nudity.
The relation to spirituality.
The relation to the soul.
The relation to peace.

I question the world of appearance.
The fight between having and being.
The dimension to love and to be loved through this journey in Vuittonland.

Ray Monde 27 November 2018

All digital print on canvas
20 inches by 27 inches (50 cm x70 cm)
except n°8 and 10 - 40 inches by 40 inches (100 cm x 100 cm)
Available in a limited edition of 11 prints
numbered and signed by the artist.
Year 2018

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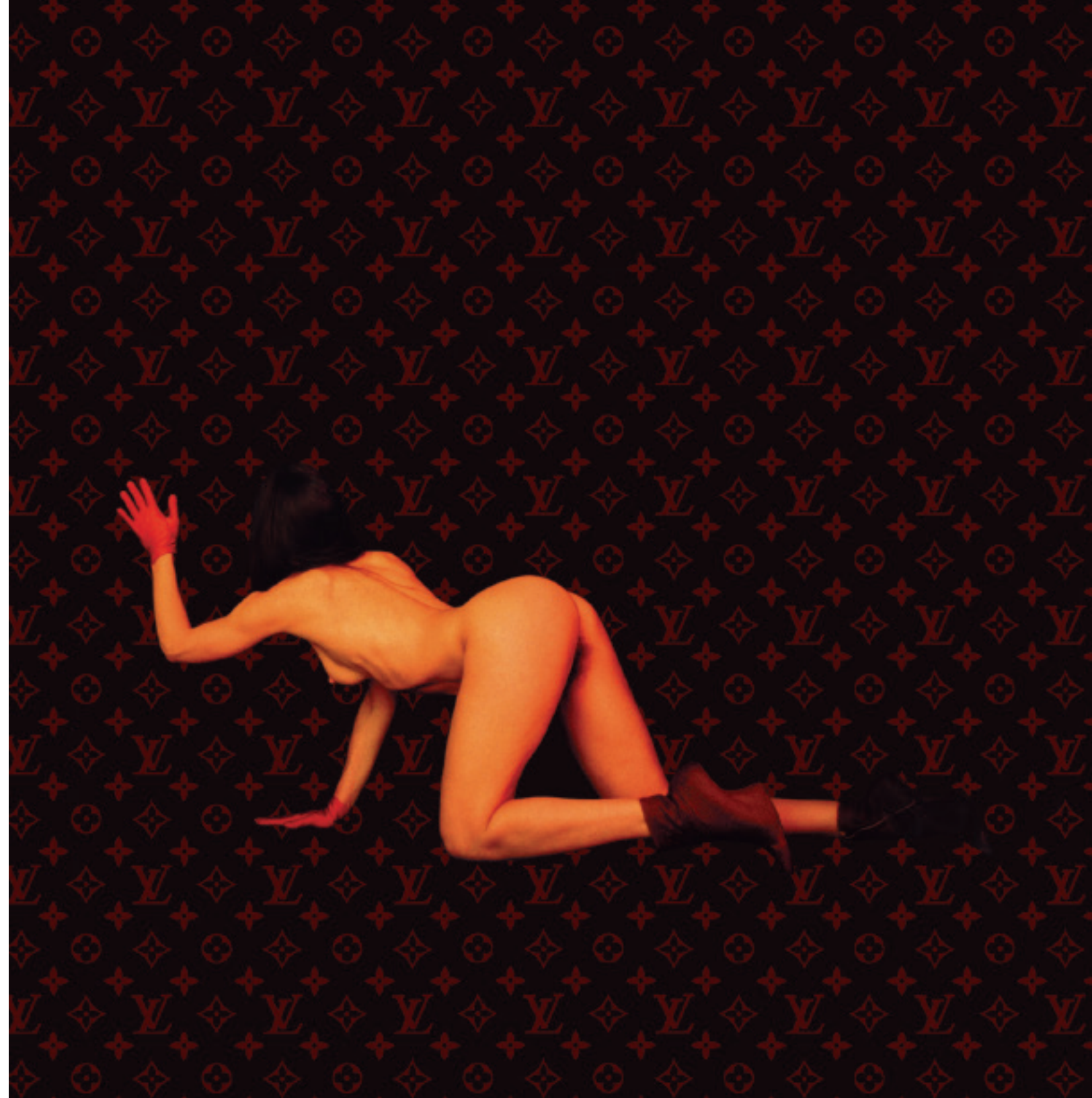


