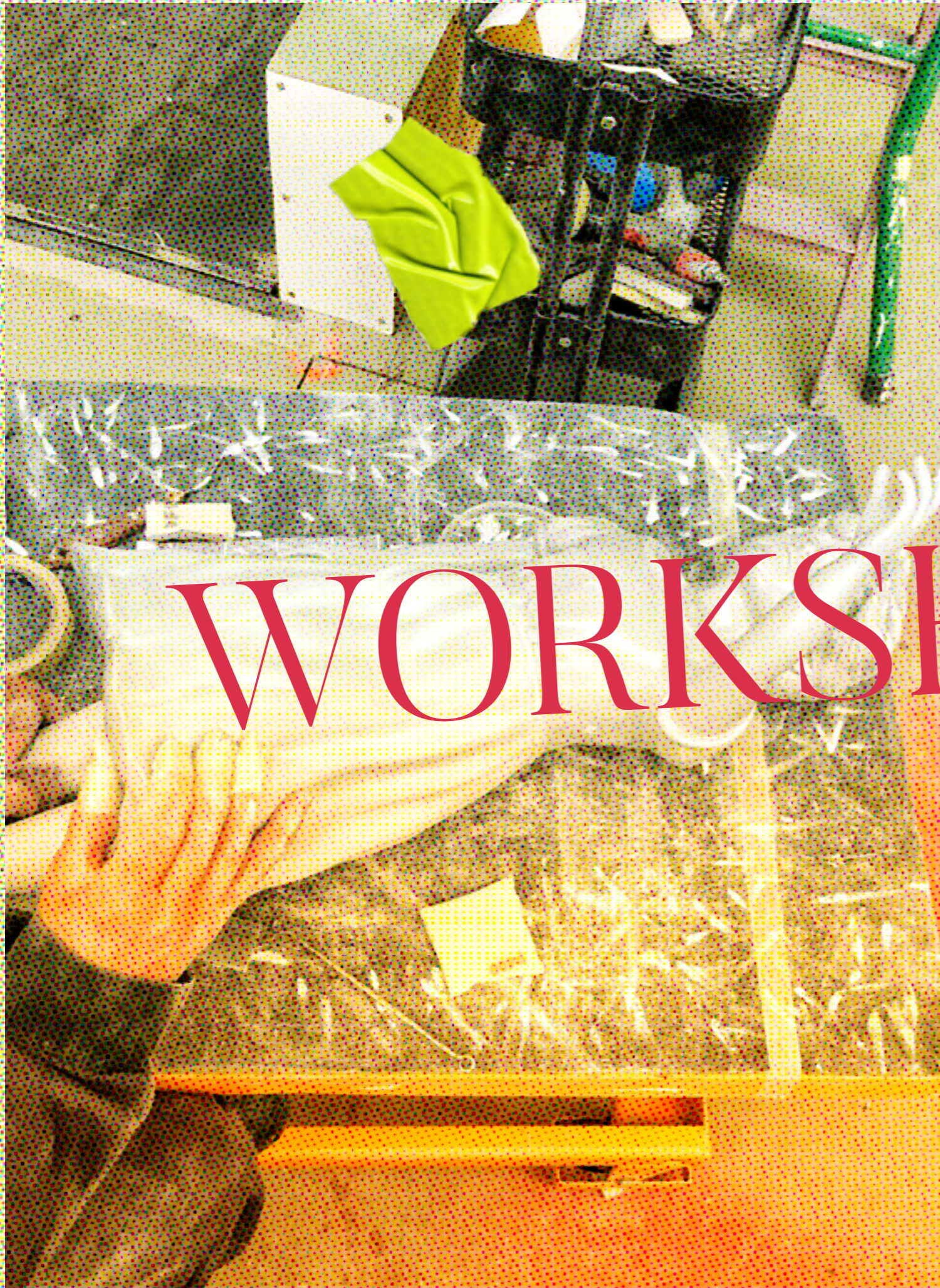






COLOURS matter





WORKSHOP



IRONIC

The most iconic graffiti in the world becomes a sculpture, that's ironic.



