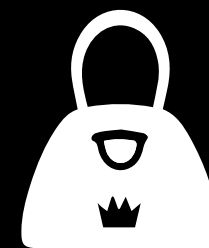




# *Artbag by Debra Franses*

*Press Pack & Media Kit*



# Artist Bio

Artbags are the creation of Debra Franses, an artist, teacher and mother. Part of the Beautalist movement, her pieces are visual biographies of her muses created by the curation of representative objects, in a visually exquisite display.

The work presents the idea of beauty being more than just face cream and handbags. It can be found in the journey of the person. In an exchange of power back to person from products, Debra illustrates the stories of individuals through these coveted items.

Originally an idea about a 'selfie' and the cathartic and illusionary process of being in control of how people see you. Editing the items intentionally in connection to one's self image captures memories, displays dreams or can even leave a beautiful legacy of one's journey. The work features witty object choices to construct playful narratives. The most witty choice of all being the creation of suspended, serene order to encapsulate the messy, disorganised beauty that is human life.

The bags have gone through a transformation themselves. They embrace the idea of curating a life and displaying it in all its beautiful chaos. This prompts thought about group conformity in a social landscape that combines the virtual and the physical; about our self curation and search for meaning through consumption, and what truly leads us to happiness as individuals and a whole.

They are situated in a contextual cross point between art and retail therapy; embrace the idea of curating what is in the mind and displaying it in all its beautiful chaos. Those who create with Debra are encouraged to fall down the rabbit hole in their own minds and go at it like Marie Kondo. Extracting the visual gems to allow others to share in their own psychedelic wonderland through the porthole of their artbag.

artbagstudio.com

@artbagartist



artbagstudio.com

# Notable *Clientele*



**Resorts World**  
Las Vegas



**Coca Cola**  
Museum in Atlanta



**Spielzeug Welten**  
Museum Basel



**Mike & Linda**  
**Ashley**  
British Billionaire & Retail  
Entrepreneur



**Steve Cohen**  
American Investor & Hedge  
Fund Manager



**Ashley Longshore**  
American Artist, Author & TV  
Personality

@artbagartist



DEBRA FRANSES

# Collections *The Original Artbag*

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The Artbag is the original bag shape designed by Debra Franses for exclusive use in her work. The most recognisable motif in her collection has been the most frequently used casing for the most iconic pieces of fashion paraphernalia and pop culture iconography in the popular pieces, and can be seen in galleries around the world.



# Collections *The LV Manbag*

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The briefcase shape is seen as the more masculine form of the Art-bag collection with the contents being used as an exploration of notorious male figures or overtly masculine tropes such as iconic horror and action films.



# Collections *The Birkin Artbag*

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The latest Artbag from, the Birkin Artbag, is inspired by the iconic Hermes Birkin bag. The wildy covered bag now takes on resin form as an Artbag piece, featuring suspended luxury illustrated by the items within.



# Wall Art *Narcissus*

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Minimal, slick and classy, this piece is encased in highly polished perspex. The display case has twelve colourful cast resin French perfume bottles and four small Artbags reflected onto the perspex mirror, highlighting the importance of a woman's scent. This would make a modern and funky statement mirror for a design conscious interior.



# Wall Art *Infinity Mirror*

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Debra uses Infinity Mirrors as an independent medium, but considers their significance not as an entirety, but, instead, as a representation of how everything we hold dear is temporary. She believes that infinity as a concept is a fallacy in this context and that it can only exist in the abstract; in this case, the joy from the number of handbags that we can consume is finite.

As light passes through the impurities in the glass, it loses roughly 7% of its light with each reflection, resulting in the images slowly fading into nothingness and ceasing to exist. This mirrors the way in which too much of something creates a numbing effect, where the object or activity ceases to give the viewer or user the same pleasure as the first encounter: diminishing returns.

Here, through a whimsical medium, the viewer can then decide to make a choice: either everything dies so nothing matters, or everything dies so everything matters, and is therefore precious.



# Wall Art *Glitterati*

This eye-catching pop wall art work has been created using repeated Artbag shapes in different bright, glittering colours. Vacuum-formed polyurethane Artbags have been cast in relief and individually hand-coloured with high definition optical glitter. The work is displayed in a slick, modern, white box frame and protected by a perspex glass sheet.

These are available in any number of colour combination or panel number from 1 to 100 panels, with a range of textures available including flocking, glitter, or matt bags.



# Artist Collaborations

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## grAzie

'The Face' is the latest pop art creation from Artbag. This one off beauty has been made in collaboration with the painter and graffiti artist grAzie.



## Betsy Enzensberger

Lick' oozes summer vibes, with sunglasses, a bright lipstick and a melting ice-lolly that has been created in collaboration with Los Angeles-based resin lollipop artist Betsy Enzensberger.. Gorgeous oranges, pinks and reds glow in this witty, elegant Artbag, dripping with sunshine.



## Whatshisname

Jeff Koons' iconic balloon dog has been given another makeover by artist Whatshisname, in this, the second in a unique series of 'Pooppek' Artbag collaborations with the artist. The dog is in the playful 'downward dog' pose, cast in fuchsia pink and encased in a large, frosted white resin Artbag.





