

THE  
BETSY  
SOUTHBEACH



Idries Karnachi

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*«When the art of combining words to evoke images meets the art of combining images to evoke words.*

Idries Karnachi, born in Casablanca in 1993, is a versatile creative professional, excelling as a visual artist, architect, and urban planner. Despite his youth, he has already led a life that spans 11 cities, 4 countries, and 3 continents. His journey has been a tapestry of cultural experiences that have enriched his creativity. He was raised in Morocco, pursued his architectural studies in France, and delved into urban planning in Shanghai.

Following a stint at distinguished architecture firms like David Chipperfield Architects and Studio KO, Idries decided to forge his own path by establishing his studio, Studio nossnoss, where art and architecture harmoniously coexist across Paris, Marrakech, and Geneva.

Since his return to Morocco, he uses this culture of diversity daily through collages that capture the essence of Moroccan popular culture. Idries fearlessly reimagines reality, birthing extraordinary visual compositions.

In the realm of collage art, a technique involving the cutting and pasting of images to create unique artworks, Idries finds a powerful medium to express his worldview. He sees it as a means to transcend the confines of reality, explore diverse perspectives, and demonstrate that multiple truths can coexist. This pursuit, in turn, allows him to delve into various states of consciousness and shatter the confines of the mind.

He explains, «I imagine surreal scenes by combining everyday life objects, people or situations with imagery imbued with poetry or humor, sometimes carrying a message, inventive or simply pleasant. All these collages are visual narratives inviting the spectators to freely interpret what they see.»



## TAR'BOUCHE À LÈVRES, BY YVES SAINT L'ORIENT

عكر فاسي

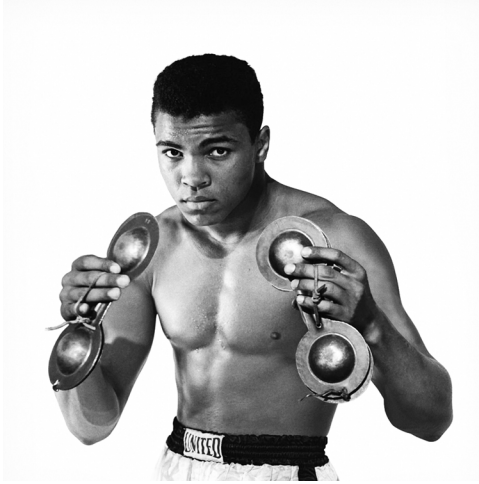
*Marrakech, 2019*

*40X40" - 24x24" - 17x17"*

*5 editions*

As a kid I always imagined that a morrocan guy wearing a red "tarbouche" (typical moroccan hat) is about to come out from these giant red lipstick ads.

*Certified fine art photo print, 100% cotton, 310 gr,  
acid-free support and 9 color pigment inks.*



## K.O K.O TECHNIQUE

TECHNICAL كوكاو

*Genève, 2020*

*24x24" - 17x17"*

*5 editions*

Gnawa musicians holding their "qraqebs" (moroccan iron musical instruments) always reminded me of a boxer in fighting stance. Phonetically "K.O-K.O" means peanuts in Moroccan dialect. Tribute to Mohamed Ali who cherished Morocco and its culture.

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## **CAFTAN AMERICA**

*Marrakech, 2023*

*40X40" - 24x24" - 17x17"*

*5 editions*

A « Caftan » is a loose, flowing garment typically worn as an outer robe or dress in Morocco. Moroccan caftans are known for their exquisite craftsmanship, vibrant colors, and intricate details. No need to explain that « Captain America » is a fictional superhero character known for his iconic red, white, and blue costume, which includes a star-spangled shield.

This collage is a tribute to Moroccan women, our superheroines, who create and wear these caftans, representing our rich cultural heritage and being the pride of our entire country.

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## LES CYGNES DE DÉPENDANCE

*Évian-les-Bains, 2022*

*40X40" - 24x24" - 17x17"*

*5 editions*

Head tilted to 60 degrees, eyes looking down, curved neck, an arched back, mistakenly trying to kill boredom.

«Cygnes» meaning Swan in french, can also phonetically refers to «signs». In this case the translated title become «Signs of addiction»

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## **THE IMPOSSIBLE LOVERS**

*Marrakech, 2023*

*40X40" - 24x24" - 17x17"*

*5 editions*

Directly inspired from René Magritte's famous artwork *The Lovers*, «The impossible lovers» goes beyond the barrier of fabric that prevents the intimate embrace between two lovers, and transforms an act of passion into one of isolation and frustration.

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## **LÈCHES-BABOUCHES**

*Geneva , 2021*

*24x24" - 17x17"*

*5 editions*

A moroccan bootlicker : A babouche-licker.