ESCAPE FROM THE WALL

SCULPTURE, RESIN + METAL BASEMENT.
NUMEROTED AND SIGNED.
LIMITED SERIE 8 COPIES WORLDWIDE

WHITE + RED



ESCAPE FROM THE WALL

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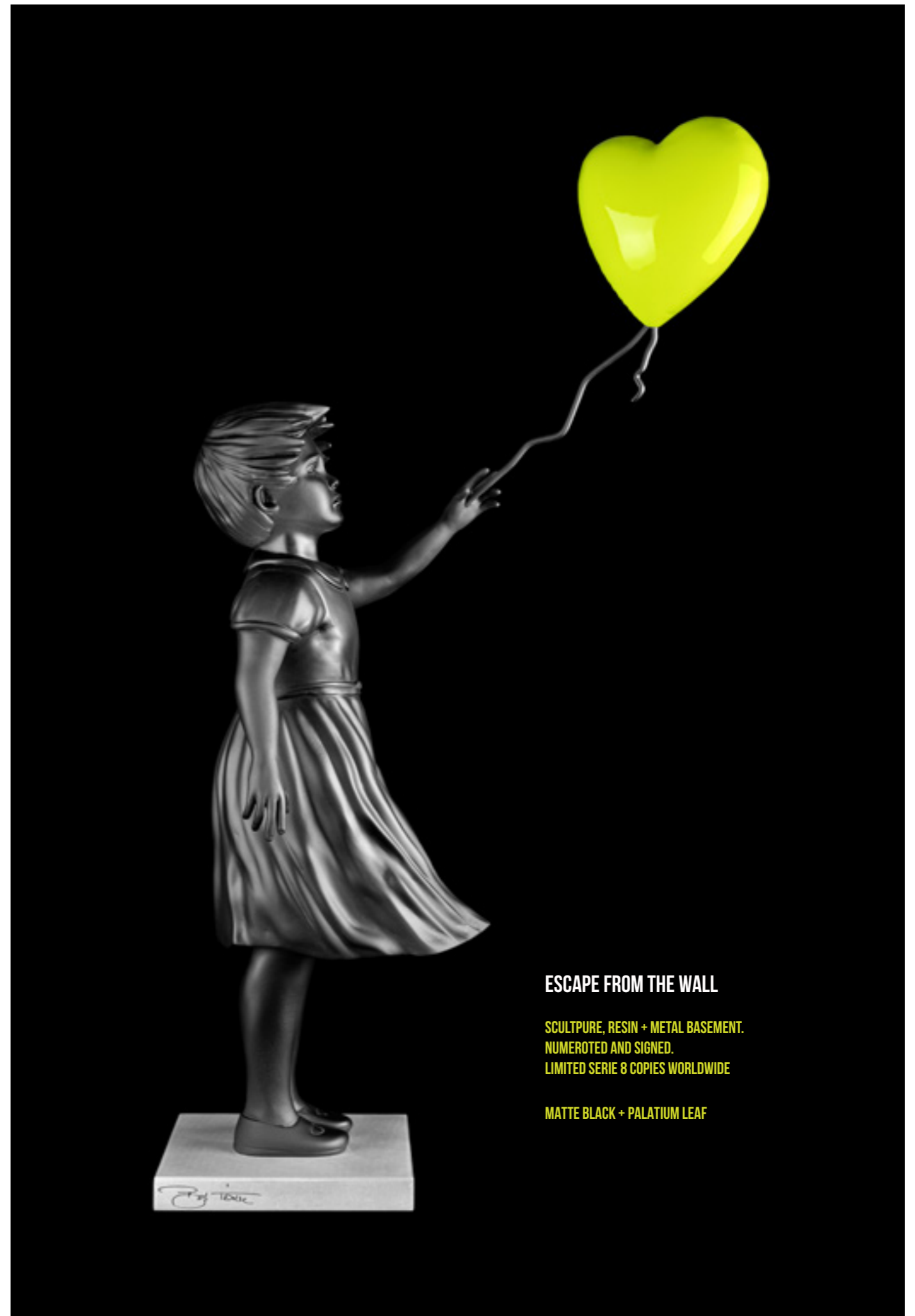
KLEIN BLUE + GOLD LEAF



ESCAPE FROM THE WALL

SCULPTURE, RESIN + METAL BASEMENT.
NUMEROTED AND SIGNED.
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BLACK + PALATIUM LEAF

