



## ZIEVS

ABOVE: LIQUIDATED CHANEL (ZEVSONITE), 2007.  
COURTESY OF DE PURY & LUXEMBOURG.

Chanel. Nike. McDonald's. Louis Vuitton. If graffiti took over the sight waves of the inner city in the '80s, corporate logos have become the ubiquitous tags for the '00s. Enter Zevs, a 30-year-old artist in Paris who has made it his project to "liquidate logos." It all started in 2005, at a Nikepark in Berlin. Zevs took the giant signature Swoosh and re-created a symbol bleeding onto the ground. Marlboro, Coca-Cola, and Levi's soon followed. In each case, Zevs destroys the seemingly invincible mega-brand authority, but he also makes each trademark a lot more interesting to look at. The corporations don't usually view Zevs's assaults so positively. "The police force is often the first viewer of my work," the artist says. "Brands and shops never preserve my paintings. They prefer to clean them off." In the past year, Zevs has brought his work into the gallery. And this September, more logos will be liquidated at the ShContemporary, an art fair in Shanghai, just as the very same Western companies look to stamp their trademarks all over China as the new consumer frontier. Zevs doesn't seem to think the Far East will shop much differently. "Behind the seemingly new décor," he says, "it is always the same old shit." —CHRISTOPHER BOLLEN