

GORDON MEULEMAN

After being given the chance to make their first mural together there was one important realisation; there is no added value if it remained a sum of two artists; it had to become a third artist.

SOGOshow is an artist duo consisting of Sophia den Breems and Gordon Meuleman from The Hague, Netherlands. Being two separate artists in a relationship it proved near impossible to not have an influence on each other's art. After being given the chance to make their first mural together there was one important realisation; there is no added value if it remained a sum of two artists; it had to become a third artist. Embracing and emboldening but also destroying and remixing each other's styles, forming something bigger than the separate ingredients. And thus in 2018; SOGOshow was born. Both fascinated by pop, comic and urban culture mixed with a love for craft and vintage print aesthetics. SOGOshow quickly realised they have a shared passion for creating bold, colourful and/or high-contrasting artworks. One of their defining features is the use of stencils and patterns: "Inspired by old printing techniques and its halftone patterns and pixels from the early days of digitization. We love the way that stencils can be used to create rhythmic intricate designs that are both visually striking and highly detailed, but also visually blend different colours in a distance creating otherwise impossible vibrancies. The eyes are another recurring element in our work. By using our own eyes, we create characters that are both unique and universal, but also essentially making every character a self-portrait of an element within our personalities." SOGOshow's birthplace is on the streets of The Hague, Netherlands. Murals and street art will forever stay a favourite canvas for this duo due to the humbling privilege of being able to bring art to the people and bringing more colour to our planet's urban landscapes but also the vibrancy in the colours from a distance revealing themselves to being intricate patterns in multiple colours and shapes. The remainder of their time is spent in the studio developing techniques and exploring the possibilities and stories within their own universe. These works are exhibited at different exhibitions, art fairs and representing galleries. SOGOshow is also happy to work in assignment, but always while maintaining creative freedom and control, and are proud to have worked with brands such as Heineken, Het Nationale Theater, Reebok, NPO3fm and bands such as Son Mieux and Prins S en de Geit.

COLLABORATION

SOGOshow

WEBSITES

Portfolio website SOGOshow

www.sogo.show

Portfolio website G.Meuleman (photography)

www.gordonmeuleman.nl

The Hague Street Art artist page SOGOshow

thehaguestreetart.nl/nl/artiesten/385-sogoshow

The Hague Street Art artist page G.Meuleman

thehaguestreetart.nl/nl/artiesten/268-gordon-meuleman

SOCIAL MEDIA

www.instagram.com/sogoshow

www.facebook.com/thisisthesogoshow

MEMBER OF ARTISTS' INITIATIVE/COLLECTIVE/INCUBATOR

SOGOshow

PLATFORM

The Hague Street Art

MEMBER OF A PROFESSIONAL ASSOCIATION/ARTISTS' ASSOCIATION

The Hague Street Art

EXHIBITIONS

- 2024 Affordable Art Fair New York Spring Metropolitan Pavilion Manhattan, NYC, United States Represented by Chiefs and Spirits affordableartfair.com/fairs/new-york-spring/ Group
- 2023 ART The Hague Fokker Terminal The Hague, Netherlands Represented by Chiefs & Spirits artthehague.nl Group
- 2023 Escher Anno Nu Grafische Werkplaats The Hague, Netherlands Seven contemporary makers from The Hague (Bahman Eslami, Paul de Jong, Moe Kim, Miranda Meijer, Annemarie Slobbe, and SOGOshow) explore what the theme of infinity means in their work in relation to graphic design and the work of Escher. www.grafischewerkplaats.nl/ Group
- 2023 The Hague Street Art: Inside'22 Amare The Hague , Netherlands Annual exhibition of The Hague Straat Art artists thehaguestreetart.nl Group
- 2023 Affordable Art Fair Austin Palmer Events Center Austin, Texas, United States Represented by Chiefs and Spirits affordableartfair.com/fairs/austin/ Group
- 2023 The Week of Accessibility Atrium City Hall The Hague, Netherlands atriumcityhall.nl/en/ Group
- 2023 Affordable Art Fair New York Spring Metropolitan Pavilion New York City, United States Represented by Chiefs and Spirits affordableartfair.com/fairs/new-york-spring/ Group
- 2023 KunstRAI KunstRAI Amsterdam, Netherlands Represented by 9497Gallery www.kunstrai.nl