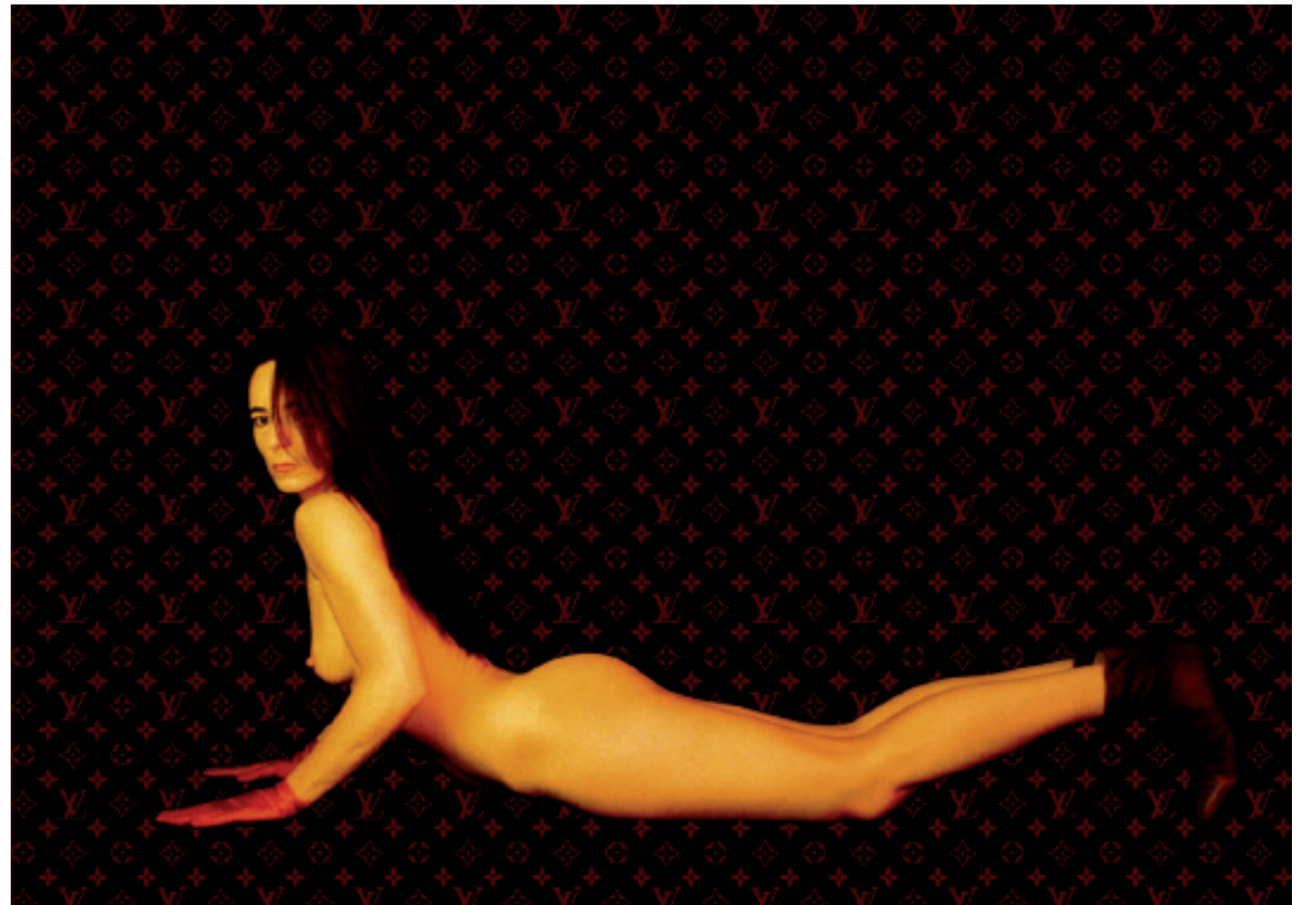






