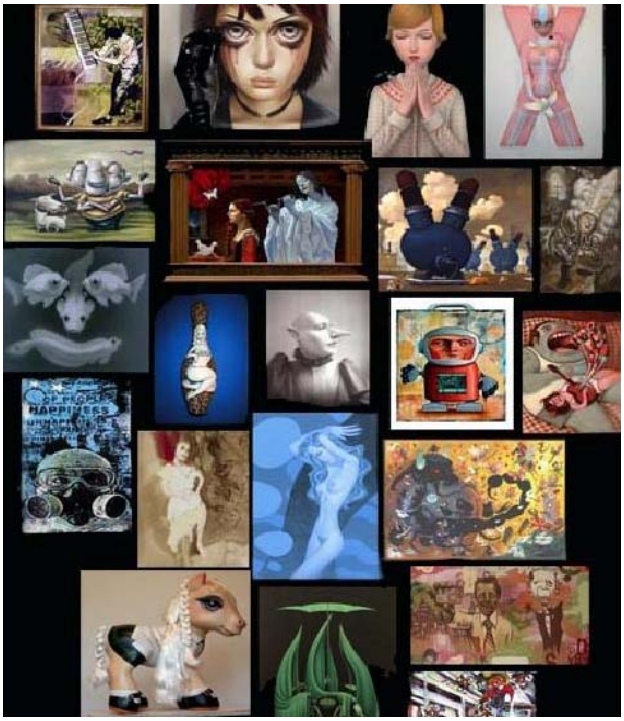
Case 4: Aesthetical reinterpretation of the 'LEGO look' - The Lowbrow Movement

I came across the Lowbrow Movement on Lugnet, June 2005. In a post, and during later interviews, AFOL Felix Greco explained that he had noticed how his and other AFOL's LEGO creations were increasingly being influenced by the artistic movement called the *Lowbrow Movement*, also associated with Pop-Surrealism.

The Lowbrow movement became known in the mid 90s (Art History 101: The Lowbrow Movement, 2005). Rooted in postmodern ideas, it broadly refers to a blend of pop culture, marketing and advertising culture, street culture, comic books, graffiti, pop art, and surrealism! The collage to the right shows some expressions that were associated with Lowbrow artistic expression. Often, American retro icons and motives from the 50s were used together with contemporary visual elements to create unusual, humoristic and compelling images.

Felix Graco's lowbrow inspired MOC's (http://www.lugnet.com/~94/)



Source: Poster from the exhibition:'Culture Shock. Art of the new Movement', September, 2005

The LEGO MOC's to the left illustrates how the Lowbrow movement influences the somewhat boxy and modernistic design that otherwise characterizes LEGO products. Felix Greco, among other AFOL's, offers an attractive and contemporary re-interpretation of the traditional LEGO 'look'. In keeping with the Lowbrow movement, the MOC's often originate in AFOL's own experience of being raised on:…'Back to the Future, Duran Duran and Fruit Loops… bombarded with advertisements; nifty corporate logos, cartoon spokespersons, and deep throated movie trailer voice-overs. When you throw all of these experiences into a blender and add a normal serving of the human condition, the product is what you see on this page.' Felix Greco, 2005.