



IN CASE OF LOST CHILDHOOD

Leon Keer
3D ARTWORKS

Lannoo





INTRODUCTION

Andrew Hosner,
co-owner and curator
of the Thinkspace Gallery
in Los Angeles.

'Bending Perspective'

I first remember seeing the work of Leon Keer on various social media platforms several years back, at a time when he was still focused on creating chalk-based works in plazas and squares across Europe. His skill was unquestionable and his understanding of anamorphic work was second to none.

A few years later I came across photos of Carlo McCormick's iconic Magic City exhibition that took place in Dresden, Germany. There, Keer had filled an entire room with an anamorphic video game arcade installation, complete with a life-size claw machine that looked like you could be picked up out of the game if standing in the perfect perception spot. The work swept across social media and put Keer firmly on the radar of street- and contemporary-art fans the world over, including myself.

Shortly thereafter, Keer debuted *Picture Perfect*, his new mural in the Wynwood Walls area of Miami, Florida. From there, it didn't seem like a month would pass by before another new mural from Leon swept across all your social media accounts.

It was around this time that we started to work more closely with Leon. Now, with each new project and challenge we present to him, he continues to impress. I've been a fan of anamorphic art for as long as I can remember,

with one of my favourite Old Master works being *The Ambassadors* by Hans Holbein the Younger (which, it turns out, is a favorite of Keer's as well).

One of our first big projects together took place in the summer of 2018 during the installation process of our Vitality and Verve III exhibition at the Long Beach Museum of Art. This ongoing exhibition series we curated with the museum features ephemeral murals and installations, so that once the exhibition has ended, they are gone to the sands of time and will live on only in photos and the memories of art lovers.

The museum's director was so completely enamoured with Leon's installation and process, that he would regularly bring visitors by during the installation process to introduce them to Leon and show off his piece. One day, the mayor of Long Beach even came through for a sneak peek of the show and took a photo with his foot perched upon Leon's anamorphic casket.

Keer's *Buy, Consume, and Die* installation was unquestionably a

highlight of the exhibition and quickly became a fan favourite. Many a weekend I hung out at the museum, just quietly watching patrons come upon Leon's installation and then read the write-up on the wall, and proceed to figure out the perfect viewing and picture-taking spot. It was a magical show overall, and Keer's contribution was a major part of its success. There is many a day I wish I could walk through the museum's halls and enjoy that exhibition again. It was just so damn magical, one for the ages.

On that trip to southern California, Keer also gifted the people of Long Beach with a beautiful new mural as part of the annual POW! WOW! Long Beach mural festival. Keer painted a mural that appeared to take off the outside wall of the building, and offer a glimpse into the past of Long Beach. He featured the Long Beach Pike, an amusement park from the early 20th century that was a favourite of many longtime locals who visited and cheered on the artist daily during his creative process. I've

only met a small handful of muralists who are as gracious as Leon and really take the time to chat and listen to the fans that swing by his wall projects.

Due to the impact he made while in town for the museum and mural fest, Keer was invited back to the LA area shortly thereafter and was tasked with the creation of an anamorphic mural that would be on view at the Staples Center (home of the Los Angeles Lakers). The resulting mural animates with the help of an augmented-reality app. Keer loves to incorporate new technologies like video mapping and AR into his projects, and will continue to pursue each new avenue presented to him as a visual artist.