PROJECTS

- 2022 Wolves World of Graffiti The Hague, Netherlands sogo.show/portfolio-item/world-of-graffiti-museum/ Permanent mural at World of Graffiti Museum
- 2022 Out of Line The Hague, Netherlands thehaguestreetart.nl Live Mural at Out of Line Festival by The Hague Street Art
- 2022 Two Storks The Hague, Netherlands sogo.show/portfolio-item/two-storks/ Art in public space. An ode to the storks from The Hague and the coffee roasters that used the building. Dagelijkse Groenmarkt, Den Haag
- 2021 Nieuwe Haagse Wapen - The Hague, Netherlands Live painting at Provincie Huis Zuid-Holland, now part of permanent exhibition in Provincie Huis
- 2021 Cover for Grafik Magazin Grafikmagazin Germany, Austria, Switzerland grafikmagazin.de/produkt/grafikmagazin-03-21-digital/ Featured in and cover design for Grafikmagazin
- 2021 Street Art City The Hague, Netherlands A project called Street Art City. SOGOshow was invited together with 4 other artists to be a resident at the old shopping mall at Kijkduin, which was going to be demolished. Working with the theme: plastic pollution, we were asked to fill the place with murals, create a studio- and exhibition space. (Mei - September, 2019)
- 2020 H.Mahler Tribute Street Art Projects The Hague, Netherlands streetartcities.com/markers/34046 Tribute for Hans Mahler in a collaborative mural at Binckhorst, The Hague
- 2020 Haagse Hap The Hague, Netherlands During Covid in collaboration with Haagse Hap, SOGOshow created a limited t-shirt design. The profits of this initiative were spent at local businesses and given to health care organisations.
- 2020 Inner Corona Warrior Street Art Projects

	Group		The Hague, Netherlands An event organised by Street Art Projects, where artists were invited to paint a mural and spread a positive message in COVID-times.
2022	Affordable Art Fair Brussel Avenue du Port 86C Brussel, Belgium Represented by Chiefs and Spirits affordableartfair.com/fairs/brussels/ Group	2020	Art For Wildlife Auction Jakarta, Indonesia www.wildlifewatchdogs.com/nl/news/2020-june-art-for-wildlife-auction Wildlife Watchdogs is a foundation that stops smugglers and animal suffering in Indonesia. They organised a special auction with art from different artists. All profits went to Wildlife Watchdogs.
2022	The Hague Street Art: Inside'22 Temporary Exhibition Space at Verheeskade The Hague, Netherlands Annual exhibition of The Hague Straat Art artists thehaguestreetart.nl Group		
2022	Van Baksteen Naar Boekenkast Central Library The Hague, Netherlands A selection of artists, who are affiliated with The Hague Street Art, show work in the Central Library The Hague. youtu.be/glppQN0Eg_Q Group	2020	Vishal memorial mural The Hague, Netherlands A memorial wall located at Kortebos, The Hague.
		2020	Sophia Gemeente Den Haag The Hague, Netherlands thehaguestreetart.nl/nl/projecten/381-bagijnestraat 3D transforming Mural portrait of Sophia den Breems
2022	World of Graffiti permanent exhibition World of Graffiti Museum The Hague, Netherlands Permanent mural at World of Graffiti www.worldofgraffiti.nl Group	2019	Applaus Bier Heineken National, Netherlands Early 2020 SOGOshow launched their beer brand backed by Heineken. Applaus was a celebration of the unsung heroes. A Gesamtkunstwerk; where concept, form and taste was decided by SOGOshow.
2022	KunstRAI KunstRAI Amsterdam, Netherlands Represented by 9497Gallery www.kunstrai.nl Group	2019	20Vans20Cans POW WOW Festival Rotterdam, Netherlands all-caps.nl/news/these-are-the-muralists-of-pow-wow-rotterdam-2019/ Custom van, painted at POW WOW Street Art Festival
2022	North Sea Jazz Art Fair Ahoy Rotterdam, Netherlands Represented by Chiefs and Spirits www.northseajazz.com/nl/2023/hudson-art-department/ Group	2019	Live Boat Painting The Hague Street Art The Hague, Netherlands Live Boat Painting at Bier&Braad Festival
2022	Haagse Street Art Provincial House, South-Holland The Hague, Netherlands Permanent Street Art exposition in Provinciehuis Zuid-Holland Group	2018	'Piece on the Wall' mural, Scheveningen The Hague Street Art The Hague, Netherlands An event organised by The Hague Street Art, where different artists are invited to paint a mural at the beach of Scheveningen
2022	ART The Hague Fokker Terminal The Hague, Netherlands Represented by 9497Gallery artthehague.nl Group		
2022	Hoe Komt Dat Kunstwerk Daar? Atrium Stadhuis The Hague, Netherlands SOGOshow was interviewed and filmed by the Municipality of The Hague about art in public space. The video was part of an exhibition in Atrium Stadhuis, The Hague atriumcityhall.nl/agenda/he-hoe-		

