



EXHIBITION CATALOGUE

5th July – 31st August 2025



A SOLO EXHIBITION BY
ERNEST ZACHAREVIC

05.07-31.08.2025
FRIDAY-SUNDAY
12.00-19.00

**CULPRINT, 35 LEBUH MELAYU,
10300 GEORGE TOWN, PENANG**

BOARD TO SUPPORT:

CULPRINT.CO HOTLINE +6011 1608 9935

Art and ideas travel fast these days. But when artworks cross commercial boundaries—plucked from their original contexts and placed onto products, and branding campaigns, and aircraft livery—the creator is too often left behind.

We Need To Talk is an exhibition about creative ownership and the quiet, persistent exploitation of artists' work in commercial contexts. It shines a light on how original artworks are reused and profited from without consent, credit, or fair compensation.

For us, this issue hits close to home. In 2012, artist Ernest Zacharevic painted a series of murals around George Town, Penang. His works—*Kids on Bicycle* among them—have become a celebrated part of the city's identity. In the years since, those images have appeared on everything from corporate advertising to commercial spaces—often without permission, proper credit, or fair compensation. Zacharevic's efforts to communicate with such brands have been met with denials, unsatisfactory terms, and canned corporate shrugs instead of meaningful dialogue. His experience speaks to a wider pattern of powerful corporations ignoring basic artists' rights.

Art isn't made to sit quietly in frames. It's born from defiance, from culture, from place, and from decades of training. Each time uncredited work is turned into a cold corporate asset—often by airline, fashion, and F&B brands that fiercely protect their own intellectual property rights—it silences the artist and severs the work from its roots. This isn't edgy. It's exploitation.

Unfortunately, most independent creatives lack the financial resources or legal support to fight back. Proceeds from *We Need To Talk* will support Ernest's pursuit of fair recognition, with the aim of setting stronger precedents and protections for creatives across Southeast Asia. Your contribution fuels our collective call for greater respect, accountability, and conversations.



