

PELLAROSE

Louis Boyera

Contemporary Visual Artist · Iconography · Visual Culture · Architectural Integration

contact@pellarose.ch

+33 614 71 52 42

pellarose.ch · [@pellarose](https://www.instagram.com/pellarose)

Switzerland × Greece

PRESS KIT — 2026

Pellarose is a Swiss-based contemporary artist working at the intersection of photography, digital composition, and mixed media. His practice — which he calls Digital Alchemy — builds images through successive layers of photographic superimposition, pushing color and contrast to their structural limits. Each work is unique in process and unrepeatable. His series include *Icons & Illusions*, *Gods*, *Great World*, and *Hidden Faces*. Select works incorporate hand-painted acrylic interventions and original calligraphy by Cathy Yersin. Pellarose is represented by Samhart Gallery, Switzerland. Limited editions are produced with Eloxal Prints, Zürich, and Photolabs Athens. Works held in private collections in Switzerland, the United States, and Europe.

FULL BIOGRAPHY

Pellarose is the working name of Louis Boyera, an artist based between Switzerland and Greece. His practice draws on photography as raw material rather than final form — each image is subjected to a process of radical reconstruction he calls Digital Alchemy: layered superimposition, chromatic saturation pushed beyond representation, until the source becomes unrecognisable and something new emerges.

His series *Icons & Illusions* deconstructs the image of cultural icons — Romy Schneider, Frida Kahlo, Miles Davis, Vivien Leigh among others — not as portraiture but as an inquiry into how public figures are constructed, consumed, and gradually emptied of meaning. The *Gods* and *Great World* series extend this investigation toward myth, landscape, and the psychedelic excess of natural color.

A number of works exist in two states: as strictly limited Fine Art editions, and as unique originals bearing hand-painted acrylic interventions and original calligraphy by Cathy Yersin. These unique works are co-signed and represent a distinct body of work within the practice.

Pellarose holds a prior career as a Music Director and Conservatory Conductor — a background that shapes his understanding of composition, tension, and resolution in visual work.

Limited editions on anodized aluminium are produced exclusively with Eloxal Prints, Zürich. Fine Art paper editions are printed by Photolabs Athens on Ilford Cotton Artist Textured 310gsm with Epson UltraChrome Pro pigment inks, each accompanied by a certificate of authenticity. Pellarose is represented by Samhart Gallery, Nyon, Switzerland. Works are held in private collections in Switzerland, the United States, and Europe.

Digital Alchemy is not a filter, not a style, and not a post-production effect. It is a working method: the systematic layering of photographic material — portraits, textures, found images, architectural fragments — until the original source dissolves and a new visual reality takes its place.

Each layer adds or destroys information. Color is not corrected but pushed — saturation used as a structural force rather than an aesthetic choice. The process imposes its own discipline: no effect is ever repeated. Every work is the result of a unique sequence of decisions that cannot be reconstructed.

The result occupies a space between photography and painting, between the documentary and the imagined. Printed on aluminium or museum-grade Fine Art paper, the works carry the density of their construction in the surface itself — a physical record of the process that produced them.

ELOXAL PRINTS — AN EXCLUSIVE PROCESS

Eloxal Prints, Zürich, has developed one of the most technically demanding printing processes available in fine art today: the image is not applied onto the aluminium surface but embedded within it — absorbed into the anodized oxide layer of the metal itself. The result is a work of exceptional depth, luminosity, and permanence. No glass, no frame required. The surface is the image.

Pellarose is the only Swiss fine art photographer selected to work with Eloxal Prints. Each aluminium edition is strictly limited to 3 copies, hand-verified, and accompanied by a certificate of authenticity. No major established photographer has yet claimed this process as a signature medium. Pellarose positions this technique as a defining element of the practice — a first-mover in a format that redefines what a photograph can be as an object.

Available series on aluminium: *Great World* (Amazon Forest I, Pacific II, A Lurking Shadow). Format: 52.5 × 70 cm and 70 × 70 cm. CHF 10,000 per edition.

SELECTED EXHIBITIONS

- 2026 Eloxal Prints, Zürich, Switzerland — June 25, 2026
- 2025 Samhart Gallery, Switzerland
- 2024 iDroom Gallery, Geneva, Switzerland

HOSPITALITY & MAJOR COMMISSIONS

- 2025 Hôtel Le Béliment, Lausanne, Switzerland — Complete mixed media commission (40 works)

REPRESENTATION & PLATFORMS

Samhart Gallery, Nyon, Switzerland

Verified Artist: Artsy · Singularart · Saatchi Art · Artsper

COLLABORATIONS & PARTNERSHIPS

- 2026 Photolabs Athens — Signature Program (Selected Artist)
- 2026 Eloxal Prints, Zürich — Exclusive aluminium fine art editions
- 2025 Atelier Silke — Collaboration on restored antique framing

ART OF LOVE — COLLABORATION WITH CATHY YERSIN

A creative and life partnership between Pellarose and artist Cathy Yersin — painter, sculptor, and interventionist. Works signed Art of Love are co-authored originals: Yersin intervenes directly on the printed surface with acrylic and script, and sculpts the forms of the Gods series.

PRODUCTION & TECHNICAL STANDARDS

Giclée Fine Art on Ilford Cotton Artist Textured 310gsm

Epson UltraChrome Pro pigment inks (Museum Standards)

Anodized aluminium editions — Eloxal Prints, Zürich (exclusive)

FILMOGRAPHY

Depths and Mysteries — Official Selection, Berlin Independent Film Festival

Fly, Martin — Official Selection, Los Angeles & Moscow International Film Festivals

COLLECTIONS

Works held in private collections in Switzerland, USA, and Europe