

KEEPING IT SURREAL

GREG MIKE DOESN'T JUST CREATE ART, HE CONSTRUCTS IMMERSIVE EXPERIENCES THAT CHALLENGE OUR INTERACTIONS WITH PUBLIC SPACES AND OUR SENSE OF IMAGINATION

BY EMMA FLOYD

Step into Greg Mike's visual wonderland, a collision of vivid color, pop culture nostalgia, and streetwise energy that leaps from murals, sculptures, and canvases with unapologetic force. Born from the frenetic streets of New York City, where childhood trips ignited the artist's fascination with graffiti and mid-century cartoons, Mike's art transforms the ordinary into the extraordinary. His signature characters, brimming with life and mischief, beckon viewers into a playful yet provocative universe.

Now based in Atlanta, the Connecticut-born contemporary artist has built a global reputation for his unmistakable style: a blend of vibrant pop art, mid-century cartoon aesthetics, and bold street art. His work has certainly evolved over the years, but it remains rooted in lively characters, vivid colors, and dynamic energy. Mike's art invites viewers into a world where creativity knows no limits and self-expression reigns supreme.

His journey into the art world began with those formative trips to the Big Apple, where he encountered the visual and cultural richness of street art and graffiti, alongside the energetic pulse of urban life. These early experiences, coupled with a deep admiration for classic American cartoons, laid the foundation for his distinctive style. His works are often populated by exaggerated characters, including his signature Loudmouf icon, which encapsulates his "Live Life Loud" mantra. With its wide-open mouth and explosive coloring, this character has become a symbol of Mike's brand, embodying nostalgia and a rebellious playfulness.

Mike's creative practice spans multiple mediums, but his large-scale murals have become landmarks in cities like Atlanta, Miami, Las Vegas, and Los Angeles, among others. His murals don't merely serve as vibrant backdrops; they are full-scale artistic experiences that stimulate viewers with their bold designs and energetic compositions.

While street art remains central to his work, Mike has also become a prominent figure in exhibition art, with studio pieces displayed in galleries and museums worldwide. He's amassed a high-profile clientele, too, including Justin Bieber, Diplo, Scooter Braun, and Swizz Beatz. His versatility is further highlighted by



collaborations with brands like Nike, Coca-Cola, Google, and BMW, showcasing his ability to bridge commercial art and personal expression. From collaborating with musicians like DeadMau5 and NGHTMRE to working with tech giants, Mike's work speaks to a vast range of audiences while staying true to his artistic vision.

His latest exhibition, *Chapter New*, marks a significant moment in his career, a culmination of years of growth, experimentation, and self-expression. It's his first solo show in Atlanta in over a decade, and he describes the collection as a celebration of change and evolution. This exhibit explores new techniques and materials, expanding his characters into three-dimensional fiberglass and metal sculptures. *Chapter New* allows his beloved characters to step out of two dimensions and into real life, creating a tactile, immersive experience for viewers. At its core, Mike's art is more than an expression – it's an invitation to experience life with vibrancy, curiosity, and boundless creativity. His creations remind viewers to embrace their individuality and approach life with a sense of wonder. As Mike continues to evolve, *Chapter New* is but the latest milestone in a career defined by reinvention. **1**

Greg Mike
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