

EXHIBITION CATALOG

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

# SETH *de la* JOUVE

*All Ages Art Playground*



STRAAT



## 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 highlight societal issues. A passionate, political artist, his main subjects are innocent children at play. He depicts fun illusions, where books and toys appear as symbols of escape into the imagination – a key tool for survival in poverty 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)





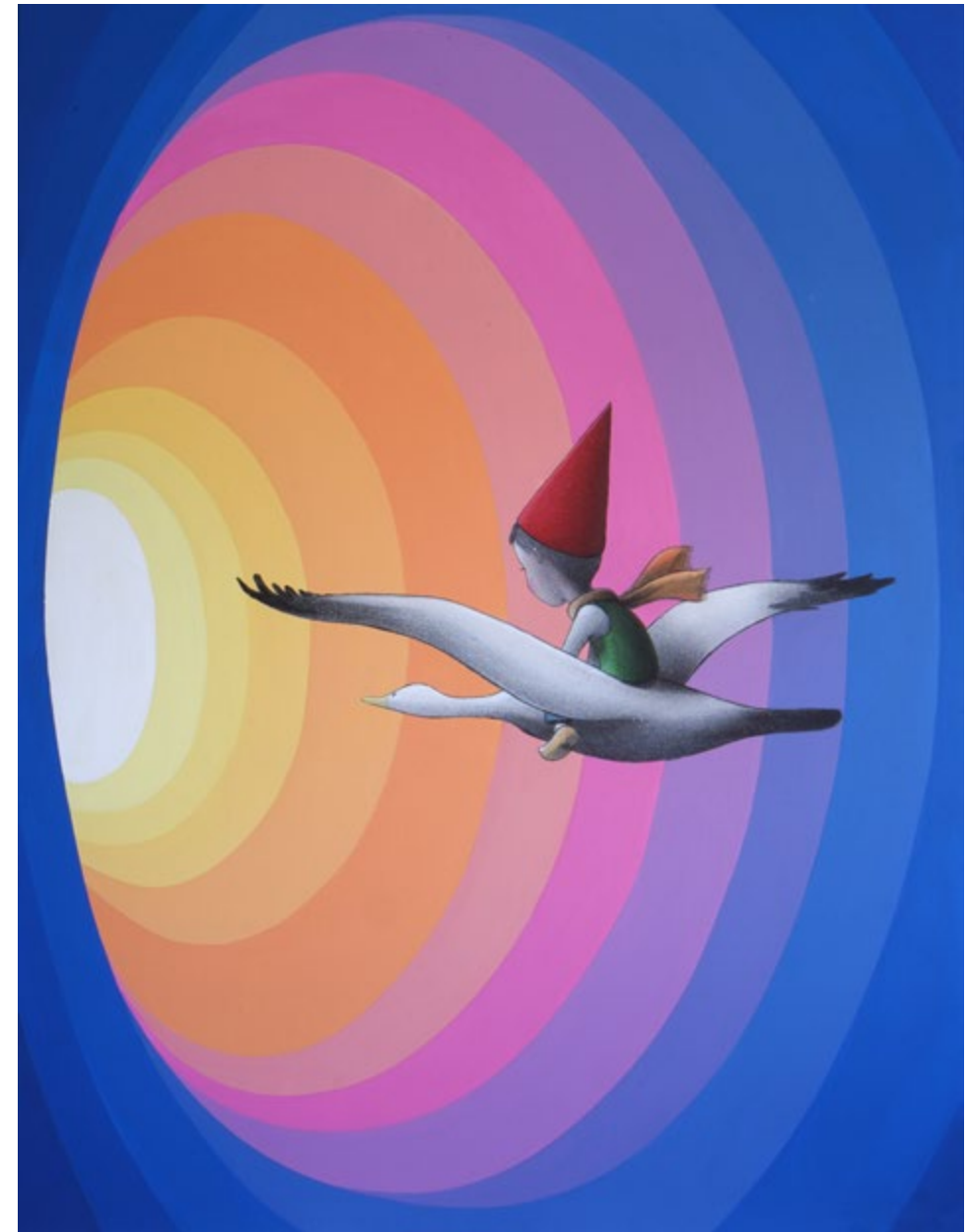




**Seth**  
works on canvas



СТРААТ



**Seth - TITLE???**

Acrylic and spray paint on canvas, 2024  
Solid wood tray frame  
116 x 89 x 4 cm  
€10,200-