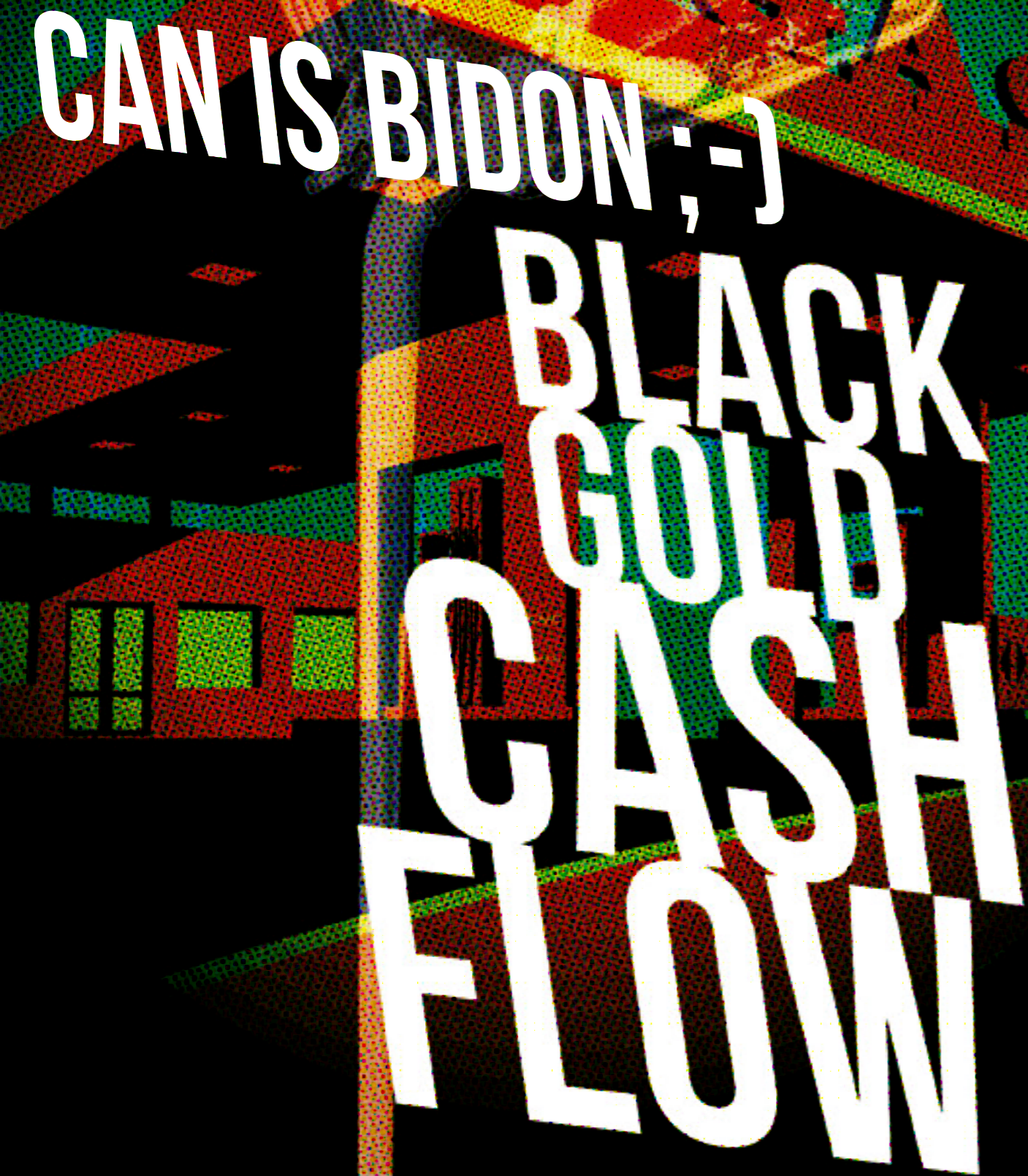


ESCAPE FROM THE WALL

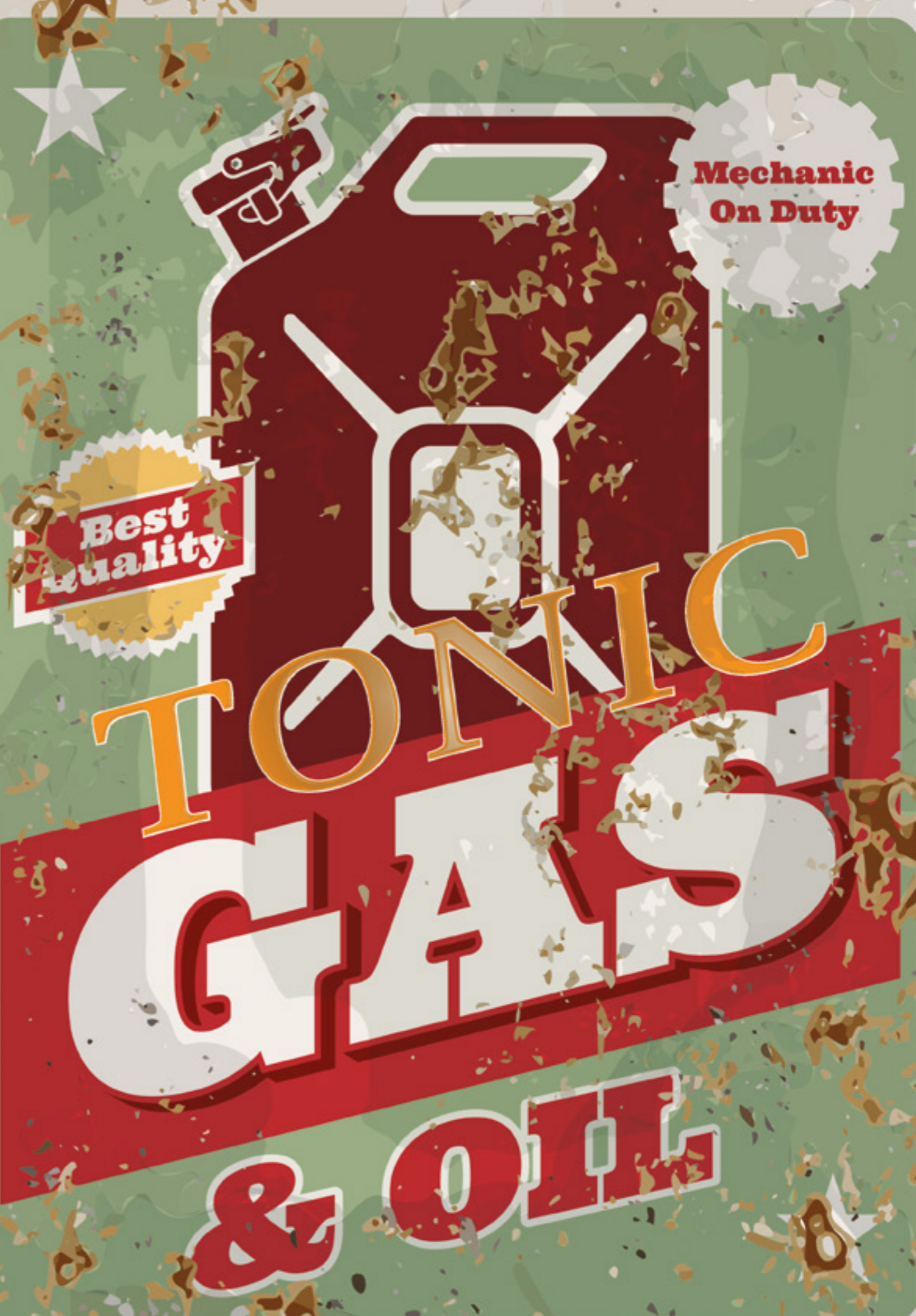
SCULPTURE, RESIN + METAL BASEMENT.
NUMEROTED AND SIGNED.
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MATTE BLACK + PALATIUM LEAF





