

STRAAT

EXHIBITION CATALOG

SETH *de la* JOUE

ALL AGES

ART PLAYGROUND



October 4th 2024- March 2nd 2025 | NDSM-Plein 1, Amsterdam



Seth

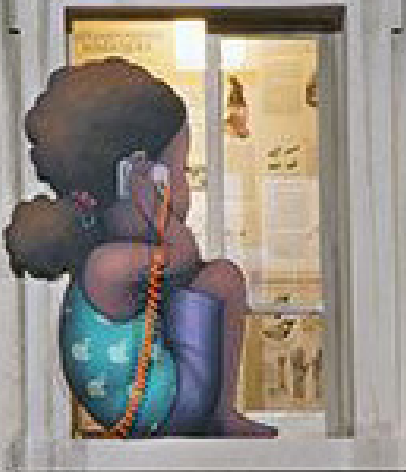
Julien Malland (1972, France) aka Seth, is known for his murals that capture the playfulness, determination, and innocence of childhood. His murals can be found all over the world, from Paris to Haiti to Ukraine to Amman to Indonesia, the large-scale works find humor and joy in youthful pastimes, while capturing vibrant imaginations associated with adolescence. His characters tend to be optimistic even as they confront adversity.

Seth uses street art to call attention to societal issues. A passionate, political artist, his main subjects are innocent children at play. His paintings depict playful illusions, where books and toys appear as symbols of escape into the imagination – a key tool for survival in underprivileged areas or war zones.

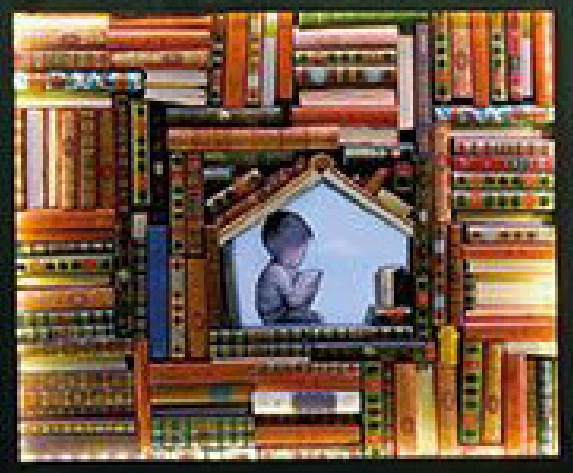
His ideas often come from the local inhabitants and the architecture of the places he visits. To do this, he involves the community and creates a dialogue with local children. In 2019, he visited a school in Popasna, a war-torn area in Ukraine. There he created workshops that led to his large-scale mural 'Keep in Touch' (2019). In it, a girl and a boy hold hands – despite a crumbling wall dividing them. Seth's epic public art shares alternative values, inspiring connectivity, social & mental well being and imagination. [@Seth_globepainter](https://www.instagram.com/Seth_globepainter)

This exhibition is a co-creation of **Musée en Herbe** and **Seth**
Powered by **ABN AMRO** - main partner **STRAAT**





LIBRAIRIE





Note From The Curator

As the hosting curator of **Seth Se La Joue: All Ages Art Playground** at **STRAAT Museum**, I'm thrilled to introduce this vibrant exhibition. Seth's exceptional ability to transform spaces is showcased through interactive installations like the Broad Street area, The Vortex, dynamic silhouette cutouts, and a captivating series of masks inspired by his travels. These elements reflect Seth's artistic vision and his impactful work with children in underprivileged communities, further highlighted by this being the second edition of the traveling exhibition, which first premiered at **Le Musée en Herbe** in Paris.

Alongside the immersive exhibition, we're excited to offer a special collection of works for discerning collectors. The catalog features eight exclusive canvas pieces and one limited-edition sculptural multiple, each embodying Seth's unique style and narrative. Additionally, a giclée print is available exclusively through our shop for those seeking a more accessible entry point into Seth's artistry.

Seth's commitment to using art for social impact underscores the value of supporting his work. By acquiring a piece from this collection, you invest in an artist whose global resonance and mission go beyond aesthetics.