СТРААТ



**Seth - Jeu de Dames**

Acrylic and spray paint on canvas, 2024

Solid wood tray frame

116 x 81 cm

€10,200-





СТРААТ



**Seth - Reine de Carreux**

Acrylic and spray paint on canvas, 2024

Solid wood tray frame

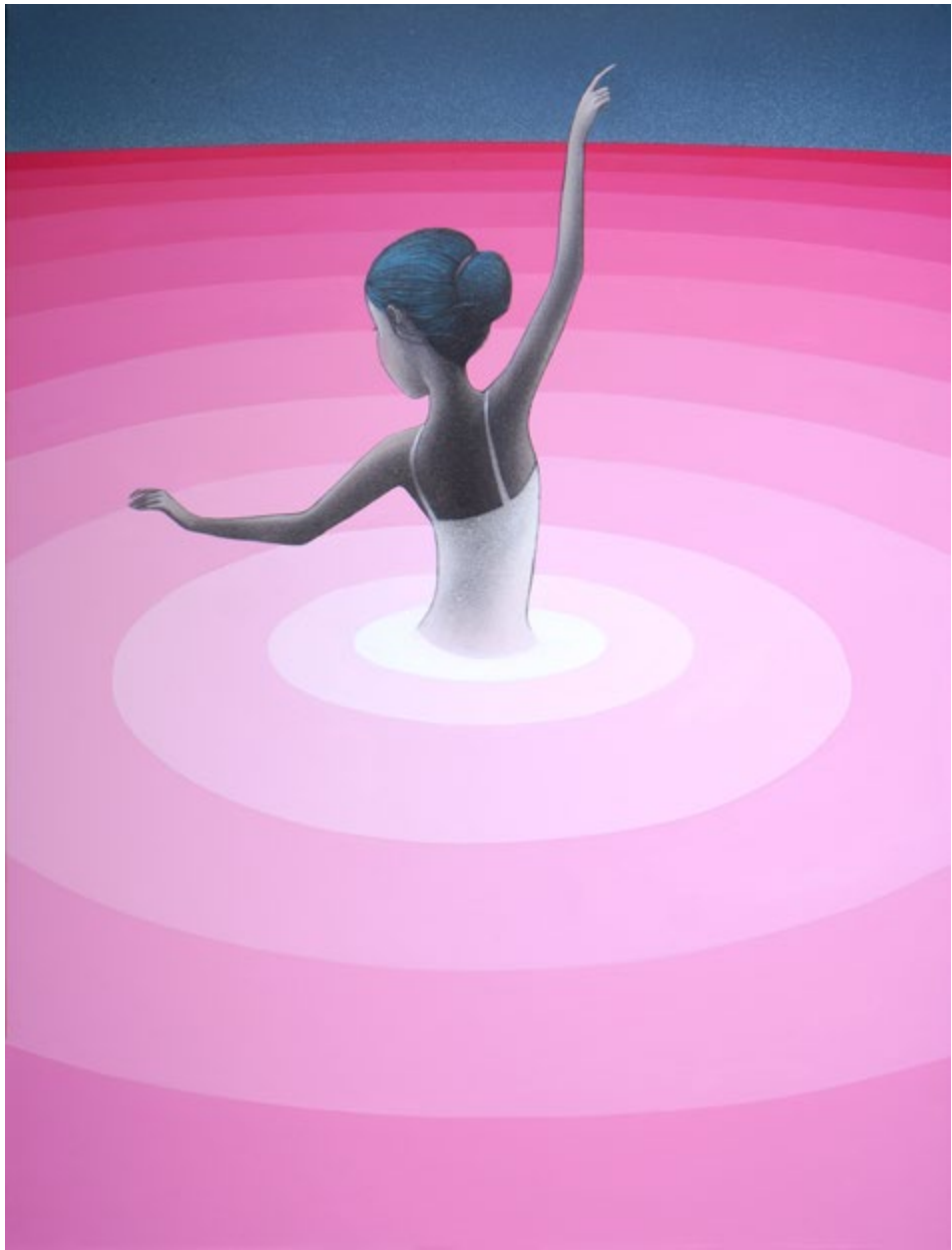
116 x 81 cm

€10,200-





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**Seth - Spinning Ballet**

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





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**Seth - Above The Clouds**

Acrylic and spray paint on canvas, 2024  
Solid wood tray frame  
195 x 130 cm x 4 cm  
€17,000-