[komt-dat-kunstwerk-daar-nieuwe-
buitenkunst-in-den-haag/
Group](#)

- 2021 Affordable Art Fair Amsterdam De Kromhouthal Amsterdam, Netherlands Represented by Chiefs and Spirits [affordableartfair.com/fairs/amsterdam/
Group](#)
- 2021 SOGOshow Live Art Performance 94|97 Gallery The Hague, Netherlands 9497 Gallery invited SOGOshow to do a week-long live art performance. The works created were later exhibited at the gallery [www.9497gallery.com](#)
Solo
- 2020 No Flower Without Roots Quartair The Hague, Netherlands Quartair organizes an exhibition to support art makers and breeding grounds [www.quartair.nl/geen_bloem-art_fair/
Group](#)
- 2020 Yes We Can Rolling Vinyl Store Arnhem 20 cans painted by 20 artists. An exhibition to save the bees. Profits went to Honey Highway [www.rollingvinyl.store/product-
categorie/collabs-gallery/art-cans/yes-
we-can/
Group](#)
- 2019 Ensemble portraits by G.Meuleman Koninklijke Schouwburg The Hague, Netherlands Continuous permanent exhibition of portraits of the ensemble of Het Nationale Theater (Dutch Royal Theatre) [www.hnt.nl](#)
Solo
- 2019 A YEAR IN RISO HOK Gallery The Hague, Netherlands A YEAR IN RISO is a pop-up exhibition initiated by STENCILWERCK at HOK Gallery. [www.hokgallery.com/stencilwerck-a-
year-in-riso/
Group](#)
- 2019 Street Art City Street Art City The Hague, Netherlands Takeover by multiple graffiti and street artists of Kijkduin shopping mall [www.omroepwest.nl/nieuws/3830463/winkelcentrum-
kijkduin-tijdelijk-omgetoverd-tot-
graffitimuseum](#)
Group

- 2019 Reebok Limited Launch Event Concrete Image Store Amsterdam, Netherlands Solo exhibition of work based on limited Reebok release concrete.nl
Solo
- 2018 SOGOshow & Jamal Armand Gallery Blonde The Hague, Netherlands Gallery Blonde presents: SOGOshow & Jamal Armand
Duo
- 2018 The Hague Street Art: Inside'18 KV02 The Hague, Netherlands Annual exhibition of The Hague Straat Art artists thehaguestreetart.nl
Group
- 2017 AHF Dubbellikker presenteert: Zonde Paardcafe The Hague, Netherlands AHF Dubbellikker presents: Zonde by Breems Meuleman Productie ahfdeerfenis.nl/tijdslijn
Duo

