

HERAS

aser 3.14  
ARE YOU READING ME?

Introduction by King Adz

LEBO  
WSKI



### Introduction by King Adz

I met Laser by chance one April afternoon; I was in Amsterdam writing the *Urban Cookbook* and my local point man – Lenny – had arranged for me to hook up with a crew of Dutch writers while they got up. I rode down on the back of Lenny's motorbike and watched the guys at work. It was okay. I'm not that much of a fan of 'wild style' graff, and the writer who I was meant to be shooting/writing about wasn't really the kind of artist I wanted, so I had to walk away. But I then got talking to one of the other writers (who wrote under the name Laser 3.14) and he turned out to be a really nice guy. We swapped e-mails and after I got back to England he sent me some of his other style of work – street art, which is what I am interested in – and I was immediately struck by something original, unique. By this stage in the game I know when my gut is telling me that something is good, and Laser's work is off-the-hook-good. I would describe it as: urban poetry presented in a street-style moment, complete with a graffiti-style tag that reads Laser 3.14. A chance viewing goes a bit like this: you are walking along the street minding your own business and you come across one of Laser's pieces written on a wall. You read it and the short narrative makes you think about life, the simplicity makes you laugh and wonder why you hadn't thought of that yourself, and then the words stay with you as you walk away along the street, continuing your journey that had been interrupted by a moment of pure prose. What more do you want from street art? What more do you want from art? What more do you want from life?

Laser has created his own style, his own genre of street art, and has successfully exported it to city walls around the world. His time is now; he has created a gallery-based offshoot of his street work that works just as well.

This is important as many street artists fail miserably when they take their work off the city walls and place it onto the stark white walls of a gallery. Laser, on the other hand, has created something that works on and off the street. His art works on walls, on canvas, as screen prints, in books, on T-shirts; it is truly universal. These days I am continually bombarded by images from artists and it has all become a bit too much. I have begun to look away, as the scene is not what it used to be, but when Laser comes calling I give the man and the work my full attention. So should you, the reader, the art fan, the internal critic...

This book is a documentation of the first – vital – stage of Laser's career. I am proud to be writing these words as Laser is going to be an important part of the urban art scene for a long time to come.

Big up Laser 3.14...

WIPY

NEK

www.Bouwtechniek.Nu  
Tel 06 22 45 56 53

Handwritten graffiti on the left door panel.

SOFT ~~asen~~ 3.14

Handwritten graffiti symbol.

MOTHER  
THERE'S SOMETHING  
WRONG WITH THE SKY



322



MAT

~~DUDE~~ 3.14

DUDE

WHERE'S MY BOMB TRUCK?

DO YOU KNOW OVERTRIK

*loser* 3.14  
MUMU'S FREQUENCY  
INCREASES





page 1 3 4  
JUST ONE  
HAPPY THOUGHT  
AND YOU'LL FLY

THE OVERLOOK HOTEL  
A ROOM AT  
3.14



'In a world where all urban communication is based on visual impact it's amazing to see art that doesn't need to be visually hi-tech to have such influence. It's like a counter movement that doesn't need any artifacts or bullshit to get a point across. It makes optimal use of the environment, the streets, the city and makes them a bit more humanized, melancholic and poetic. Truly inspiring work' **VHILS**

'Poetry is in the streets!' **PURE EVIL**

'New York City graffiti-inspired art first triumphed in the museums and galleries of Holland's foremost institutions in the early 1980's, cultivating a fertile ground for an artistic worldwide explosion regarding street art. Laser 3.14 diligently works through this enormous forum, ably constructing a new series of vital manners of creating art forms both visually and sensually intellectual. Laser 3.14 is one of Holland's finest architects of this era, and we shall watch his creative strides into the next with maximum interest' **QUIK**

'Laser's writing has the function of revealing, in terms of pure art, the secrets of life, its hopes, its joys, its sorrows, its passion; he takes tagging to a different level' **HUSH**

'In an age when advertisements plaster every urban surface, it's refreshing to spot cryptic aphorisms hand written in public space giving us something more to ponder than our next purchase' **MARTHA COOPER**

'In the new generation of Amsterdam street artists one man stands out for his literary landmarks: Laser 3.14 is bringing pure poetry back in the streets' **HUGO KAAGMAN**

'I think the only way to "get up" as a writer is NOT to do what everybody expects from you, but to constantly do whatever YOU want to do. This allows you to develop a personal style that makes you unique and makes you stand above the crowd. Laser 3.14 understands that' **CAT 22**

'Today I found myself quoted on the back of Laser's book' **FAITH71**



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**NUR 640**