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**Seth - Jouer Serré**

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





СТРААТ



**Seth - Jeu de Billes**

Acrylic and spray paint on canvas, 2023  
Solid wood tray frame 116 x 89 x 4 cm  
€10,700-





СТРААТ



**Seth - Mikado**

Acrylic and spray paint on canvas, 2023  
Solid wood tray frame  
116 x 89 x 4 cm  
€10,700-





# Seth

sculptural works



СТРААТ



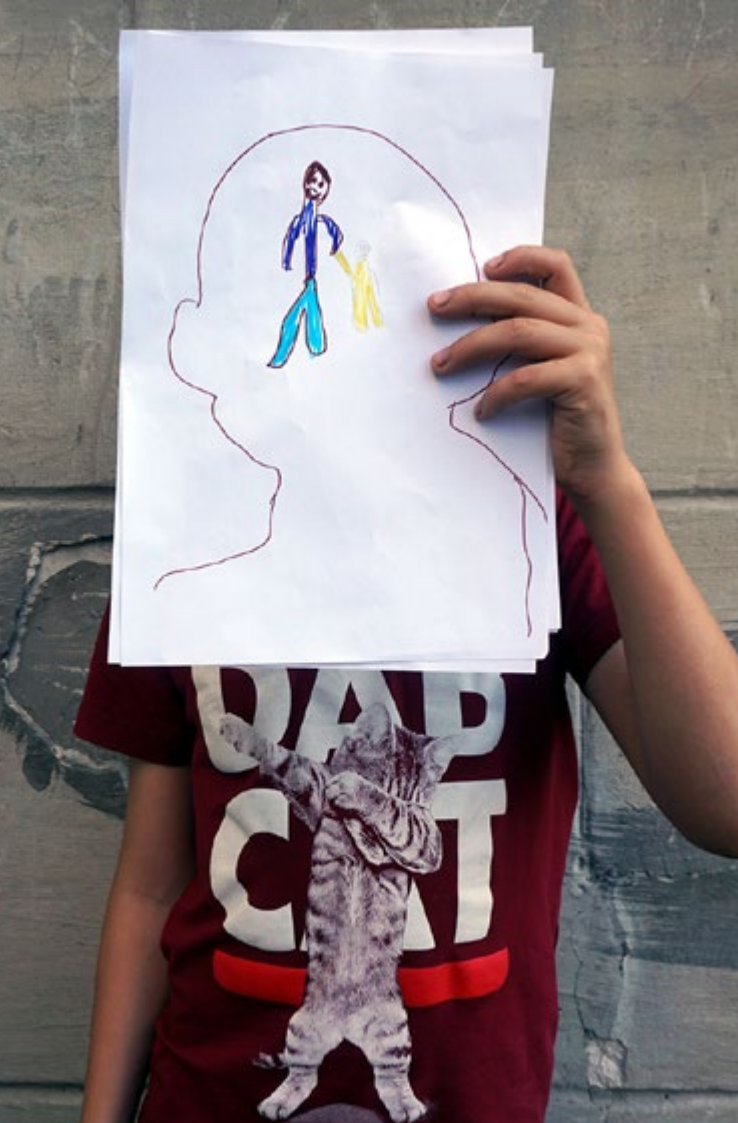
**Seth - Eye To Eye**

Acrylic painted resin, 2021  
11 edition numbered, 34,1 cm x 15 cm x 33 cm  
Case in painted wood  
50,5 x 22 x 50 cm  
€3,500-









***“Painting children having fun in a world on the brink of collapse has extraordinary evocative power”.***

**/Julien Malland**









## STRAAT

***“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***







## 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 edition.

### Are the Artworks Framed?

Yes, where noted in the catalog the artworks are framed. For our three featured artists, the works on canvas or linen are framed in solid wood exhibition tray frames. The works on paper from our featured artists are beautifully framed in solid wood exhibition frames, w/ 3mm UV acrylic, float matted with an additional spacer to keep the surface of the work protected.

### What are the Shipping Costs?

The shipping costs from STRAAT to destinations worldwide depend on the weight and size of the artworks. Generally, for most destinations, works from this catalogue are priced between €250 to €500. If you receive your invoice as a payment link or with bank transfer instructions, the shipping cost 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 artists unless otherwise noted in this catalogue.

### 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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