COMMISSIONS

- 2023 Murals at Knijn Knijn Bowling & Restaurant Amsterdam, Netherlands A total of 25 murals throughout the building. finished
- 2023 Dragons mural Hague Gym The Hague, Netherlands A mural inside a gym. finished
- 2022 Bathroom SOGOmermaid mural Private client The Hague, Netherlands a private client asked us to paint his bathroom. We created a SOGOshow-mermaid. finished
- 2022 Press images Prins S en de Geit The Hague, Netherlands SOGOshow created the press images for Prins S en de Geit. The images are partly photographic and partly digital illustration. sogo.show/portfolio-item/press-photo-prins-s-en-de-geit/ finished
- 2022 Cover art Prins S & de Geit - Rood Staar, Hard Gaan Prins S en de Geit The Hague, Netherlands Prins S & de Geit asked SOGOshow to create the cover art for their debut album: Rood

SALES/WORKS IN COLLECTIONS

- 2022 Bull and Stork Private collector New York City, Verenigde Staten Two commissioned paintings voor private client
- 2022 Haagse Wapen Provinciehuis Zuid-Holland The Hague, Nederland Permanent Street Art exposition in Provinciehuis Zuid-Holland
- Multiple Multiple via art fairs Multiple Affordable Art Fair Amsterdam, Brussel en New York City. ART The Hague and KunstRAI
- Multiple Multiple via gallery The Hague 9497Gallery and Chiefs and Spirits

Staan Hard Gaan. sogo.show/portfolio-item/album-cover-rood-staan-hard-gaan/ finished

- 2022 Cat and Mouse mural Dalpha Real Estate The Hague, Netherlands One of the buildings located at the Cat Alley at Achterom, now also has a painted cat and a little mouse inside the building as an extension of the 'Cat Alley' project. finished
- 2022 Son Mieux x SOGOshow limited edition T-shirt Son Mieux The Hague, Netherlands Limited edition t-shirt design for the band Son Mieux. A design based on their hit single 'Multicolor'. sogo.show/portfolio-item/son-mieux-multicolor-limited-t-shirt/ finished
- 2022 Smart at Sea Mural (part 2, thema: Clean Planet) Smart At Sea Scheveningen, Netherlands Art in public space. Part of a collaborative project with Studio Zepa and Ringo Mollinger at the beach of Scheveningen. Translating our ideas of how to keep the planet clean into an artwork. finished
- 2022 Custom campervan painting Private client The Hague, Netherlands A private client commissioned SOGOshow to paint his campervan sogo.show/portfolio-item/campervan/ finished
- 2022 KC De Binck mural KC De Binck The Hague, Netherlands SOGOshow created a mural on the playground of primary school Kind Centrum de Binck sogo.show/portfolio-item/kc-de-binck/ finished
- 2022 Smart at Sea Mural (part 1, theme: Smart Technology) Smart At Sea Scheveningen, Netherlands Art in public space. Part of a collaborative project with Studio Zepa and Ringo Mollinger at the beach of Scheveningen. Translating our ideas of smart technology into a 100m long artwork. sogo.show/portfolio-item/smartsea/ finished
- 2022 Mural Police The Hague Politie Haaglanden The Hague, Netherlands SOGOshow painted two storks at the