# Bags of Joy!

## *Collaboration*

### Debra Franses X Alexandra Gnjatovic

Bags of Joy! is the latest project from Debra Franses. Alongside Alexandra Gnjatovic, pictured below, and series one's guest host, Mikki Gaskell, they talk all things fashion, art, entrepreneurship and mental health and how all can help us achieve joy in our lives.

With season two slowly lifting off the ground - our hosts are looking forward to interviewing weekly expert guests in an exciting new format.

Get in touch to be on the show!



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# Media Mentions

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*“ Debra Franses Bean’s wonderfully kitsch resin handbags – with dollar bills, My Little Ponies, pocket watches, or rusted keys encased within them – is one example, presenting us with a parody of commercial designer desirables through hyper-real emulation. ” - ArtLyst*

*“ (Debra’s) focus is on the handbag and the sentimental objects they carry. She presents a collection of objects, preserved in clear resin handbags and presented on plinths, as a way of creating a voyeuristic insight into the female world. ’  
- Architects Journal*

*“ Debra’s art bag is a Pandoras box of frozen moments, evoking a sense of the female drama. ” - iloboyou*

# Galleries

## DeMontfort Fine Art

demontfortfineart.co.uk  
De Montfort House,  
Europa Way, Lichfield  
WS14 9NW  
01543 412600

## Hadani Art & Design Gallery

irit-hadani.com  
Herzl Rosenblum St 8,  
Tel Aviv-Yafo, Israel  
+972 3-741-2966

## Cobra Art Amsterdam

cobraart.nl  
Van Baerlestraat 8,  
1071 AW Amsterdam,  
Netherlands  
+31 20 215 3110

## Galerie Mensing

galerie-mensing.de  
Friedrichstraße 169-171,  
10117 Berlin,  
Germany  
+49 30 20625073

## Gallery Biba

gallerybiba.com  
224 Worth Ave # A,  
Palm Beach,  
FL 33480, United States  
+1 561-651-1371

## TAG Fine Arts

tagfinearts.com  
Unit 129a, Business Design  
Centre, 52 Upper St,  
London N1 0QH  
020 7688 8446



# *Exhibitions*

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2021

Art Palm Beach Biba Gallery Palm Beach.  
Gallery Saint Martin Gallery Show in St Tropez.  
World Fashion Awards, World's Most Expensive  
Handbag Exhibition Dubai

2020

Art Palm Beach Biba Gallery Palm Beach.  
London Fashion Week, Scout, Exhibition with Run-  
way Gallery and The Beaturalists.  
Diamonds and Money Exhibition London.  
Maison et Object expo Paris.

2019

Art Palm Beach Biba Gallery Palm Beach.  
Art Fair Islington Mark Jason Gallery/ TAG Fine Art.  
Hong Kong AAF Mark Jason Gallery/ TAG Fine Art.  
New York AAF Mark Jason Gallery/TAG Fine Art.  
FFS, Saatchi Gallery, London, TAG Fine Art.  
New York September Fashion Week, Runway Gallery  
Exhibition, Blacks, Soho, London.  
Basel Museum SWMV Handbags Exhibition.

Gallery Montmartre Paris Artist Expo.

Gallery Saint Martin Arcachon/St Tropez.

Cobra Gallery, Amsterdam Gallery Show.

Maison et Object expo Paris January and September  
with COBRA.

2018

Art Fair Islington Mark Jason Gallery/ TAG Fine Art.  
Hong Kong AAF Mark Jason Gallery/ TAG Fine Art.  
New York AAF Mark Jason Gallery/TAG Fine Art.  
September New York Fashion Week, Lincoln Centre  
with Adrian Alseeaya.

Art Palm Beach Biba Gallery Palm Beach.

Pedestal Luxury Goods Auction Kensington.

Scope Mami in collaboration with S'ist Venice.  
Gill Clement Gallery, The Contemporary Artists,  
Connecticut.

September Gallery Exhibition S'ist Gallery Venice.  
Galerie Artilee Paris Gallery Artists Vernisage.  
Gallery Saint Martin, St Tropez.

Cobra Gallery, Amsterdam Opening of new  
Collection.

Maison et Object expo Paris January & September.

2017

London Art Fair Islington Mark Jason Gallery.

Hong Kong AAF Mark Jason Gallery.

New York AAF Mark Jason Gallery.

Art Chicago, Mark Jason Gallery.

Art Palm Beach Biba Gallery Palm Beach.

Galerie Artilee Paris.

Gallery Bartoux Mejeve, New York, Paris.

Cobra Gallery, Amsterdam.

Rarity Gallery Show Summer Season Mykonos.

2016

Gill Clement Gallery group show, Connecticut.

London art fair Islington Mark Jason Gallery.

Hong Kong AAF Mark Jason Gallery.

New York AAF Mark Jason Gallery.

Art Chicago, Mark Jason Gallery.

Tanya Baxter October Masterpiece, London.

Scope Basel & Miami Wanrooij Gallery Arnhem.