CAN IS BIDON :-)
BLACK
GOLD
CASH
FLOW



★

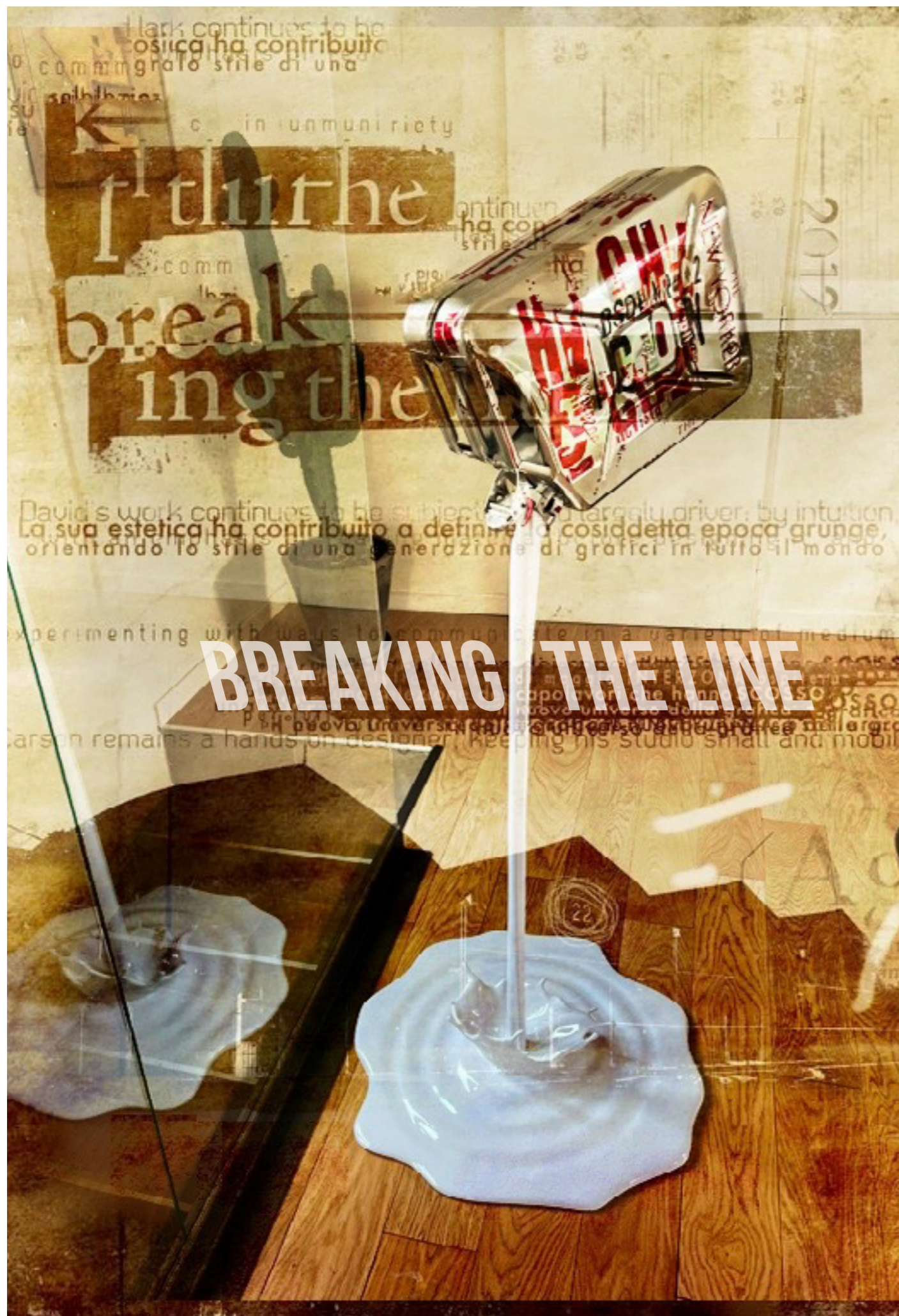
Best quality

Mechanic On Duty

TONIC

GLASSES

& OIL



COKE & SPLASH

SCULPTURE, RESIN + METAL
UNIQUE PIECE



