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Joachim Lambrechts No Regretsthe tattoo with no regrets

 $\hfill \square$ World $\hfill \square$ July 28, 2023 $\hfill \square$ No Comments



2023-07-28 00:24:42

the belgian artist Joachim Lambrechts opens his exhibition in London No Regretsa collection of characters that show their heavily tattooed bodies where stories are told no regret. No Regrets It can be visited until August 26.

JL23

NO REGRETS (FEMALE TORSO ON GREEN BACKGROUND), 2023. Enamel paint, oil stick, and spray paint on canvas. 140x160cm

idiosyncratic imagery to explore the ways in which we express our identities and search for meaning in an increasingly homogeneous world. SEA & SUN, 2023. Enamel paint, spray paint, and oil stick on canvas. $140\mathrm{x}120\mathrm{cm}$ It seems that today, surrounded by abundant information, material and influences, people are more than ever in

What does it mean to tattoo the words **No regrets** on the skin? Is it an order or a mantra, a hope or a provocation? In Joachim Lambrechts latest series of paintings, faces, bare muscular torsos and shapely limbs are lavishly embellished with popular tattoo motifs and mottos on vividly colored backgrounds. In his last individual exhibition at the Kristin Hjellegjerde Gallery from London, Lambrechts combines his trademark use of witty wordplay with bold,

search of themselves and a sense of belonging. The irony is that all this information is getting in our way. We are fed ideals through social media and advertising, so we all end up wanting to wear the same clothes, go to the same places, get the same tattoos, and at the same time yearn to be unique. This paradox is the core of the exhibition. In each of the paintings, the character is made at the same time originalby

the combination of symbols engraved on his body, and anonymous. \\ HARD TIMES, 2023. Spray paint, enamel paint, and oil stick on canvas. $120 \mathrm{x} 100 \mathrm{cm}$

For Lambrechts, tattoos are a way of visual storytelling -sometimes literally, as in the painting Hard Times, where the words "BLAME SOCIETY HARD TIMES" are inked around the figure's eyes-, but also a second skin or a mask. In

images that surround them. On the other hand, in the two paintings titled No Regretswe find representations of the $male\ and\ female\ torso\ that\ look\ almost\ like\ pin-up\ posters\ or\ billboards:\ both\ bodies\ are\ unnaturally\ sculpted\ to\ an$ image of "perfection," while every inch of exposed skin is covered in tattoos ranging from skulls and flowers to knives, teardrops and initials KH (present in all the paintings as a nod to the Kristin Hjellegjerde gallery). Both figures have the motto tattooed on their stomachs No regrets: The message is defiant and defiant, as if they are $challenging \ the \ viewer \ to \ judge \ the \ decisions \ they \ have \ made, \ but \ it \ is \ also \ ironic. \ The \ often \ spontaneous \ decision \ to$ get a tattoo becomes a permanent mark on the skin, altering not only the person's appearance, but also the way others perceive them. $LOUBOUTINS, 2023. \ Enamel \ paint, spray \ paint, and \ oil \ stick \ on \ canvas. \ 140x120cm$

the three portraits, for example, the facial features of each individual are barely distinguishable among the many

At the same time, Lambrechts points out that there has been a significant change in the perception of tattoos in the Western world. Whereas before they were more associated with marginal or criminal groups, today they are the

consumers.

narratives about ourselves and others.

mainstream. $Not \ having \ one \ is \ almost \ a \ topic \ of \ conversation. \ Tattoos \ have \ become \ another \ type \ of \ clothing \ or \ social \ suit.$

 $Picture \ \textbf{Louboutins}, \ depicting \ the \ legs \ of \ a \ tattooed \ woman \ walking \ around \ in \ high-heeled \ black \ shoes, \ expresses$ this most clearly. The box uses humor to mock consumerism (the brand name is separated by a hyphen to suggest a

NEVER NOT FINGERS CROSSED, 2023. Enamel paint, spray paint and bar oil on canvas. 100 x 80 cm $\,$ $For \ Lambrechts, the incorporation \ of \ tattoos \ into \ the \ mainstream \ is \ not \ a \ bad \ thing: \ they \ are \ a \ way \ of \ accessible \ and$ wearable art And in many ways these bold and dynamic paintings are a celebration of unbridled self-expression and creativity. And yet, they also ask us to reflect on who or what drives the decisions we make and how we create

particular pronunciation and punctuated by an exclamation point), but at the same time it's easy to imagine it adopted as an advertisement for a luxury brand that seeks to attract a younger and more daring generation of

 $NOTHING\ WRONG\ WITH\ GETTING\ STRONG,\ 2023.\ Enamel\ paint,\ spray\ paint,\ and\ oil\ stick\ on\ canvas.\ 120x140cm$

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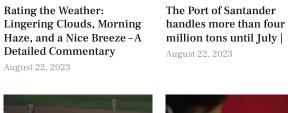


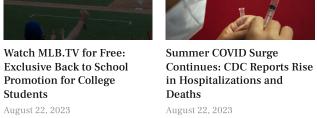


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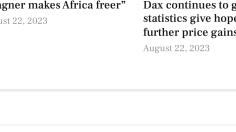
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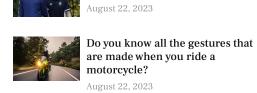




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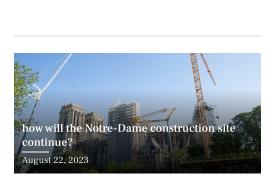


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