

# "SUGAR-COATED SHOCK IS HERR'S STOCK IN TRADE"

THE GUARDIAN

Working under the pseudonym Herr Nilsson, after Pippi Longstocking's pet monkey, the Stockholm based artist began his artistic endeavors by creating street art around Sweden. Nilsson is known to incorporate Disney imagery while combining satire, humour, and critique. Of significance, Snow White is the first full length animated Disney film that captures the idealized portrait of innocence while imbuing violence through weaponry such as guns.

Herr Nilsson's paintings include plenty of cartoon heroes, mostly known for their sweetness and innocence. He reminds us how evil can come from unexpected characters or associations. His works always manage to make us smile and he never loses his element of surprise!

"The Dark Princesses are a comment on violence, but they are also a comment on how we look upon good and bad in the world. Everybody expects a fairytale princess to always look good and behave well. If I were one of them I would revolt after a couple of days. And in my world they do," says Nilsson.

The deftness of his painting reveals his talent while the power of his imagery suggests a moralizing subtext. Herr Nilsson received international media attention during 2012 and was catapulted into the mainstream media after adorning the streets of Stockholm with his sarcastic wheat pasting and graffiti "Dark Princess" installation series in 2013. The series was met with a flurry of press coverage asking the simple question, "Who is this guy?" Coverage in the Huffington Post, The Daily Mail, The Guardian, Vogue, Der Spiegel and other media led to additional speculation as to his identity.



*Snow White with russian prison tattoos.*

"I look upon myself as a visual activist. I paint whatever I find important to be said at locations wherever I find that they belong. Sometimes I have to break laws to do it and that is also why I have chosen to be anonymous." says Nilsson.

Herr Nilsson made his entrance onto the art world's stage at an extensive installation in conjunction with Art Miami 2013 and hosted by the Keszler Gallery of Manhattan



*Street art installations in Stockholm of the Dark Princesses.*





*The Nirvana series.*

and Southampton, NY. The artist created a unique graffiti piece on site at the fair and unveiled the first of his fine art canvas works along with a series of smaller edition prints. The same year Nilsson also started a successful collaboration with Guy Hepner Gallery in Los Angeles and New York City.

"It doesn't matter if I paint on the streets or on a canvas. My experimentation of dualities and complexity of the human behaviour is always in focus." says Nilsson.

In 2016, the time has come for Nilsson to enter the art stage of London invited by Mead Carney Fine Art.

INTERVIEWS, ARTICLES AND USEFUL LINKS:

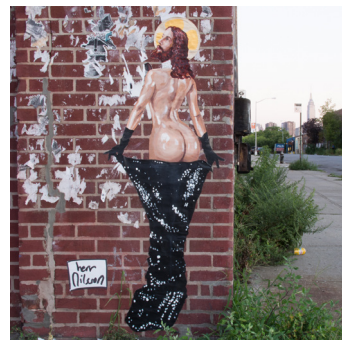
[Daily Mail](#)

[The Guardian](#)

[Huffington Post](#)

[Herr Nilsson on Facebook](#)

[Herr Nilsson on Instagram](#)



Herr Nilsson and Cindy Crawford in front of "Happiness is a warm machinegun" at the opening of Art Miami 2013, "Burning Love" and street art installation "Jesus Kardashian" in New York City 2015.