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SOPHIA DEN BREEMS

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 of SOGOshow

sogo.show

The Hague Street Art - SOGOshow profile

thehaguestreetart.nl/nl/artiesten/385-sogoshow

Personal Portfolio

sophiadenbreems.nl

The Hague Street Art - personal profile

thehaguestreetart.nl/nl/artiesten/107-sophia-den-breems

SOCIAL MEDIA

instagram.com/sogoshow

instagram.com/sophiadenbreems

facebook.com/thisisthesogoshow

PLATFORM

The Hague Street Art

EDUCATION

- 2012 - Graphic Design (Erasmus) Budapest,
2012 Hongaarse Universiteit voor Beeldende Kunsten
- 2009 - Graphic Design Den Haag, Koninklijke
2014 Academie van Beeldende Kunsten diploma

EXHIBITIONS

- 2023 Affordable Art Fair New York Spring Metropolitan Pavilion New York City, United States With Chiefs and Spirits affordableartfair.com/fairs/new-york-spring/ Group
- 2023 KunstRai RAI Amsterdam, Netherlands With 9497 Gallery www.kunstrai.nl/ Group
- 2022 Affordable Art Fair Brussel Brussel, Belgium With Chiefs & Spirits affordableartfair.com/fairs/brussels/ Group
- 2022 Inside The Hague Street Art exhibition Verheeskade The Hague, Netherlands A group exhibition with The Hague Street Art artists. thehaguestreetart.nl/nl/ Group
- 2022 'Van Baksteen Naar Boekenkast' Central Library The Hague The Hague, Netherlands A selection of The Hague Street Art artists show their work at the Central Library of The Hague. youtu.be/glppQN0Eg_Q Group
- 2022 World of Graffiti World of Graffiti The Hague, Netherlands Permanent Mural at World of Graffiti www.worldofgraffiti.nl/ Group

PROJECTS

- 2022 World of Graffiti mural World of Graffiti The Hague, Netherlands www.worldofgraffiti.nl/ A permanent mural at World of Graffiti.
- 2022 Mural 'Out of Line' festival The Hague Street Art The Hague, Netherlands An event organised by The Hague Street Art, where different artists are invited to paint a mural.
- 2021 The Hague 'logo' mural Provinciehuis Zuid-Holland The Hague, Netherlands A mural that is now part of a permanent Street Art exhibition inside Provinciehuis Zuid-Holland.
- 2021 'Two Storks' mural The Hague, Netherlands Art in public space. An ode to the storks from The Hague and the coffee roasters that used the building. Dagelijkse Groenmarkt, The Hague.
- 2021 Grafikmagazin Grafikmagazin Germany grafikmagazin.de/produkt/grafikmagazin-03-21-digital/ Featured in and cover design for Grafikmagazin.
- 2020 Hans Mahler Tribute mural Street Art Projects The Hague, Netherlands streetartcities.com/markers/34046 A project organised by Street Art Projects to create a tribute for Hans Mahler in a collaborative mural at Binckhorst, The Hague.
- 2020 Haagse Hap Haagse Hap The Hague, Netherlands Local initiative during the

2022	KunstRai RAI Amsterdam, Netherlands With 9497 Gallery www.kunstrai.nl/ Group		corona-crisis. SOGOshow created a limited t-shirt design. The profits of this initiative were spent on products from local businesses and given to health care organisations.
2022	North Sea Jazz Art Fair Ahoy Rotterdam, Netherlands Chiefs & Spirits www.northseajazz.com/nl/2023/hudson-art-department/ Group	2020	Vishal Memorial wall The Hague, Netherlands A memorial mural, located at Kortebos, The Hague.
2022	Permanent Street Art Exhibition Provinciehuis Zuid-Holland The Hague, Netherlands Permanent Street Art exhibition Group	2019	Applaus Beer Heineken Amsterdam, 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	Art The Hague Fokker Terminal The Hague, Netherlands With 9497 Gallery artthehague.nl/ Group	2019	POW WOW - 20vans30cans POW WOW Festival Rotterdam, Netherlands allcaps.nl/news/these-are-the-muralists-of-pow-wow-rotterdam-2019/ Custom van, painted live at POW WOW Street Art Festival.
2022	Inside The `Hague Street Art Verheeskade The Hague, Netherlands The Hague Street Art artists in a groupexhibition. Group	2019	Street Art City Kijkduin, Den Haag, 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. May - Septembre, 2019
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	2019	Painted boat, Bier&Braad Festival The Hague Street Art The Hague, Netherlands custom SOGOshow boat, painted live at Bier&Braad Festival
2021	Affordable Art Fair de Kromhouthal Amsterdam, Netherlands with Chiefs & Spirits affordableartfair.com/fairs/amsterdam/ Group	2018	'Piece on the Wall' mural The Hague Street Art Scheveningen, Netherlands An event organised by The Hague Street Art, where different artists are invited to paint a mural at the beach of Scheveningen.
2021	9497 Gallery Event: Live Art Performance SOGOshow 9497 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. Solo		
2020	Save The Bees Rolling Vinyl Store Arnhem, Netherlands 20 cans painted by 20 artists. An exhibition to save the		

