

# URBAN POP

## **ROMAN FERAL**

Originally from Paris, France, Roman Feral has made a name for himself in the international contemporary art scene. His work celebrates luxury brands and showcases the beauty of nature, drawing inspiration from fashion industry codes and his cultural background.

In the manner of a true alchemist, Feral seeks to capture the feeling of refinement and precious essence of hand-picked luxury icons through one of nature's most delicate jewels: butterflies. Setting them airborne, he creates the illusion of endless flight, poised and suspended in a manner that grants the delicate butterflies eternal life.

Feral exhibited his first collection at Art Basel Miami Beach in 2018, drawing international attention from collectors and professionals, which led to exhibitions in the most prominent galleries around the world. Feral is also recognized by the largest names in luxury: CHANEL acquired his sculpture, "Coffre Chanel Azur," for its private collection.

An autodidact, Feral has developed a genuine savoir-faire in the traditional techniques and innovation found in the luxury market. He considers himself a perfectionist, giving meticulous attention to detail.

In 2020, Feral introduced his first bronze sculpture developed with the renowned Bocquel Art Foundry, which has a long history of collaboration with modern masters such as César and Arman. Each unique sculpture features bronze butterflies arranged with careful attention. The iconic fashion items used are recreated to the finest detail. The final result requires more than 90 hours of hand-polishing and more than 30 kilograms of bronze to render.