



Frédéric Jacquet aka Softlycolored ***French Technical Artist & Image Maker***

I am a French technical artist, a creator of dreamlike, surreal, and poetic images. My work blends various techniques, old photographic archives, and modern digital tools. My themes explore the multiple layers of history through associations of ideas and memories.

About the Artist

Frédéric Jacquet was born in Vienne, France, in 1967. Initially focused on drawing and painting, he quickly transitioned to large-format photography, using it as a medium to create illustrations inspired by literature or surreal allegorical compositions.

Alongside his personal artistic research, he began a career as an advertising photographer and filmmaker in 1991, collaborating with various companies, magazines, and publishers, primarily in Paris, Tokyo, and New York.

Today, he lives and works in an old silk factory in the Ardèche, in the southeast of France, where he nurtures his passion for antique industrial mechanics and curates an eclectic collection of objects. The surrounding nature is a constant source of inspiration.

His artistic influences include 19th-century French literature (Isidore Ducasse, Charles Baudelaire, Joris-Karl Huysmans, Alfred Jarry, Edgar Allan Poe, Rachilde) and philosophical explorations of the human psyche (Gaston Bachelard, Vladimir Jankélévitch, Montaigne).

His imagery, deeply surreal and pataphysical, often infused with a touch of sensuality, remains intentionally untitled and unexplained. His creative process is akin to a reverie—a wandering into the unreal and the imaginary, devoid of apparent meaning and thus challenging to articulate in words.

Much like dreams, his ideas emerge from improbable associations, shifting between light and shadow, never too serious, yet always phantasmagorical.

In his recent work, he explores the possibilities of artificial intelligence, merging his fascination with vegetation, landscapes, architecture, and feminine beauty. The result is a poetic drift between dreamlike visions and surreal reveries.

If one were to summarize the essence of his imagery, it would be an attempt to document an imaginary world outside of time—an uninhibited blend of artistic styles, from Art Nouveau to the absurd and grotesquely poetic, with a hint of futurism. His images serve as windows through which we can escape the present moment.

Creative & Technical Process

A skilled user of numerous graphic and video software programs, Frédéric Jacquet first discovered algorithm-generated imagery in 2010 through the Mandelbulb application, already revealing impressive creative possibilities. In early 2022, he began working with Midjourney—an achievement that felt like a revelation. It finally allowed him to materialize the most complex and previously unrepresentable ideas and concepts.

To produce an AI-generated image, mainly using Midjourney, he often starts by reworking one

or several images from his extensive archives—portraits, reports, travel photography, landscapes, reproductions... For more precise compositions, he stages and photographs still lifes or specific scenes, using them as a foundation to guide partially directed variations while leaving space for AI's visual suggestions.

We are still in the early days of AI-generated imagery, and while its current imperfections may soon be corrected, it is precisely these "accidents" that sometimes make the images truly compelling. We are living through a fleeting golden age—one that must be appreciated before this tool loses its "wild" and unpredictable essence.

Education

Frédéric Jacquet briefly studied art at **Lyon Bellecour Art School** before becoming an assistant in a major photography studio. There, he learned the discipline and precision of lighting, as well as the intricacies of film development and enlargement. This period provided him with the opportunity to create a serious photographic portfolio, which was quickly recognized and published in numerous international magazines.

Exhibitions

As an independent artist, Frédéric Jacquet has participated in numerous solo and group exhibitions worldwide, including:

- **Galerie Pierre Passebon** – Paris
- **Musée du Louvre** | *Gitane* exhibition (partner: Louis Vuitton) – Paris
- **Deep Gallery** – Tokyo, Japan
- **Kobe Fashion Museum** – Kobe, Japan
- **Internationaler Salon für Fotografie** – Frankfurt
- **XL-Art Center** – Ixelles, Belgium
- **Studio Mac Mahon** (with Tsuyoshi Hirano) – Paris
- **Galerie Vivienne** (with Tsuyoshi Hirano) – Paris
- **H.P. France** (with Tsuyoshi Hirano) – Paris
- **Centre Wallonie-Bruxelles** – Paris

Partnerships & Commissions

Throughout his career, Frédéric Jacquet has collaborated with prestigious brands, publishers, and institutions, including:

Lacoste, Louis Vuitton, Galeries Lafayette, Maison Française, Elle, *Studio Voice*, La Monnaie de Paris, Monoprix, Le Printemps, Le BHV, Kobe Fashion Museum, Tomorrow Land Co. Ltd., Tai Ping Carpet, Éditions Assouline, Moët Hennessy, Shiseido, WWF...

He was represented by **Elizabeth Lecocq** (artists' agency) and, for many years, by **Nicolas Langot - Atelier 108** (photographers' agent).