bees. Profits went to Honey Highway.
www.rollingvinyl.store/#
Group

- 2019 A Year In Riso by Stencilwerck HOK
Gallery The Hague, Netherlands 12
illustrators made an image for every
month on the year.
www.hokgallery.com/stencilwerck-a-year-in-riso/
Group
- 2019 Street Art City Street Art City Kijkduin,
Den Haag, Netherlands Resident and
exhibition at Kijkduin, where we
painted the old shoppingmall.
Group
- 2019 Reebok Limited Launch Concrete Image
Store Amsterdam, Netherlands
concrete.nl
Solo
- 2019 No Flower Without Roots Quartair The
Hague , Netherlands Quartair organises
an exhibition to support artists and art
spaces. www.quartair.nl/geen_bloem-art_fair/
Group
- 2018 As Far As I Can Reach Quartair The
Hague, Netherlands
Group
- 2018 Gallery Blonde The Hague, Netherlands
A group show with SOGOshow, Jamel
Armand aNu Nick van Leent
Group
- 2018 Inside - The Hague Street Art KV02 The
Hague A group exhibition with The
Hague Street Art artists.
Group
- 2017 Zonde Paardcafe The Hague ,
Netherlands An early collaboration
between Sophia den Breems and
Gordon Meuleman. They created works
with the theme: Sin.
Duo
- 2014 Young Talent De Twee Pauwen The
Hague, Netherlands
Group
- 2014 Grafiek en Ruimte Pulchri The Hague,
Netherlands

COMMISSIONS

2023	Knijn Bowling & Restaurant murals Knijn Bowling & Restaurant Amsterdam, Netherlands A total of 25 murals throughout the building. finished
2022	Press images - Prins S en de Geit Prins S en de Geit Netherlands SOGOshow created the press images for Prins S en de Geit. The images are partly photographic and partly digital illustration. finished
2022	Bathroom mermaid mural Private client The Hague, Netherlands A private client asked us to paint his bathroom. We created a SOGOshow-mermaid. finished
2022	Cover art: Prins S & de Geit - Rood Staan, Hard Gaan Prins S en de Geit Netherlands Prins S & de Geit asked SOGOshow to create the cover art for their debut album: 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, The Hague, 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 Netherlands Limited edition t-shirt design for the band Son Mieux. A design based on their hit single 'Multicolor'. finished
2022	Smart at Sea Mural (part 2, theme: 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

SALES/WORKS IN COLLECTIONS

2023	'Untitled' New York City, Verenigde Staten Two commissioned paintings sold to a private client.
2020	Painting Goodbye-gift from Red Cross to NPO3fm. Amsterdam, Nederland A painting made as a good-bye gift from Red Cross to NPO3fm for their long lasting collaboration during Serious Request
--	Multiple Multiple via galleries Nederland 9497 Gallery / Chiefs & Spirits
--	Multiple Verscheidene via art fairs Affordable Art Fair Amsterdam, Brussel, New York / KunstRai, Art The Hague

- 2022 Custom painted Campervan Private client A private client asked SOGOshow to paint his 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. 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. finished
- 2022 Cover art single: Prins S en de Geit 'Zwarte Sneeuw' Prins S en de Geit Prins S & de Geit asked SOGOshow to create the cover art for their single 'Zwarte Sneeuw'. finished
- 2022 Mural Police The Hague The Hague, Netherlands SOGOshow painted two storks at the gym of the police station at Jan Hendrikstraat, The Hague. finished
- 2022 Sanquin blood bank 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 Murals at 'Bler' Bleyenbergh Bleyenbergh The Hague, Netherlands Multiple murals spread through Bleyenbergh's karaoke bar and bathrooms, Blêr finished
- 2021 Dragons mural Hague Gym The Hague, Netherlands A mural inside a gym. finished
- 2021 Custom tables at Bleyenbergh Bleyenbergh The Hague, Netherlands Customised tables at Bleyenbergh's restaurant. finished