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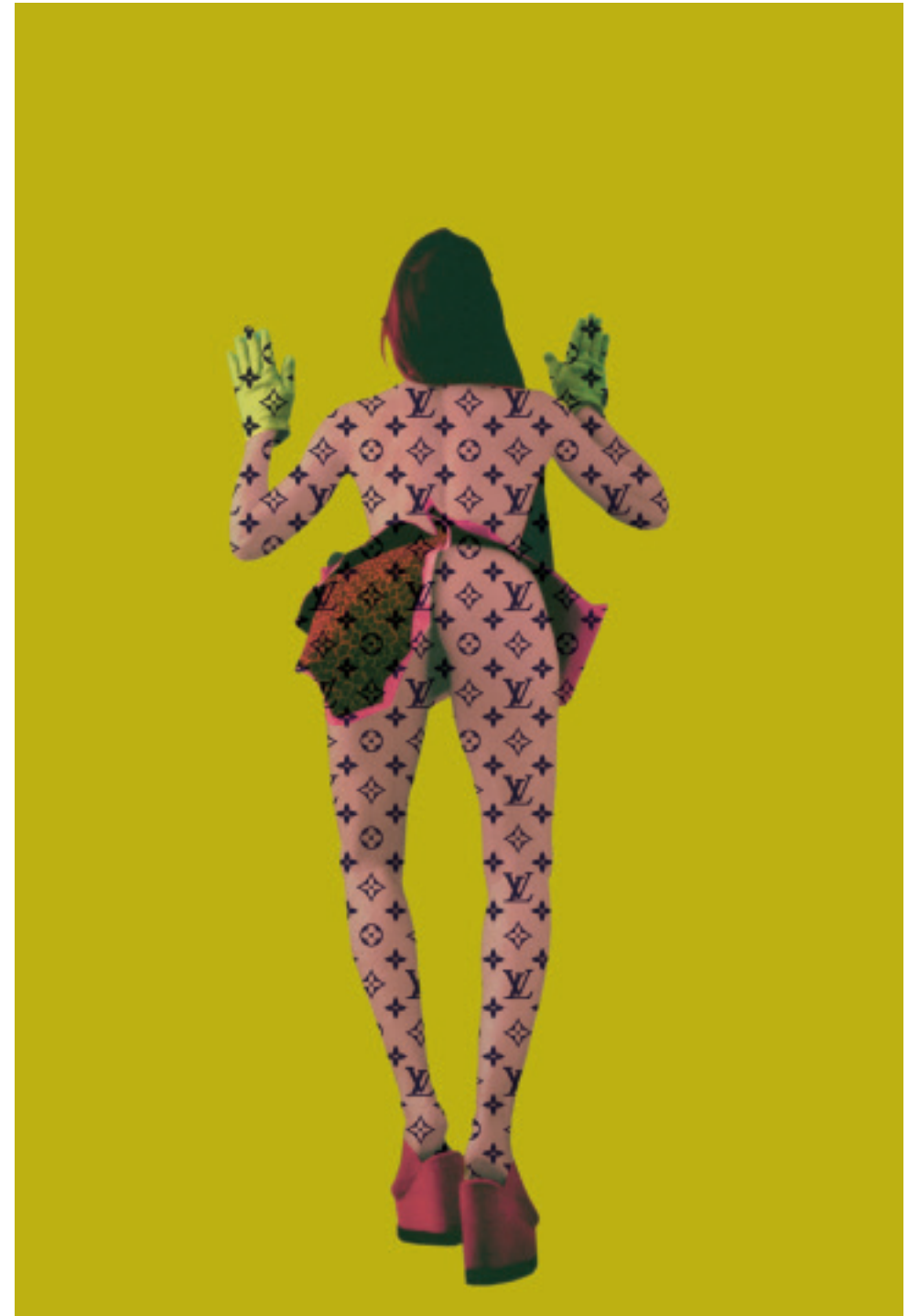