Ghent Art Fair Axel Pairon Antwerp.

Amsterdam AAF Wanrooij Gallery Arnhem.

Hamburg AAF Wanrooij Gallery Arnhem.

Cobra Gallery, Amsterdam.

Rarity Gallery Show Summer Season Mykonos

2015

Scope Basel & Miami Wanrooij Gallery Arnhem.  
Ghent Art Fair Axel Pairon Antwerp.

Amsterdam AAF Wanrooij Gallery Arnhem.

Hamburg AAF Wanrooij Gallery Arnhem.

World Expo Milan Coca Cola Pavillion

'100 Years of the Bottle'.

Gill Clement Gallery Launch, Connecticut.

Rarity Gallery Show Summer Season Mykonos.

2014

London art fair Islington Mark Jason Gallery.

Hong Kong AAF Mark Jason Gallery.

New York AAF Mark Jason Gallery.

Art Chicago, Mark Jason Gallery.

Scope Basel & Miami Wanrooij Gallery Arnhem.

Ghent Art Fair Axel Pairon Antwerp.

Amsterdam AAF Wanrooij Gallery Arnhem.

Hamburg AAF Wanrooij Gallery Arnhem.

Rarity Gallery Show Summer Season Mykonos.

2013

January Art Palm Beach Biba Gallery Palm Beach.

London art fair Islington Mark Jason Gallery.

Hong Kong AAF Mark Jason Gallery.

Scope Basel & Miami Wanrooij Gallery Arnhem.

Ghent Art Fair Axel Pairon Antwerp.

Amsterdam AAF Wanrooij Gallery Arnhem.

Hamburg AAF Wanrooij Gallery Arnhem.

"Upon Reflection" Quidley & Co, Boston.

Battersea and Hampstead AAF Mark Jason Gallery.

Fight for Sight Art auction.

Scope Basel, Wanrooij Gallery.

Bucks Open Studios, The Red House, Harefield.

Quidley & Co Nantucket USA.  
Launch @ Biba Gallery Palm Beach.

2012

Scope Miami, Wanrooij Gallery.  
Affordable Art Fair (London, Singapore, New York),  
Mark Jason Gallery.

Affordable Art Fair (Hamburg, Amsterdam, B  
russels), Wanrooij Gallery.

Boston Art Fair, Quidley & Company.

Gallery artists, Axel Pieron, Antwerp Belgium.

Greenwich Art and Design, Stanford USA, Manart  
Gallery Paris.

Urban Intersections, Quidley & Company Boston.

Knokke, Axel Pairon , Antwerp, Belgium.

Gallery Opening Show, Manart, Paris.

Realisme, Amsterdam, Wanrooij Gallery.

London Art Fair, Mark Jason Gallery.

2011

London Art Fair, Mark Jason Gallery.

20/21 Royal College of Art, Mark Jason Gallery.

John Lennon Show, Legend Celebrity Art, London.

Affordable Art Fair (London and New York), Mark  
Jason Gallery.

Affordable Art Fair (Brussels, Amsterdam), Wanrooij  
Gallery.

Art Chicago, Mark Jason Gallery.

A-P and Beyond, London.

London Design Week, Brompton Oratory, London.

Art London, London.

“Identity”, RED PENGUIN GALLERY, El Court In-  
gles Marbella, Spain.

Miljonair Fair, Amsterdam.

2010

London Art Fair, Mark Jason Gallery.

AAF (London, New York), Mark Jason Gallery.

Legende Celebrity Art, Embassy Rooms, Art Auction.  
Recollect, Hampstead Museum Burgh House,  
London.

Midsummer salon des Artes, Hampstead, London.

London Design Week Milk Concept Boutique,  
London.

Art London, Mark Jason Gallery.

2009

‘Handbags’ solo launch show at Artware  
Editions in New York.

‘Group show portraits’, Galleria Fine art gallery,  
Guatemala.

‘The destruction and the glory’ New paintings,  
London.

2006

June New Designers, Couturious, London

2005

Degree show, Saint Martins, London.

The Debra Show, Charlotte Street, London E1.

2004

The art of love, Arndean Gallery, Cork Street,  
London.

The gift part 2, Elwyn Lynn Conference Centre,  
COFA, Sydney.

Third Draw Down, Kudos Gallery, Sydney.

Living London, London Collage of Fashion, Londo  
Sculpture, Central Saint Martins, London.

The Visitor, 23 Charlotte Road, Shoreditch, Londo  
Visitors, Films, Hamburg, Germany.

2005

Degree show, Saint Martins, London.

The Debra Show, Charlotte Street, London E1.

#### SELECTED SOLO SHOWS

2020 Artbag Gallery Pop-Up, Amersham

2015 Etz Chaim Gallery, Northwood

2013 Manart Gallery, Paris

2010 Koukan gallery, London

2009 Launch show – Artware editions, New York

2005 Handbag and wallpaper installation, Selfridges  
Design room, London

2005 Wallpaper and sculpture installation, Harvey  
Nichols, London



*Say Hello!*

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For Sales, Press & Partnership Enquiries

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