- 2021 Het Raamwerk mural Het Raamwerk Katwijk, Netherlands In assignment of Het 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 habitant's senses without it being too overwhelming. 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.
- 2020 Cat Alley (Achterom) 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. finished
- 2020 Keizerstraat mural Private client Scheveningen, 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 The Hague Street Art The Hague, Netherlands Custom painted pooltable for Teleport Hotel finished
- 2020 Campaign poster design 'Dope' Het Nationale Theater The Hague, 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

- 2019 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 Mural staircase Bleyenbergh Bleyenbergh The Hague, Netherlands A collection of murals spread through the staircase of Bleyenbergh. finished
- 2019 Flying Lady The Hague Street Art The Hague, Netherlands Mural Flying Lady, in collaboration with Pages, Marilou Klapwijk and Dunya Atay. finished
- 2018 'Zeemeerteckel' mural The Hague Street Art The Hague, Netherlands A mural to be seen at one of the rooms at Teleport Hotel. finished
- 2018 'Nieuw 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 one 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 - Rok en Rol Safari Ep De Kraaien Netherlands SOGOshow created the identity and press pictures, including album artwork, custom painted clothing, visuals on stage, pictures and posters. finished
- 2017 Chuck Deely Mural The Hague Street Art The Hague, Netherlands Chuck Deely Mural, at the tramtunnel, Turfmarkt, Den Haag. finished
- 2017 Mural Shopping Mall The Hague Street Art S Gravenzande, Netherlands Mural to celebrate the new shopping mall at 's

REVIEWS

2021 Grafikmagazin Magazine Grafikmagazin Germany, Switserland, Austria
grafikmagazin.de/produkt/grafikmagazin-03-21-digital/ Interview by Niels Schrader + cover design SOGOshow for Grafikmagazin 03.21

2021 SOGOshow in 'Hou Je Haags' campagne van Gemeente Den Haag en This is The Hague Website Gemeente Den Haag The Hague
youtu.be/z6KrF4MOOuQ

2021 'Smijten met verf in de galerie' Newspaper Algemeen Dagblad The Hague, Netherlands Interview with SOGOshow during the Live Art Performance at 9497 Gallery.

2020 'Applausbiertje voor een mooier leven' Newspaper Telegraaf The Hague, Netherlands

2020 'Applaus op Horecava' Newspaper Metro Netherlands

2019 Website In de buurt Netherlands
indebuurt.nl/denhaag/nieuws/wat-erg-de-kunstwerken-in-winkelcentrum-kijkduin-zijn-gestolen~95975/ Article about the art heist in Kijkduin, when SOGOshow's work got stolen.

2019 Website Jan de Wandelaar Netherlands
kunstwijk.wordpress.com/2020/06/11/kunstroof-kijkduin-opgelost/ Article about the art heist in Kijkduin, when SOGOshow's work got stolen.

2019 Radio Den Haag FM The Hague
www.denhaagfm.nl/dhfm/4327133/kunstenaarsduo-sogoshow-en-8220-nooit-gedacht-dat-ons-werk-in-de-kringloopwinkel-terecht-zou-komen-en-8221 Article about the art heist in Kijkduin, when SOGOshow's work got stolen.

2019 TV Hart Van Nederland Netherlands Interview about the art heist in Kijkduin, when SOGOshow's work got stolen.

REPRESENTATION

-- 9497 Gallery The Hague , Netherlands
9497gallery.com

-- Chiefs & Spirits The Hague, Netherlands
chiefsandspirits.nl

- Street Art in The Hague - Cat Alley
Website The Hague, Netherlands
denhaag.com/nl/street-art-in-den-haag-de-kattensteeg Article
Municipality of The Hague - Cat Alley

- SOGOshow on the Wall of Fame
Website The Hague, Netherlands
suitupshop.nl/sogoshop-op-de-wall-of-fame/ SOGOshow on the Wall of Fame
of Suit Up Art Supplies

- Street Art Spotting in The Hague
Website denhaag.com/nl/street-art-spotten-in-den-haag Article
Municipality of The Hague - Street Art
spotting

- The Hague Street Art Magazine
Magazine The Hague Street Art The
Hague, Netherlands Featured with
multiple projects in multiple issues of
THSA Magazine from 2017 - 2023

- The Hague Street Art Tour Website
Gemeente Den Haag
www.map.thehaguestreetarttour.com/
Printed and digital map of Street Art in
The Hague.