We look forward to sharing these remarkable works with you and celebrating an artist whose career continues to inspire.
/Hyland Mather, STRAAT Gallery Curator



Seth

works on canvas



СТРААТ



Seth - Jeu de l'oie II

Acrylic and spray paint on canvas, 2024
Solid wood tray frame
116 cm x 81 cm x 4 cm
47 x 32 x 1.5 inches
€10,200-



СТРААТ



Seth - Jeu de Dames

Acrylic and spray paint on canvas, 2024

Solid wood tray frame

116 cm x 81 cm x 4 cm

47 x 32 x 1.5 inches

€10,200-



СТРААТ

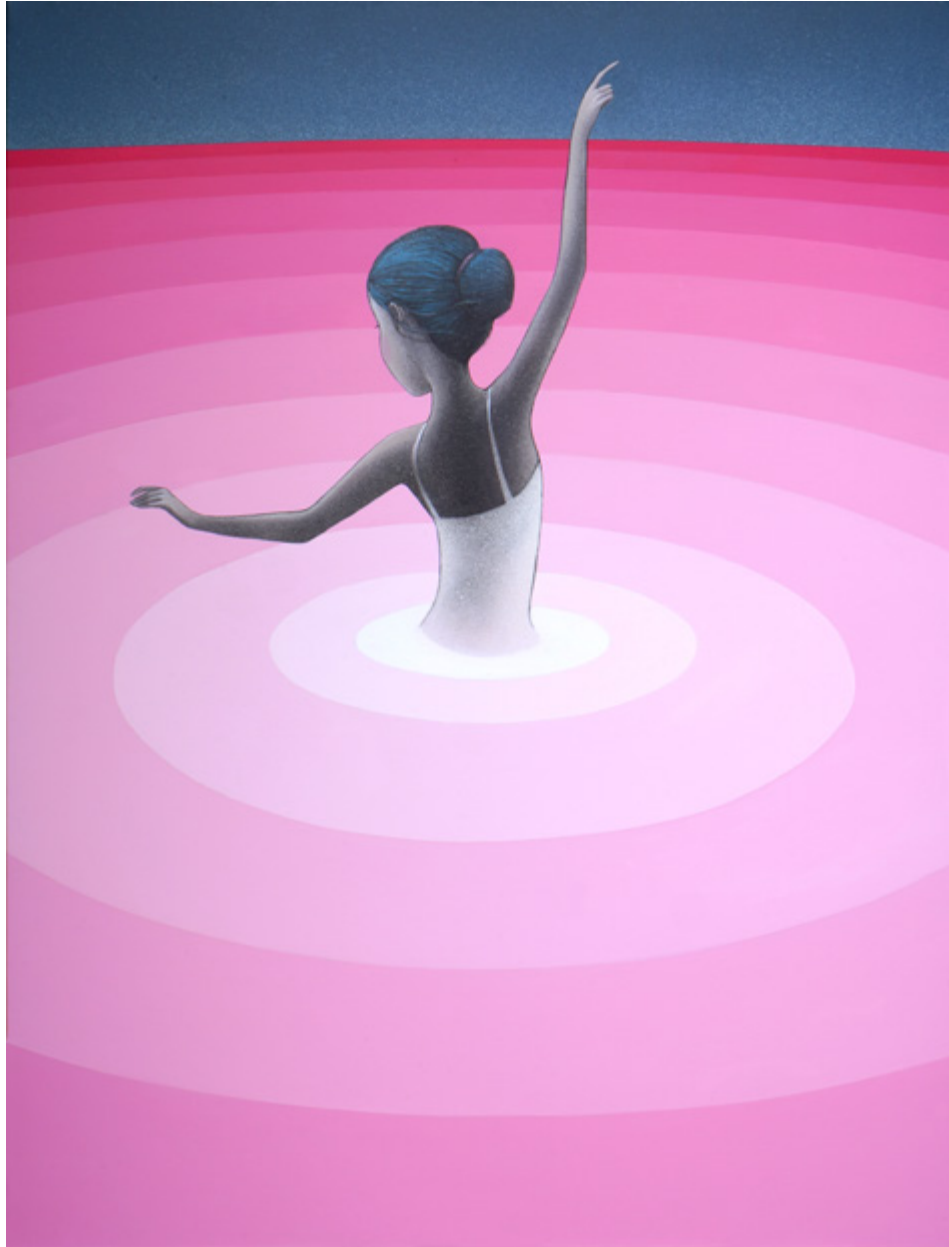


Seth - Queen of Diamonds

Acrylic and spray paint on canvas, 2024
Solid wood tray frame
116 cm x 81 cm x 4 cm
47 x 32 x 1.5 inches
€10,200-