GOSSIP FLOW

SCULPTURE, RESIN + METAL
UNIQUE PIECE



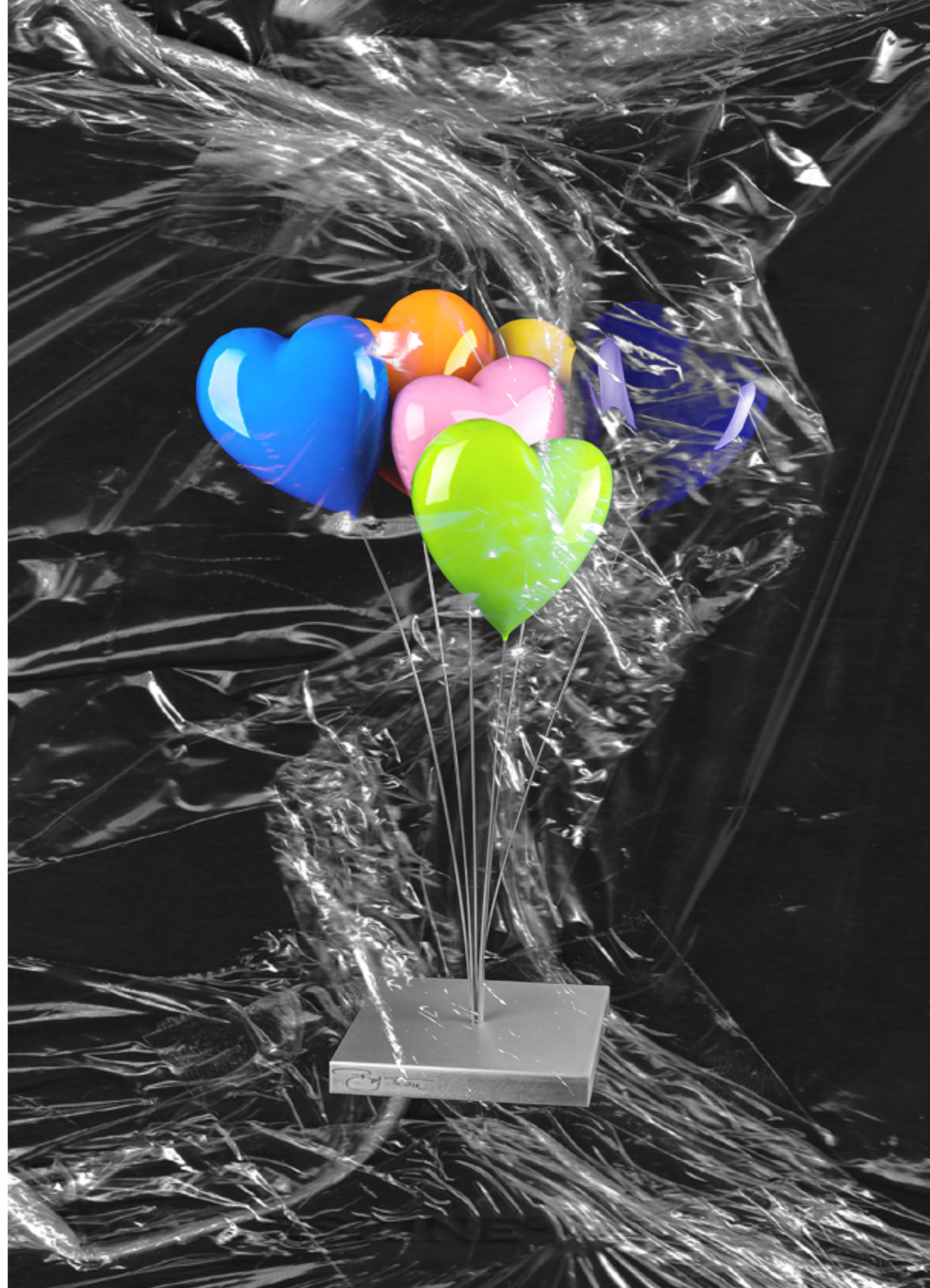
FLAG & SPLASH

SCULPTURE, RESIN + METAL
UNIQUE PIECE

je t'aime
je t'aime
je t'aime
je t'aime

REVLOVER (6 SHOTS)