- gym of the police station at Jan Hendrikstraat, The Hague. finished
- 2022 Sanquin bloodbank mural Sanquin Amsterdam, Netherlands SOGOshow painted a 20m tall building for Sanquin. finished
- 2022 Painting Communal Garden Gemeente Den Haag The Hague, Netherlands SOGOshow painted a door that leads you to a communal garden at the Zusterstraat Den Haag. finished
- 2021 Cover art single: Prins S en de Geit 'Zwarte Sneeuw' Prins S en de Geit The Hague, Netherlands Prins S & de Geit asked SOGOshow to create the cover art for their single 'Zwarte Sneeuw'. sogo.show/portfolio-item/single-cover-zwarte-sneeuw/ finished
- 2021 Murals at 'Bler' Bleyenbergh Bleyenbergh The Hague, Netherlands Multiple murals spread through Bleyenbergh's karaoke bar and bathrooms. finished
- 2021 Custom tables at Bleyenbergh Bleyenbergh The Hague, Netherlands Hand painted tables at Bleyenbergh's restaurant. finished
- 2021 'Het Raamwerk' mural Het Raamwerk Katwijk, Netherlands In assignment of Raamwerk (an organisation that focuses on helping people with a physical or mental disability), SOGOshow was asked to create an artwork in their experience space, that would tickle the inhabitant's senses without it being too overwhelming. sogo.show/portfolio-item/raamwerk/ finished
- 2021 Morritzz mural Morritzz The Hague, Netherlands SOGOshow painted a mural at restaurant Morritzz. finished
- 2021 Milú murals Milú The Hague, Netherlands SOGOshow painted 5 murals at restaurant Milú. sogo.show/portfolio-item/restaurant-milu/ finished
- 2020 Cat Ally (Achterom) mural The Hague Street Art The Hague, Netherlands A project in collaboration with Studio Zepa, Marilou Klapwijk and Dunya Atay. This project was organised by The

Hague Street Art and the municipality to brighten up the darker alleys in the city centre of The Hague. Every artists painted a number of cats throughout the street in their own style.

sogo.show/portfolio-item/cat-ally/
finished

2020 Keizerstraat mural Private client The Hague, Netherlands Artwork created for a private client. A mural on a big wall connected to his personal terrace, located at Keizerstraat, Scheveningen finished

2020 Rooftop murals Bleyenbergh Bleyenbergh The Hague, Netherlands Multiple murals spread around the space at the rooftop bar at Bleyenbergh. finished

2020 Custom painted pool table Teleport Hotel The Hague, Netherlands Custom painted pooltable for Teleport Hotel finished

2020 Campaign poster design 'Dope' / Trouble Man - Het Nationale Theater Netherlands Campaign poster design for 'Dope', a theatershow about drugs, drugs use and our somewhat hypocritical stance on the subject. A play by Sadettin Kirmiziyüz for Trouble Man and The National Theatre. The image started as a Gordon Meuleman photo and was later transformed into a SOGOshow artwork. finished

2020 Planet Binck mural The Hague Street Art The Hague, Netherlands A collaborative mural together with Ringo Mollinger, Erwin Verkade and Serge Kortenbroek, translating our ideas about the future of the Binckhorst into a big mural. finished

2019 'Graffiti' bar & restaurant mural Graffiti Bar & Restaurant Haarlem, Netherlands SOGOshows interpretation of 'The Last Supper', painted at Graffiti bar & restaurant finished

2019 Murals staircase Bleyenbergh Bleyenbergh The Hague, Netherlands a collection of murals spread through the staircase of Bleyenbergh. finished

2018 'Zeemeerterckel' mural The Hague Street Art The Hague, Netherlands a mural to be seen at one of the rooms at

Teleport Hotel. finished

- 2018 'New Panorama Mesdag' mural The Hague Street Art Scheveningen, Netherlands SOGOshow's very first mural. An interpretation of the famous Panorama Mesdag. Together with 11 other artist (every artist creating some piece of the puzzle in their own style) we re-created Panorama Mesdag at the beach of Scheveningen. finished
- 2018 Identity and press pictures for De Kraaien De Kraaien The Hague, Netherlands SOGOshow created the identity and press pictures, including album artwork, custom painted clothing, visuals and decoration on stage, pictures and posters finished

