

# YOU MAY ALSO LIKE



## BIOGRAPHY

24-year-old designer Magalie Rolus recently completed her Master's Degree in Visual Arts at the Royal Academy of Fine Arts Antwerp. At present, she lives and works in Antwerp, Borgerhout (BE). Besides being a great designer, Magalie is a great cook. Music

and flowers bring her joy. Given her father's family has many painters and musicians, creativity may as well run in her blood. Magalie will start an Educational Master in September 2020.



## PRACTICE

Magalie is a sucker for black and white. She loves to play with strong images and outspoken typography. Central to her practice is finding balance between the manual and the digital. Printing, scanning, zooming and cropping are integral to her creative process. Magalie has a way of surprising with unexpected compositions.



Magalie Rolus (RCS)  
13/06/1995  
@magalierolus  
rolusmagalie@hotmail.com



## WORK:

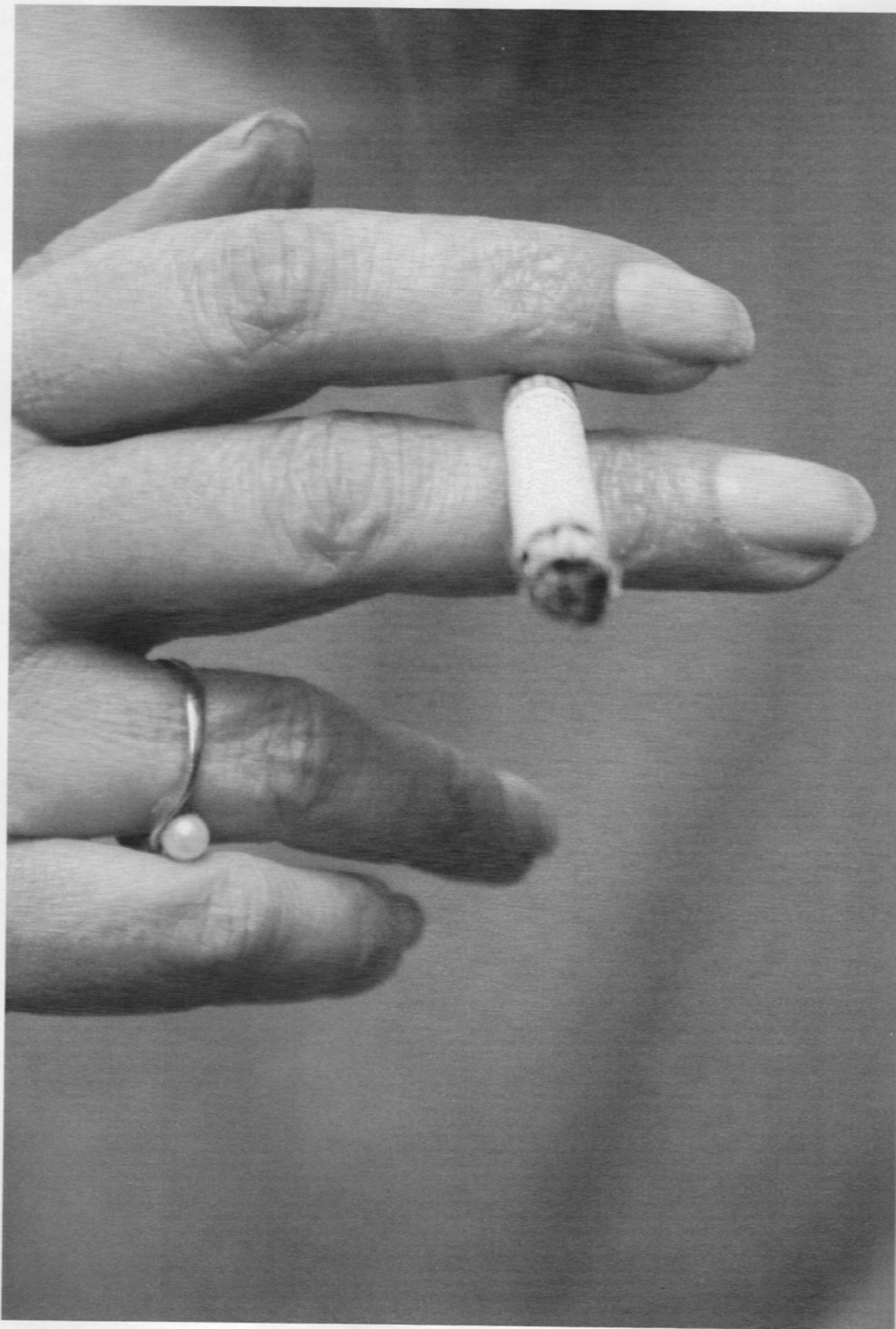
### The Gallery

In 2019, Magalie designed the identity of a fictional gallery, complete with business cards, invitations, a membership form and a grand banner announcing the opening. Antwerp's gallery scene simultaneously served as the starting point and the stage for her project.

Magalie's project 'The Gallery' revolves around FOMO: the fear of missing out, or the urge to be everywhere, to see everything or in this case to be seen. Magalie headed out and observed how people behave at a gallery opening. Her findings suggest that visitors make particular hand gestures, scan each other's outfits, post photos, drink and smoke outside to fit in. The social aspect predominates. Visitors only have an eye for each other, whilst not showing an interest in the artworks.