SECONDARY ART-RELATED ACTIVITIES

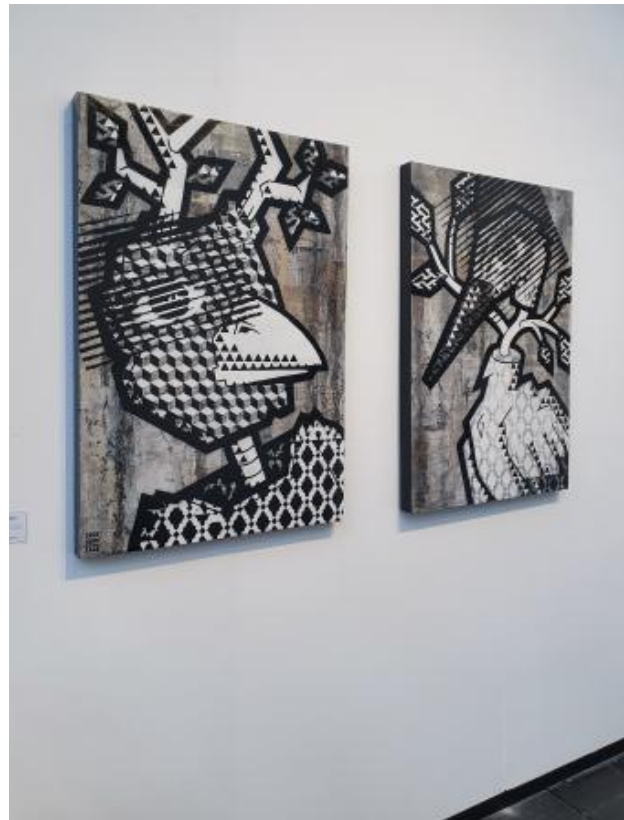
- 2016 - Editorial illustrator for De
- 2019 Correspondent and multiple
newspapers (such as AD, Parool and
Telegraaf)



Mx. Destiny, 2023
Spraypaint on Wood, 70x100cm



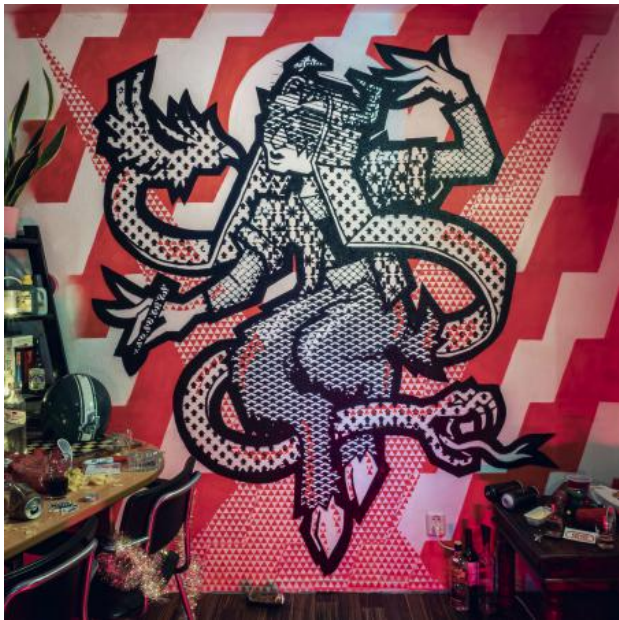
Kniijn Bowling and Restaurant, 2023
Spraypaint



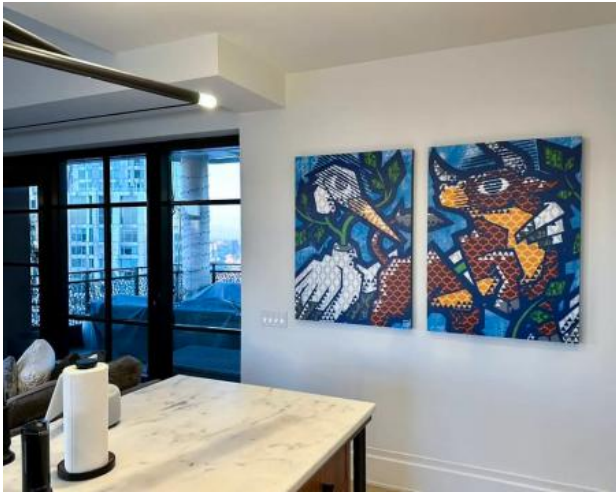
Piffle the Picaroon and Dusty from the Dunes , 2023
mixed media on wood, 70x100cm



Prins S en de Geit press images, 2023
Digital art



Prins S en de Geit cover art, 2023



Commission pieces private client, New York City, 2023
Spraypaint on wood



Wolves, 2022
Spraypaint, 10x3,5m



Campervan, 2022
Spraypaint



Sanquin , 2022



, 2022
Spraypaint