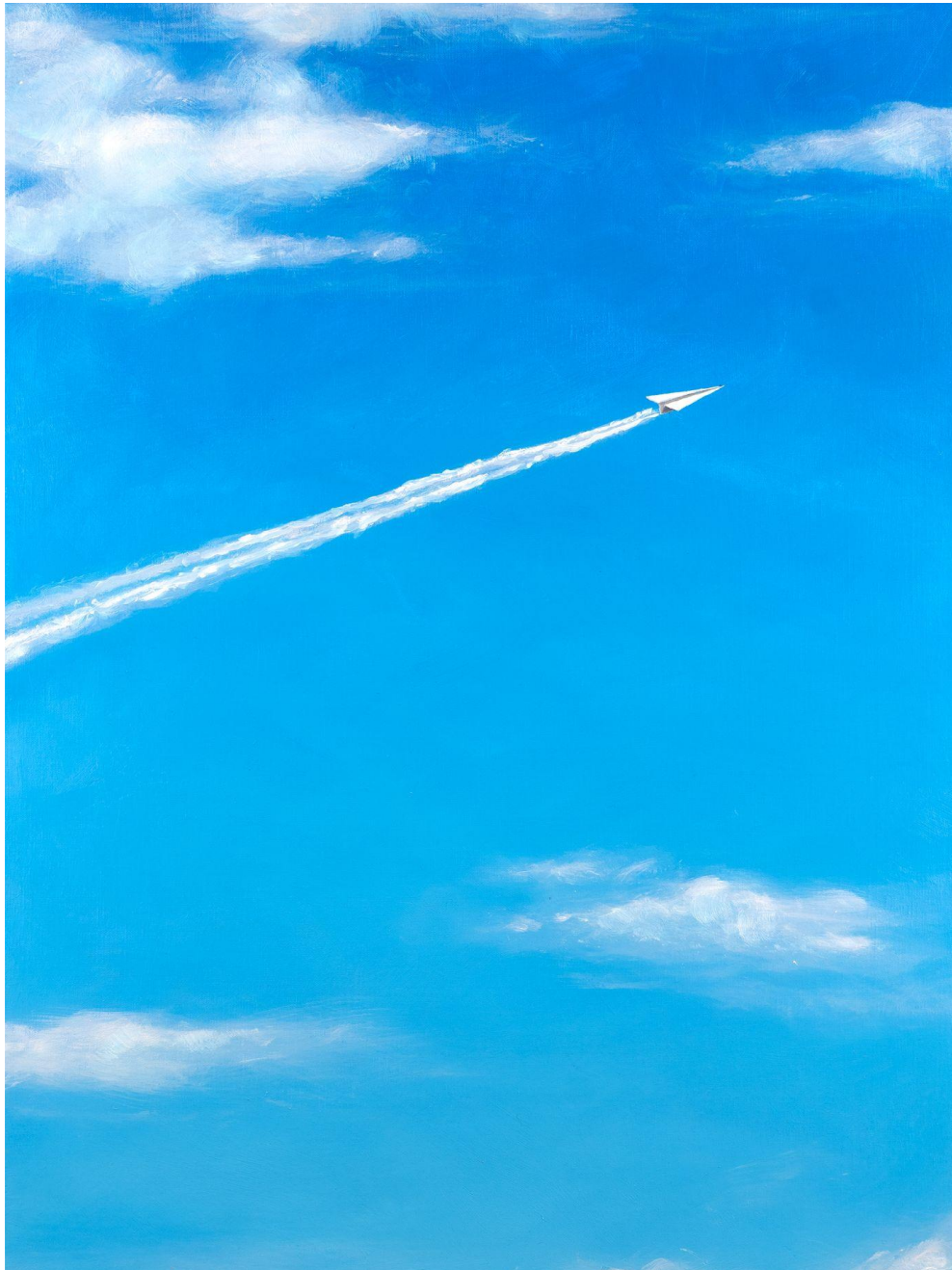
Artist:	Ernest Zacharevic
Title:	<i>Plein Air</i>
Medium:	Oil on Linen
Dimensions:	185cm x 132cm x 3.2cm
Year:	2025

All proceeds will fund his pursuit of legal justice against corporate art exploitation.



Artist:	Ernest Zacharevic
Title:	<i>Sky Hi</i>
Medium:	Oil on Linen
Dimensions:	61cm x 91.5cm x 3.9cm
Year:	2025

All proceeds will fund his pursuit of legal justice against corporate art exploitation.



Artist:	Ernest Zacharevic
Title:	<i>Hi Sky</i>
Medium:	Oil on Linen
Dimensions:	61cm x 91.5cm x 3.9cm
Year:	2025

All proceeds will fund his pursuit of legal justice against corporate art exploitation.