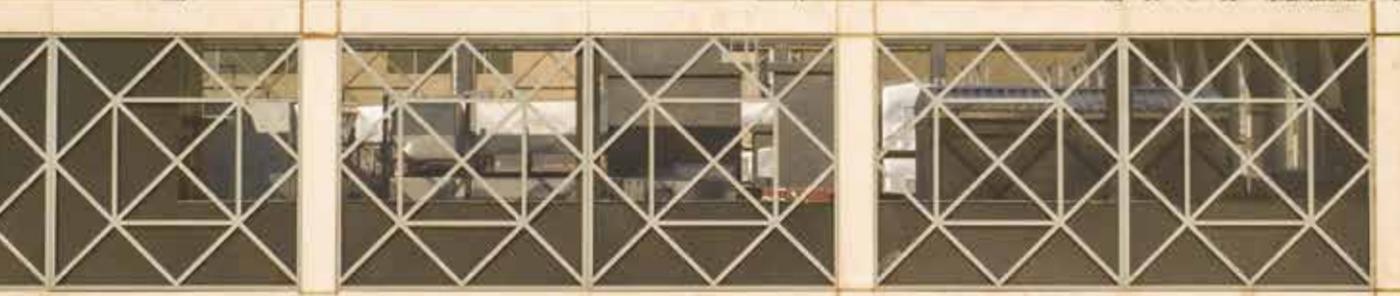
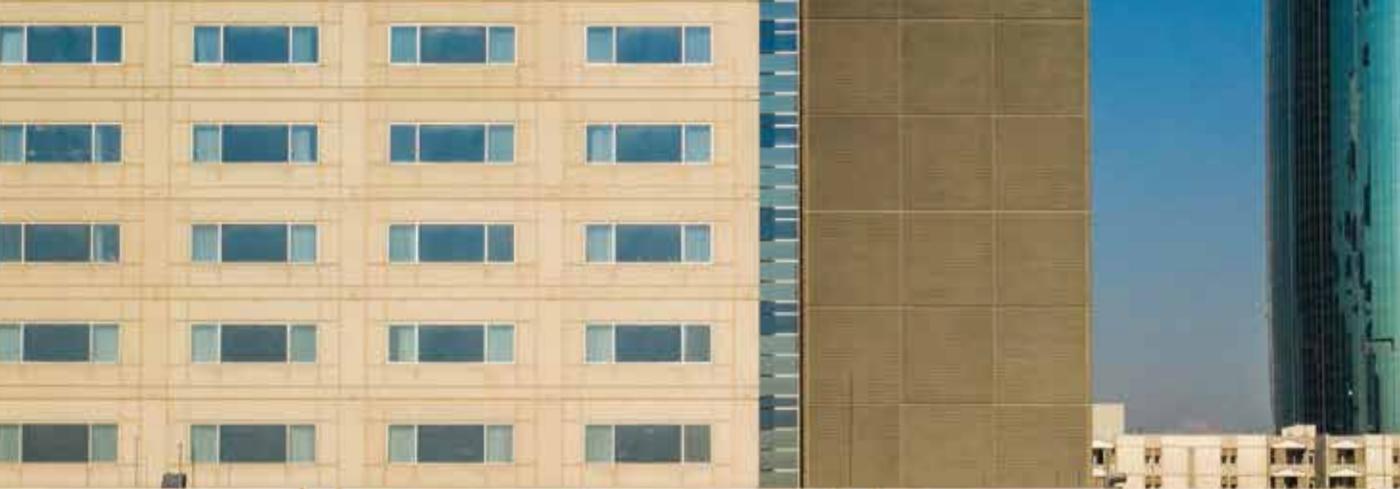
Because each new work is created with so much love and deep research, Keer never fails to impress or provoke thought and conversation. From environmental issues to political unrest, there is no topic too taboo for him to confront head-on.

As Keer continues to travel, he is becoming more and more of a

household name in the art world. His work ethic is tireless and his imagination is endless, so I firmly believe we all have many years of creative output from this beautiful mind to which we can look forward.

Something that has eluded many an anamorphic artist is the ability to really capture their work and re-create it as a piece of art that will be exhibited in a gallery setting. Not as an installation, but as a stand-alone work. In recent years, Keer has homed in on that aspect of his work, creating piece after piece that hits home with the impact of a major news headline.

If you are like me, you're already looking forward to the years ahead and all of the magic that Leon will create. Until then, enjoy his debut monograph and soak in all of Keer's clever and insightful takes on the human condition and our world as a whole. Bending your perspective, and opening your mind along the way, has never been more rewarding.



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MURALS

Look up



DREAM BIG

Anamorphic mural with vintage toy alligator.

Gainesville, Florida - USA / February 2020



Every work has a story. Take the mural with a wind-up alligator centre stage. In his own head, that cute thing is actually a big impressive person. It's a story about daring to dream big. How do you see yourself and how do others see you? And how do you think others see you?'

'A race between toy cars is actually a battle fought by the world's leaders for global domination. A bottle of pills crammed with colourful sweets shows that addiction to prescribed meds can cause more damage than the pills can cure.'

