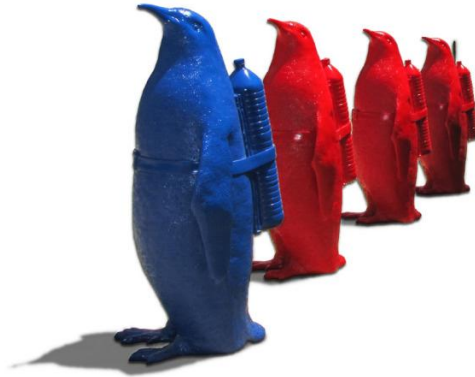


## William Sweetlove



“Don’t throw animals...  
Don’t throw plastic...  
Don’t throw the future.”

William Sweetlove was born in 1949 in Ostende, Belgium. Since 2001 he has been a member of the artists’ collective “The Cracking Art Group” in northern Italy. As the physical medium that provides the basis for his works of art, he uses a type of plastic & polyester, produced via a thermo-chemical reaction in crude oil. This reaction, known as “cracking” is also the origin of the Cracking art Group’s name. He spreads a vision of the world suffused with elements of irony and ecological awareness. To those, Sweetlove adds the conviction that art must also be an antidote to over-consumption and overproduction. His paintings, sculptures and assemblages are his impressions of existence reproduced in materials such as polyester, animal hides and textiles. He creates friction between the artificial and the substantial, completely obliterating the boundaries between toy and work of art in certain of his works. This is a world in which poodles, giraffes and penguins are rendered into artifacts which unite Dadaism, surrealism and pop art in a common post-modernistic synthesis.

William Sweetlove shapes his own world.