PUBLICATIONS

- 2023 The Hague Street Art Magazine The Hague Street Art The Hague, Netherlands thehaguestreetart.nl Featured in multiple issues with multiple murals and projects (2016-current)
- 2023 The Hague Street Art Tour Map Gemeente Den Haag The Hague Street Art The Hague, Netherlands map.thehaguestreetarttour.com/ Featured multiple times on The Hague Street Art Route
- 2022 Grafik Magazin Book Grafik Magazin Niels Schrader Germany, Austria, Switzerland grafikmagazin.de/produkt/grafikmagazin-03-21-digital/ Interview + cover design SOGOshow for Grafikmagazin 03.21

REVIEWS

- 2023 Wall of Fame Website Suit Up Supplies www.suitupshop.nl/sogoshop-op-de-wall-of-fame/ SOGOshow op de Wall of Fame
- 2023 Wat erg! De kunstwerken in winkelcentrum Kijkduin zijn gestolen Website In De Buurt Den Haag Netherlands indebuurt.nl/denhaag/nieuws/wat-erg-de-kunstwerken-in-winkelcentrum-kijkduin-zijn-gestolen~95975/ Artikel m.b.t. de kunstroof in winkelcentrum Kijkduin, waar het werk van SOGOshow is gestolen.
- 2022 Street Art spoting in The Hague Website Gemeente Den Haag www.denhaag.com/nl/street-art-spotten-in-den-haag "In addition to London and Paris, our city is really the place to be to discover the most beautiful murals."
- 2022 Kunstroof Kijkduin deels opgelost Website Jan de Wandelaar kunstwijk.wordpress.com/2020/06/11/kunstroof-kijkduin-opgelost/ "Roofkunst Kijkduin boven water"
- 2021 The Cat Ally Website Gemeente Den Haag www.denhaag.comhttps://denhaag.com/nl/street-art-in-den-haag-de-kattensteeg/nl/street-art-in-den-haag-de-kattensteeg "You'll be amazed in the Kattensteeg! The project of The Hague Street Art full of cat pranks on the walls of the Haagse zijstraat Achterom has become a popular hotspot."

2021	Hou je Haags TV Gemeente Den Haag The Hague, Netherlands youtu.be/z6KrF4MOuQ Featured in 'Hou Je Haags' campagne by Gemeente Den Haag and This is The Hague
2021	Smijten met verf in de galerie Newspaper Algemeen Dagblad The Hague, Netherlands interview with SOGOshow during the Live Art Performance in 9497 Gallery
2020	'Applausbiertje voor mooier leven' Newspaper Telegraaf Netherlands Article about SOGOshow Applaus project
2020	Applaus op Horecava Newspaper Metro Netherlands Article about SOGOshow Applaus project
2019	Kunstroof Kijkduin TV Hart van Nederland Netherlands Artikel m.b.t. de kunstroof in winkelcentrum Kijkduin, waar het werk van SOGOshow is gestolen.
2019	Kunstenaarsduo SOGOshow zit na beroving in Kijkduin niet bij de pakken neer Website DHFM - Lieuwe van Slooten The Hague www.denhaagfm.nl/dhfm/4323995/kunstenaarsduo-sogoshow-zit-na-beroving-in-kijkduin-niet-bij-de-pakken-neer Artikel m.b.t. de kunstroof in winkelcentrum Kijkduin, waar het werk van SOGOshow is gestolen.

REPRESENTATION

--	9497Gallery The Hague, Netherlands 9497gallery.com/
--	Chiefs and Spirits The Hague, Netherlands chiefsandspirits.nl/