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**LG(BEE)T**  
**GUÊP(E)RIDE**

*Marrakech, 2023*

*24x24" - 17x17"*

*5 editions*

"Guêpe" means wasp in french, and it is phonetically close to the first syllable of "Gay Pride". The visual pun also works in english : LG(BEE)T.

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## **SEBSI N'EST PAS UNE PIPE**

*Marrakech, 2022*

*17x17"*

*5 editions*

Sebsi is a long and thin pipe from Morocco made of wood with a small terracotta tank.

«Sebsi» phonetically similar to «Ceci» in french, makes Magritte's most famous painting; «This is not a pipe» even more intriguing.

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## TAXI COLORS

*Marrakech, 2022*

*40X40" - 24x24" - 17x17"*

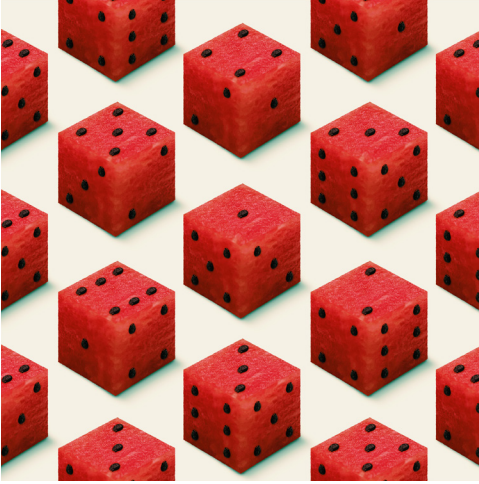
*5 editions*

In Morocco each city has predefined color for its taxis to prevent them operating in other cities. Ultimately taxis become a real testimony to the unique identity of each city.

Each taxi represented here corresponds to one or more Moroccan cities, which reveal their unique identity through the color of their taxis.

- Pink : Kelâat M'gouna
- Orange : Agadir
- White : El Jadida
- Green : Azrou
- Red : Casablanca, Fes
- Yellow : Salé, Mellal
- Blue : Rabat, Essaouira
- Mauve : Oulad Abbou
- Sky-blue : Meknès

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## **DÉLA7, LE FRUIT DU HASARD**

*Marrakech, 2022*

*40X40" - 24x24" - 17x17"*

*5 editions*

DÉLAH means watermelon in Moroccan dialect. Phonetically it can also mean dice roll.

"Le fruit du hasard", literally translated as "the hazard fruit", is a french expression meaning "happen by accident".

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## **MELOUIS VUITTON**

*Geneva, 2021*

*40X40" - 24x24" - 17x17"*

*5 editions*

"Melouis" are moroccan pancakes most likely to be served with butter and honey. Add "Vuitton" after it and it becomes the most expensive and fancy breakfast you 've ever had.

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## **POIRE AU THÉ SANS ATTENDRE**

*Marrakech, 2022*

*40x40" - 24x24" - 17x17"*

*5 editions*

« Poire au thé » literally translated as « Tea pear » phonetically refers to the French verb « poireauter » meaning to wait. Knowing how Moroccans can brilliantly decrease your waiting time by serving you tea, therefore the translated title becomes « waiting without waiting. »

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## **AIRBONES - تصنت لعظامك**

*Marrakech, 2018*

*17x17"*

*5 editions*

"Tssenet l3damek" - "تصنت لعظامك", literally translated as "listen to your bones", is a Moroccan expression meaning "To chill and relax".

Fun fact, nowadays you can actually listen to music through your bones by using bone conduction headphones converting sound waves into vibrations that reach the cochlea directly through the bones.

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## **THE ROYAL CHEESE TAGINE**

*Paris, 2019*

*17x17"*

*5 editions*

"Morocking" fusion food ; where american and moroccan food meet.

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## **SERVED EGGS**

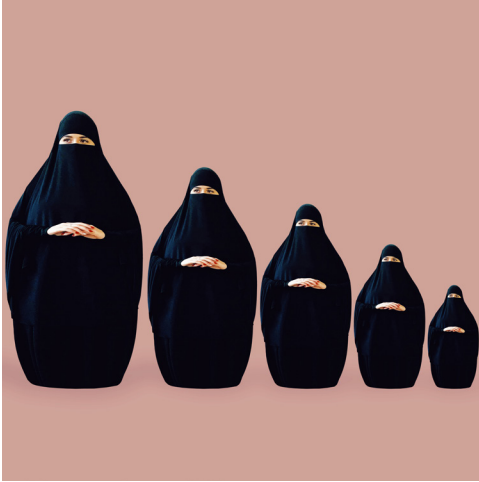
*Marrakech, 2022*

*40X40" - 24x24" - 17x17"*

*5 editions*

Ever wondered how to serve (eggs) in Ping-Pong ?

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## **THE AFGHAN DOLLS**

*Marrakech, 2019*

*24x24" - 17x17"*

*5 editions*

Everybody knows the Matryoshka/Russian dolls. Please meet their afghan cousins.

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