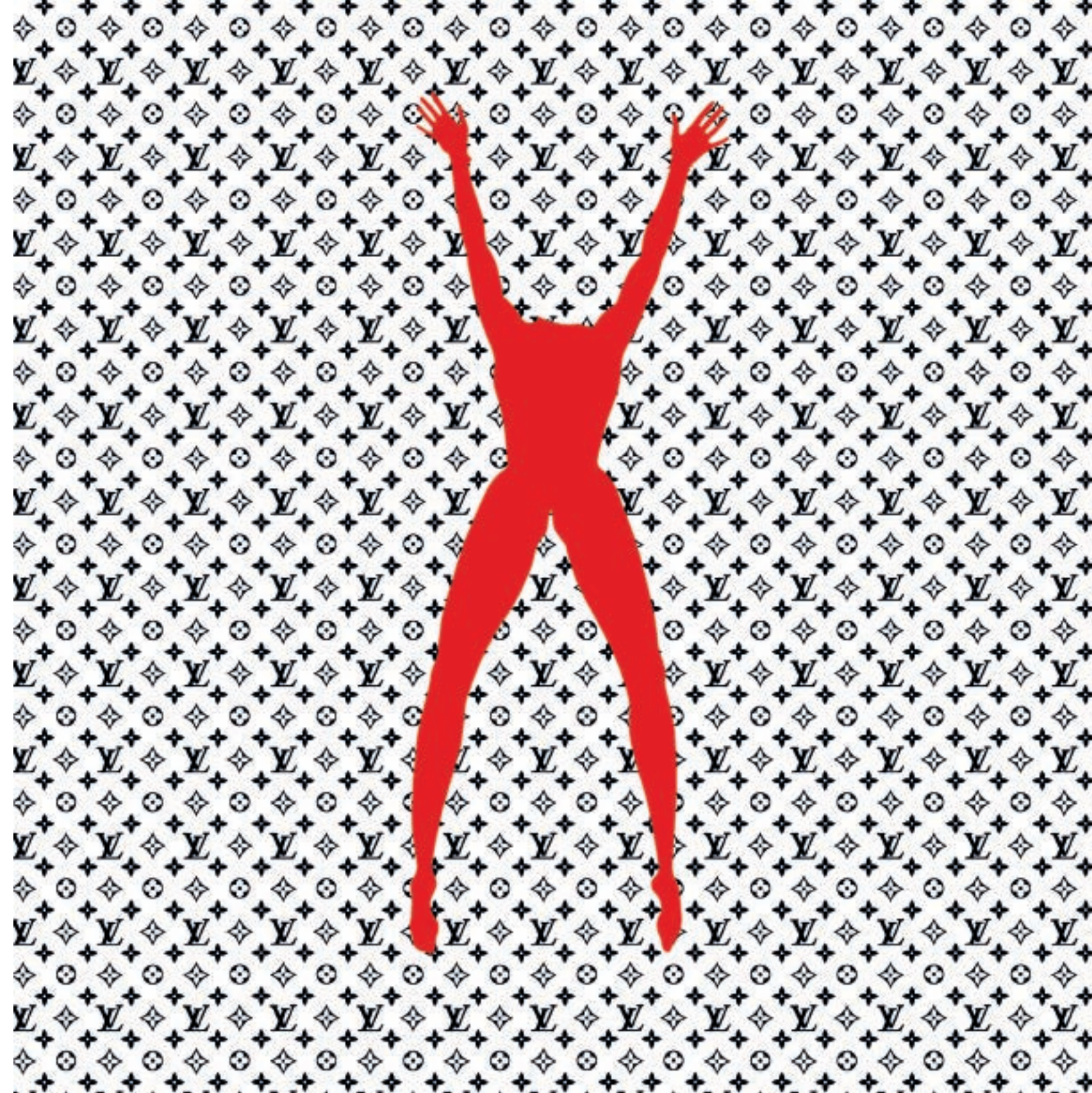
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13







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