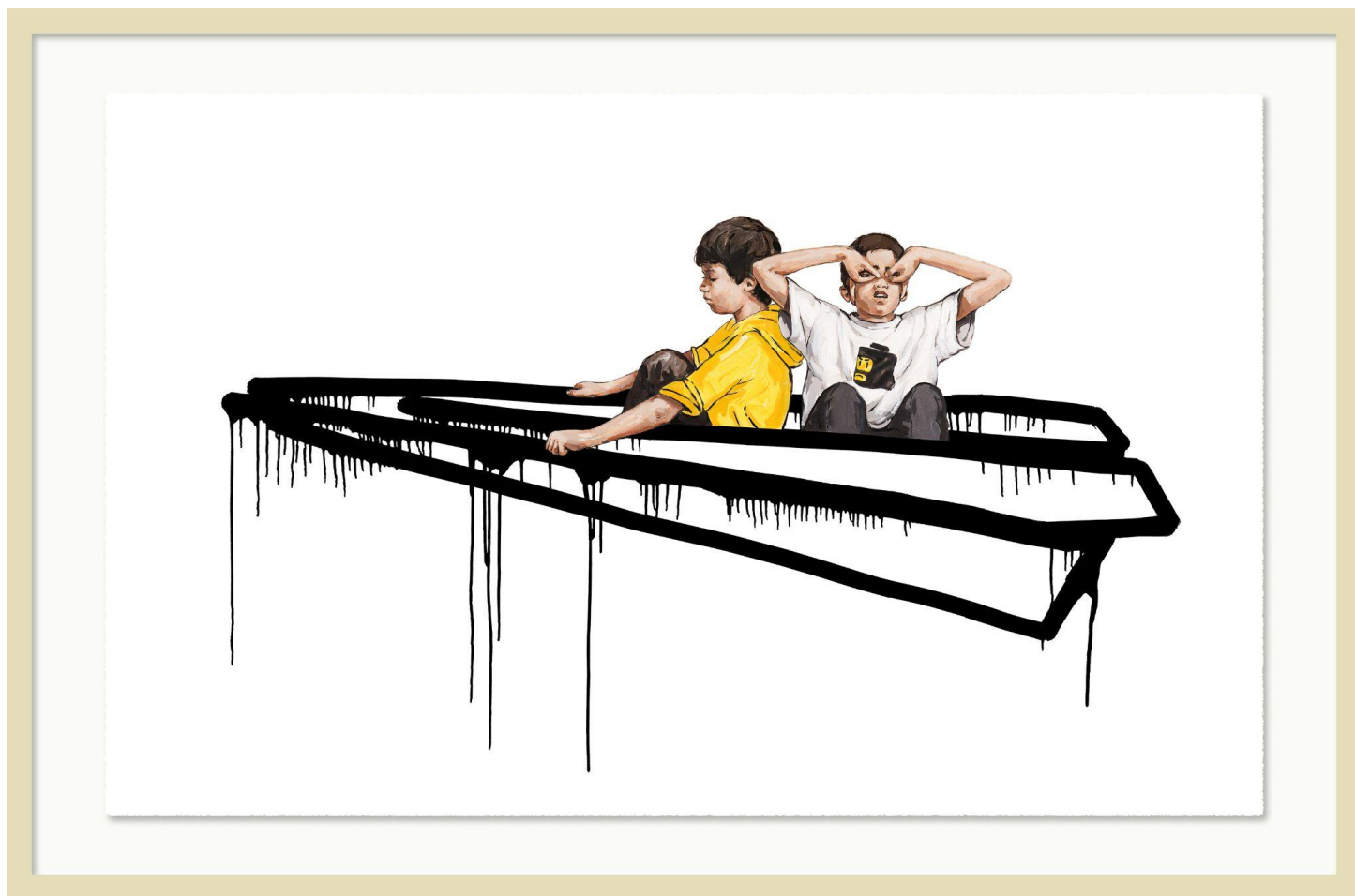
Artist:	Ernest Zacharevic
Title:	<i>Paper Plane</i>
Medium:	Oil, Acrylic, Emulsion paint on Linen
Dimensions:	137cm x 91.2cm x 4.4cm
Year:	2025

All proceeds will fund his pursuit of legal justice against corporate art exploitation.



Artist:	Ernest Zacharevic
Title:	<i>No Fly Zone</i>
Medium:	21 Layer Silkscreen Print with Transparent Inks Hand Finished with Spray paint and Varnished
Dimensions:	90cm x 70cm
Year:	2017
Edition:	96/100

All proceeds will fund his pursuit of legal justice against corporate art exploitation.



Artist:	Ernest Zacharevic
Title:	<i>Paper Plane</i>
Medium:	Archival Pigment Print on 310gsm, Deckled Edge, Hahnemühle 100% Cellulose German Etching Paper
Dimensions:	50cm x 80cm
Year:	2025
Edition:	100



Artist:	Ernest Zacharevic
Title:	<i>Paper Plane (VAP)</i>
Medium:	Spray Paint on Archival Pigment Print on 310gsm, Deckled Edge, Hahnemühle 100% Cellulose German Etching Paper
Dimensions:	50cm x 80cm
Year:	2025
Edition:	50

**only available with the First Class package
under the We Need To Talk campaign*



Contact Us

For inquiries, reach us via
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