СТРААТ



Seth - Spinning Ballet

Acrylic and spray paint on canvas, 2024

Solid wood tray frame

116 cm x 89 cm x 4 cm

47 x 35 x 1.5 inches

€10,700-



СТРААТ



Seth - Above The Clouds

Acrylic and spray paint on canvas, 2024

Solid wood tray frame

195 cm x 130 cm x 4 cm

78 x 51 x 1.5 inches

€17,000-



СТРААТ



Seth - Jouer Serré

Acrylic and spray paint on canvas, 2024
Solid wood tray frame
116 cm x 89 cm x 4 cm
47 x 35 x 1.5 inches
€10,700-



СТРААТ



Seth - Marble Game

Acrylic and spray paint on canvas, 2023

Solid wood tray frame

116 cm x 89 cm x 4 cm

47 x 35 x 1.5 inches

€10,700-



СТРААТ



Seth - Mikado

Acrylic and spray paint on canvas, 2023

Solid wood tray frame

116 cm x 89 cm x 4 cm

47 x 35 x 1.5 inches

€10,700-



Seth

sculpture work - Eye to Eye

The first limited edition in collaboration with ZHEN. consists of two resin figures in a painted wooden case.



СТРААТ



Seth - Eye To Eye

Acrylic painted resin, 2021
Multiple edition of 288, 34,1 cm x 15 cm x 33 cm
Case in painted wood 50,5 cm x 22 cm x 50 cm
13.5 x 6 x 13 inches / 22 x 8.5 x 19.5 inches
€3,000-