SCULPTURE, RESIN + METAL BASEMENT.
NUMEROTED AND SIGNED.
LIMITED SERIE





SPLASH GRAFFITI GIRL

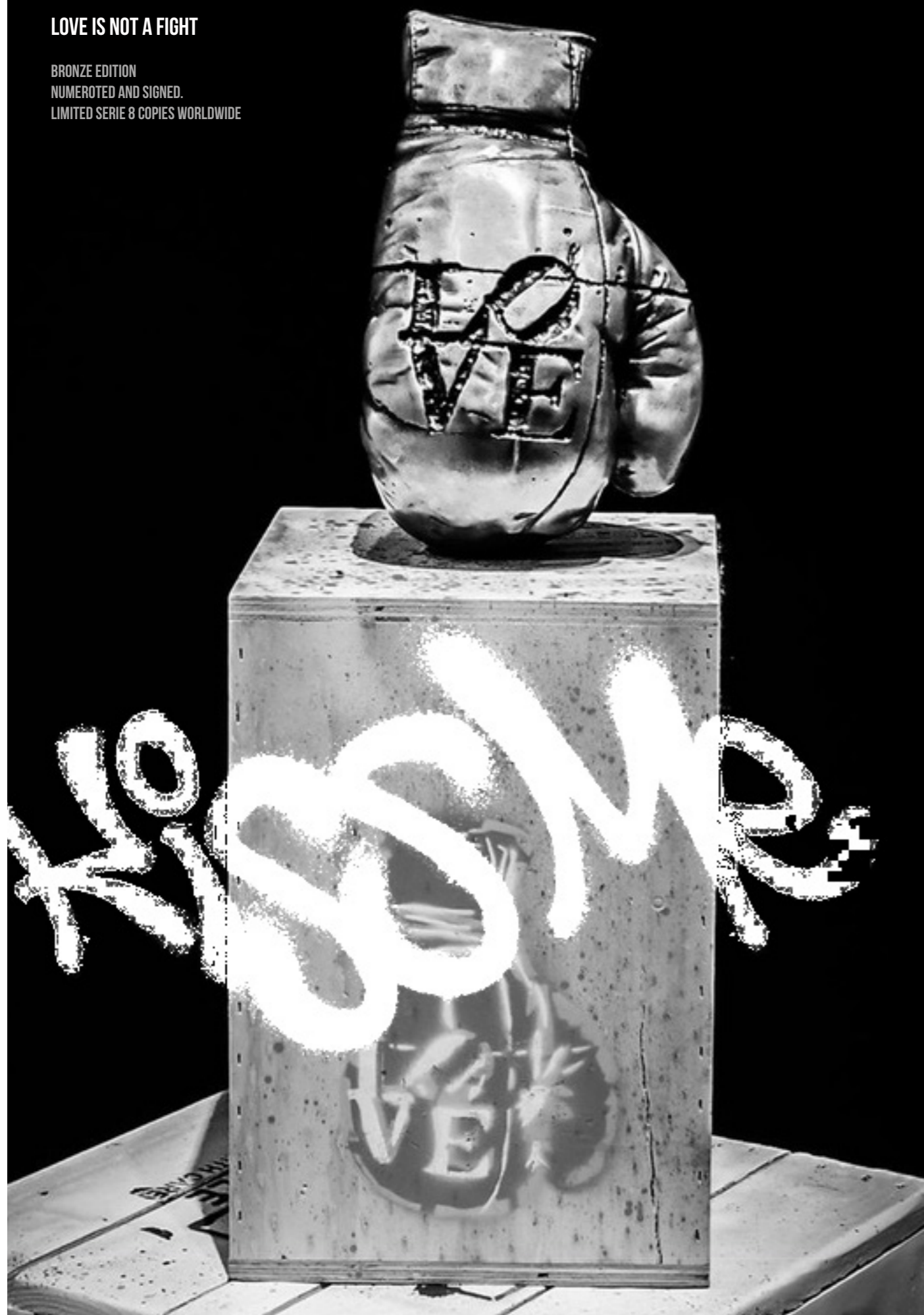
SCULPTURE, RESIN + METAL
NUMEROTED AND SIGNED.
CONTACT US FOR INFO





LOVE IS NOT A FIGHT

BRONZE EDITION
NUMEROTED AND SIGNED.
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SPIDER CRAB

UNIQUE PIECE





BOB TONIC

St'art-up

TEXT / MAXIME DELCOURT

One is the mastermind, the conceptualiser, and the other is the creator, able to give life to all sorts of projects and always eager to learn new techniques. Together, Bruno and Boris launched Bob Tonic, a unique project based on a rather crafty approach. However, the ambition of these two former admen is to delve into pop art and confront its codes with those of sculpture and technology to propose sculptural objects "without following a strict aesthetic line".

"We don't necessarily want to be considered artists. Our goal is not to follow our inspiration, but to produce finely finished works executed with great rigour." It seems clear from the start: these two friends do not want to play the artist role or adopt a contrived posture. "We are entrepreneurs first and foremost. As communication men, we studied the market and want to propose beautiful products," they add, while also mentioning that they prefer not to reveal their family names. Art must come before the ego. Bruno and Boris cannot see their crafty enterprise otherwise. "We are fifty-somethings, and we've been around, thanks to our respective jobs in communication and advertising and the media industry. With Bob Tonic, the idea is to have fun without worrying about money, and to create works the audience will perceive as brilliant, popular and easy to grasp."

Left - Giant Spider Crab, 4.2 x 2 x 3 m,
Tolou, Aix-en-Provence (FR), 2020.
© EDUARD NOLLAS

To do so, Bruno and Boris have adopted a particularly playful *modus operandi*. They appropriate popular images and pop icons, like with their concrete boxing glove reading 'Love' in Robert Indiana's typographical design and entitled *Love Is (Not) A Fight*, as if to echo the domestic and moral violence at play in the world in recent years. Or their 4m-high Giant Spider Crab combining the style of Louise Bourgeois with Jeff Koons's purposely kitsch red. Another example is their sculpture *Escape from the Wall*, which gives a three-dimensional shape to one of Banksy's most famous pieces, *Girl with Balloon*.

The two buddies use the word 'neo-pop' to talk about their approach and say they have fewer constraints than in their previous jobs. But we would be mistaken to think that everything they create is easy, as they have sometimes heard. "Escape from the Wall represented almost a whole year of conception and creation," Boris remembers. "First, there was the conceptual phase to see what the *Girl with Balloon* would look like: we wondered whether we should give her a face, shoes, or an emotion... Then we conducted formal experiments and went through a lot of trial and error before arriving at the final result."