WALL-FLOOR PAINTINGS

Look ahead



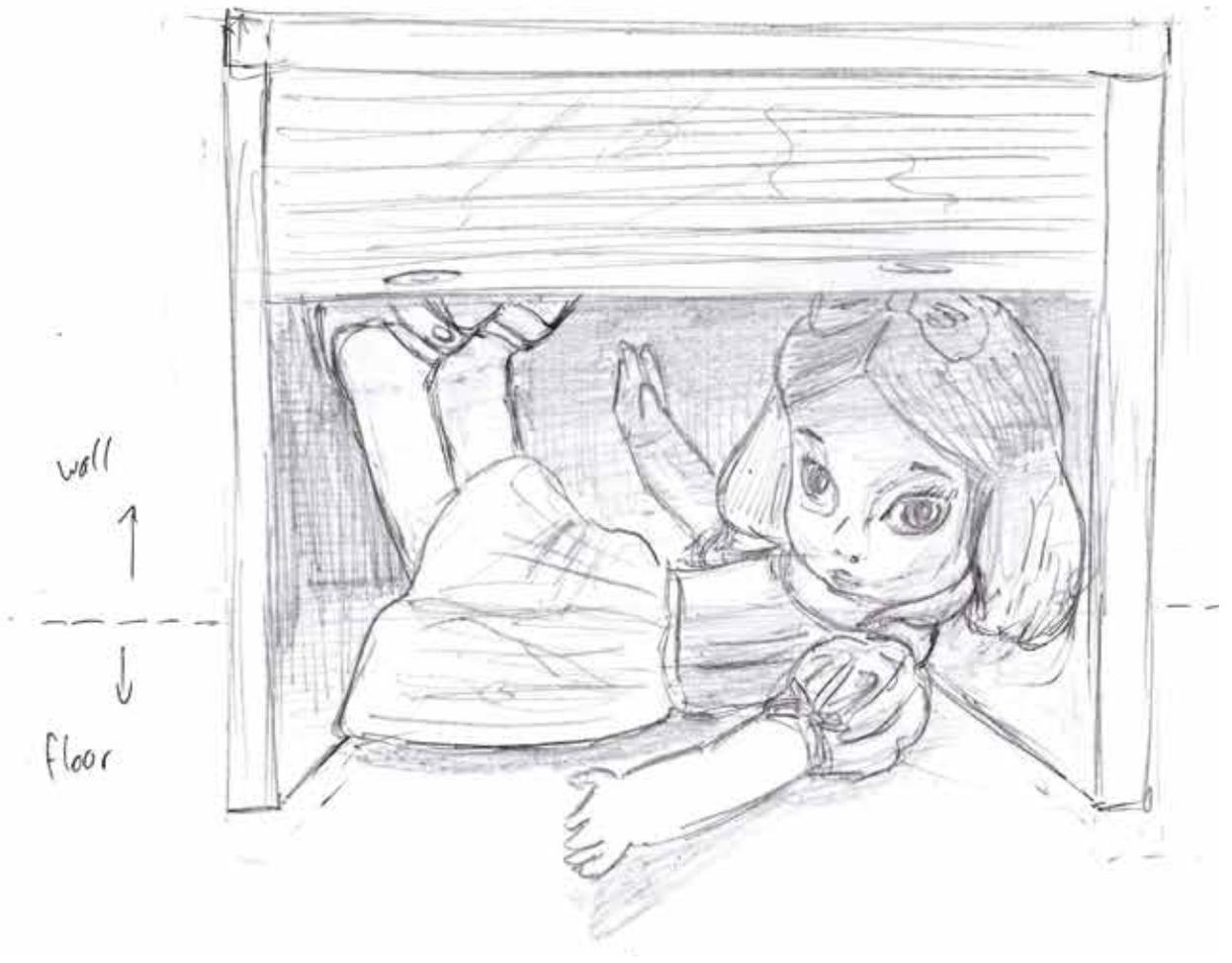
SNOW WHITE STORAGE ROOM

Little Snow White is captured inside a storage room,
a metaphor for the loss of your inner child.

Midalidare Wine Estate in Mogilovo - Bulgaria / May 2016



Schub's Midalidare Bulgaria



“The weird thing is, I have no depth perception.

3D movies are torture for me and driving in the dark is like moving through a bunch of dancing lights. I have a strange eye defect, which means that I have to place everything around me in a 3D world myself. For example, I can only tell that one tree is in front of another by paying attention to shadow and light. I can probably render 2D so well in 3D because I don't really see it any other way. I could also use a projector, place it at the vantage point I want, and then place the drawing on the wall at an oblique angle. The image is already distorted because the projection makes a specific angle in relation to the wall. But I want to think from the picture and not from the projector. That way you stay alert and learn every day.’





LEON KESE



With the use of augmented reality I am able to show the beholder an extra dimension in my art. For the AR paintings I have been working closely with Joost Spek and Platipus. He created the Leon Keer app and the 3D animations.'

'By using the Leon Keer app, you can connect augmented reality with anamorphic art. It works by scanning the painting on location with your smartphone or tablet, so you can see the painting come to life. But if you are not on location. It's also possible to scan the image photos in the following pages to start the 3D animation.'



Photography

Leon Keer,
except for p. 8 – ©b4flight

Augmented reality

Joost Spek & Platipus

Texts

Andrew Hosner
Leon Keer

Translation

Lisa Holden

Copy-editing

Breandán Kearney

Book Design

Oeyen & Winters

If you have any questions or comments about the material in this book,
please do not hesitate to contact our editorial team:
redactiekunst@lannoo.com

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