SECONDARY ART-RELATED ACTIVITIES

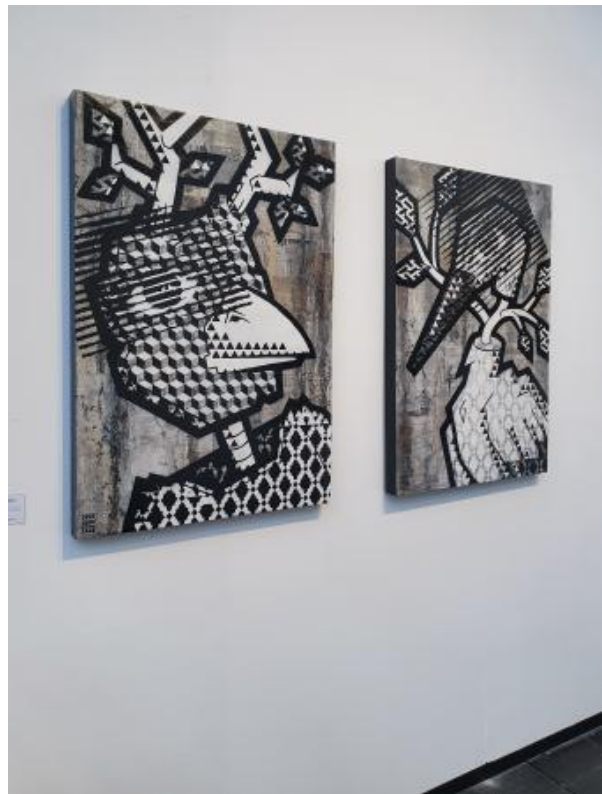
2019 - 2022	Campaign posters, concept and photography The National Theatre productions
2019 - --	Photography portraits The National Theatre ensemble On-going



Mx. Destiny , 2023
spraypaint on wood, 70x100cm



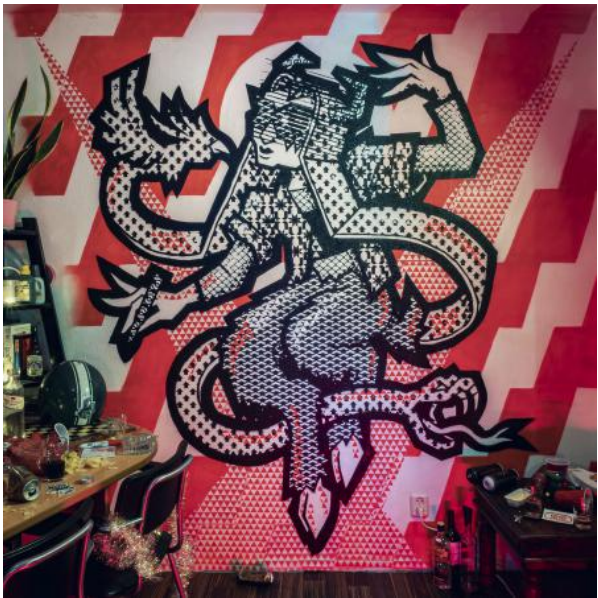
Knijn Bowling and Restaurant, 2023
Spraypaint



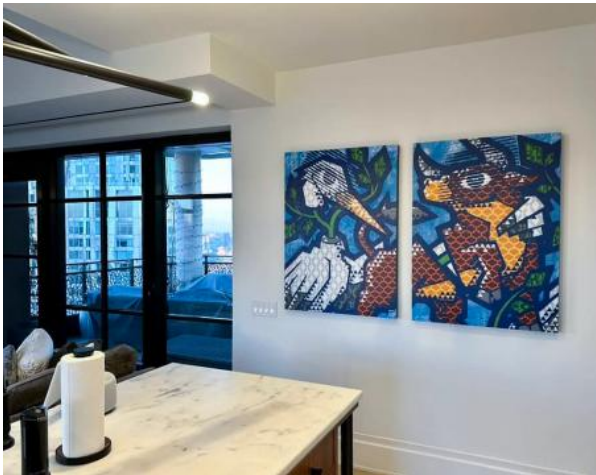
Piffle the Picaroon (2023) and Dusty from the Dunes
(2023), 2023
mixed media on wood, 70x100cm



Prins S en de Geit press images, 2023
Digital art



Prins S en de Geit cover art, 2023
Mixed media



, 2023
Spraypaint on wood, 70x100cm (x2)



Wolves , 2022
spraypaint, +/- 3x10m



Campervan, 2022
spraypaint



Sanquin , 2022



Smart At Sea, 2022
Spraypaint, 3x100m