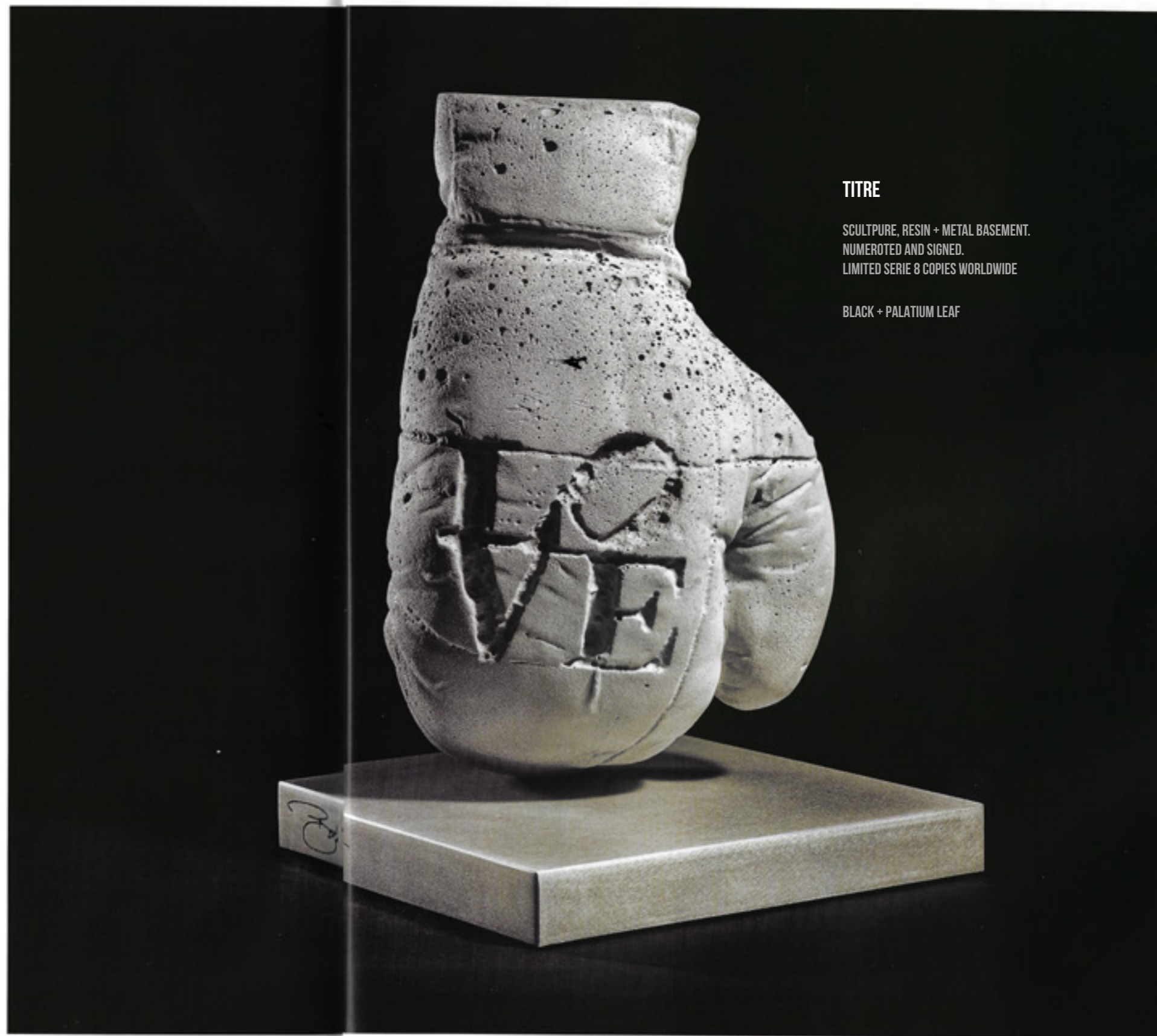
As for Bruno, he reminds us that Bob Tonic does not convey any personal message. The duo just wants to find its place in the art world applying the mindset it knows best: that of start-ups. "We are a st'art-up," Bruno jokes, explaining that Boris and he follow an entrepreneurial logic: they make big investments (the materials they use – bronze, concrete, resin – are expensive) and want to increase their visibility in galleries. In France, Belgium and Luxembourg, some have already expressed their interest, but Bruno and Boris would like to export their art to the United States, where their project was born in 2018, pushed by a desire to grab the attention of a demanding audience used to seeing the wildest things.

Three years later, their ambition has not really changed. "New York is the ultimate city for us," they agree. "It's full of energy and inspiration. It's the city of possibilities." It is also the city of some of their biggest artistic influences (Andy Warhol, Basquiat, *Interview* magazine, etc.), even if, in their studio located in the south of France, Boris also names Yves Klein, Arman, and Lucio Fontana. "I love the way they have worked with the material and the thought they have put into the pigment and its purity. To me, what they managed to accomplish was chemistry, a unique association we would like to continue by combining two seemingly contradictory genres, sculpture and pop art." And Bruno concludes: "We don't care about having an artistic style. We can use any medium as long as it helps us capture our ideas. The most important is to offer something totally new." ■

BOB TONIC TIMELINE

2018 Creation of Bob Tonic Corp.
in New York (US)
2018-2019 *Escape from the Wall*
2019 Alternative Now exhibition,
Galerie Christiane Vall,
Clermont-Ferrand (FR)
2020 *Giant Spider Crab*
2020 *Love Is (Not) A Fight*
2021 Exhibition in New York (US)

Right - *Love Is (Not) A Fight*, concrete, 30 cm or 120 cm, 2021.
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TITRE

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LOVE
NOT
WAR

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