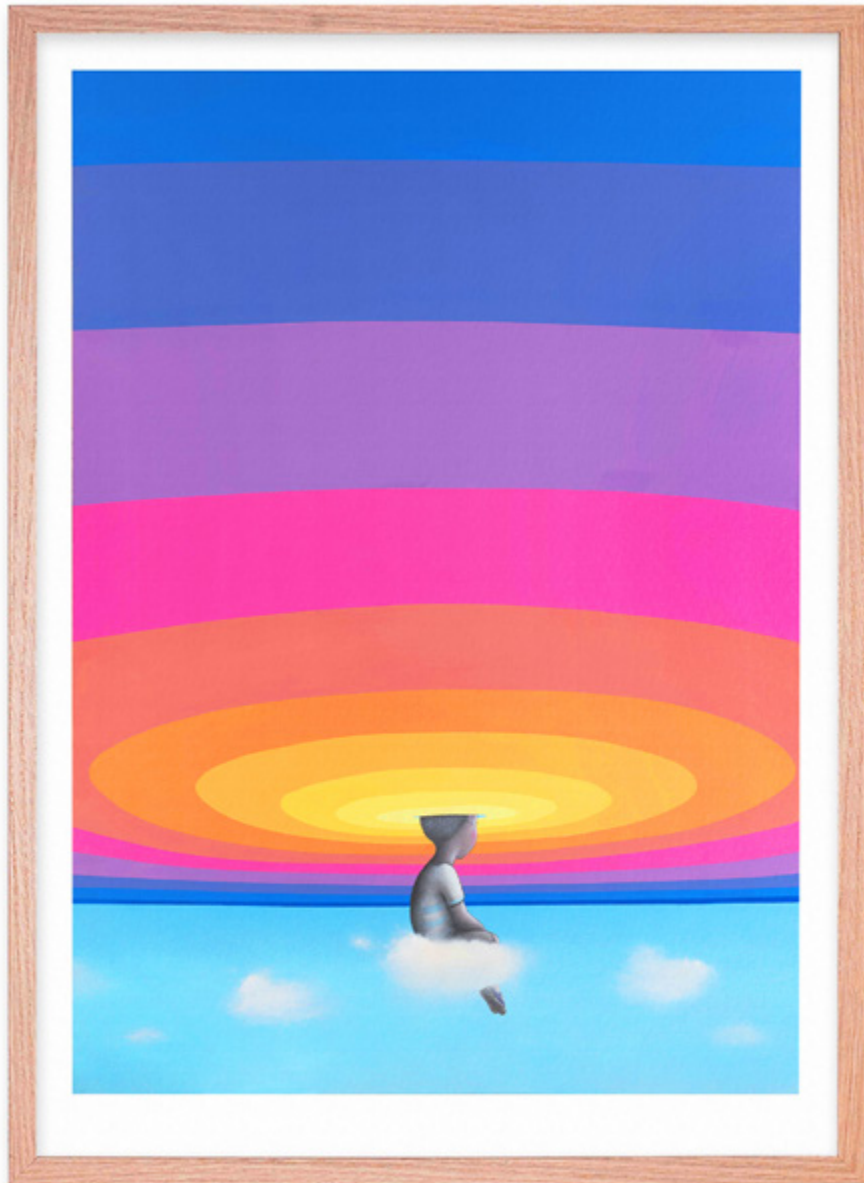


Eye to Eye - Mural Street Art Fest Grenoble Alpes, Fontaine, France, 2021





Photo by Janneke Nooij



Seth - Above The Clouds Print
(Looking to the future)

Giclée print, 202450 x 70 cm
pencil signed & numbered by Seth
Edition of 100
€250-



544
MAY 15

Seth

Global Projects

Seth's artistic endeavors extend far beyond his striking installations and paintings. His ongoing commitment to underprivileged youth around the world demonstrates how deeply he integrates art with social impact. Through workshops and collaborative projects, Seth empowers young people in marginalized communities, using creativity as a powerful tool for positive change. His work not only enriches their lives but also reinforces the profound potential of art to drive social progress and inspire global connections.

Photos by Martha Cooper from collaboration Made In Haiti with Seth



“I always try to find a theme or idea that will resonate with the place where I paint. I am looking to speak to a place’s inhabitants. They are the viewers who will have to live with my paintings. So, I feel an obligation to paint something that will speak to them, either by drawing inspiration from their culture or from the political and social context”.

/Julien Malland



Photos courtesy of Seth

BALADK
SETH. 21



FAQ's

Seth se le joue

STRAAT Gallery - October 4th 2024 - March 2nd 2025

Unique Artworks

All paintings in this catalog are original artworks. Sculptures are from an multiple edition.

Are the Artworks Framed?

Yes, where noted in the catalog the artworks are framed.

What are the Shipping Costs?

The shipping costs from STRAAT to destinations worldwide depend on the weight, size and declaration value of the artworks. If you receive your invoice as a payment link or with bank transfer instructions, we will estimate the shipping costs and it will be included in the total amount. If you checkout via our secure web portal, it may be possible that you will need to pay additional shipping & handling fees. Please contact us with any questions!

FAQ's continued : Can I buy multiple works?

Certainly! You are welcome to purchase multiple works. However, please note that for orders of more than 2 works to be delivered to one location, we require payment through a payment link or bank transfer. This serves two important purposes: Establishing a First Come, First Serve Policy and Optimizing Shipping Rates.

FAQ's continued :

Will I Receive a COA with My Purchase?

Yes, when you purchase an artwork, you'll receive a voucher to register your new artwork for a Certificate of Authenticity (COA) through our preferred COA partner, Always Art.



Are the works signed by the artist?

Absolutely, all of the works are personally signed and dated by Seth.

Additional Questions:

For any further inquiries or personalized assistance during your purchasing journey, we encourage you to get in touch with us. Our dedicated staff is always ready to promptly address your questions and provide a professional purchasing experience. Your satisfaction is our priority, and we look forward to helping you with any aspect of your art acquisition. Feel free to contact us at any time – we are here to assist you!

STRAAT

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