The Gallery comes across new and very exclusive. Those who want to enter The Gallery will first have to read the 'The Gallery Etiquette Book'. This publication contains all the rules that must be applied while visiting The Gallery: what to say, what to wear and how to act. Those who succeed are invited to the grand opening. When the day of the opening arrives, it becomes clear that it is impossible for anyone to enter. There is no event, no gallery, no art. It is all fake after all.

9.



Wearing pearls immediately shows how much taste you have. But always remember, the smaller the better. Too large jewels can seem over the top and cheap.

*Make sure you are*

*Read them again*

CLICK  
FANCY  
SUPERIOR  
FASHION  
ABLE  
PHOTO  
SMART  
MONEY



49,50: We *adore* a *drink*. Remember, *red wine* and *champagne* looks much more *glamorous*. 51: Understand that we do not allow this in the gallery space itself. But remember completely *drunk* ain't *classy*. 52: The *best thing* to do is to spend most of the time *outside*. This is the best place to *impress*. Here you can have the *perfect conversations*. 53: So listen *carefully* to which conversation *suits* you the *most*. 54: We're all about *smoking* and doing it outside. 55: Maybe you'll *catch* a *tasty* conversation. 56: You might *discover* the latest *gossip*.

18:41–19:42

57: Maybe you will *find out interesting things*. 58: Keep *asking* if you want to find out *more*. 59: Don't *hold back*. 60: There are catalogs for *sale* when you *leave*. 61: We *love buying* the latest catalogue and *grabbing* this *opportunity* to *tip* since everything else is *free*. 62: Afterwards, make sure that you take a *picture* of it and *post it* on *Instagram*. 63: Hashtag The Gallery.



49.



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51.



52.



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55.



56.



57.



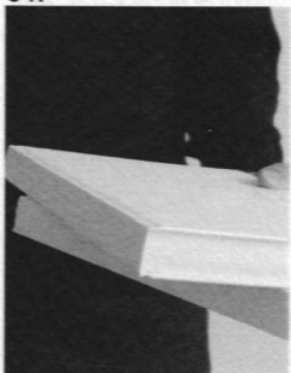
58.



59.



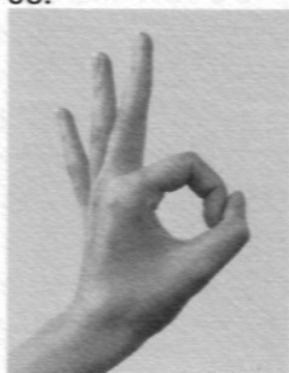
60.



61.



62.



63.