

The Colors of EMOTIONS

BY Ivan Allegranti

Vlad Pocol, a Swiss artist with a rich cultural heritage and an ever-expanding creative universe, has emerged as a unique voice in the contemporary art scene. His work transcends traditional boundaries, blending fine art, design, and fashion to craft a deeply personal yet universally resonant narrative. Pocol's main focus is for sure colour which is more than just a visual element. "I create and mix my own pigments, working to achieve depth and vibrancy. It's impossible to recreate the exact same colour twice, which makes each shade unique and precious," he explains. His fascination with colour took a transformative turn during a visit to the Fondation Gianadda, where he discovered Pierre Soulages' monochromatic use of black.

This experience, combined with the haunting melodies of pianist Martha Argerich, solidified his desire to dedicate his life to painting thus making he leave his prolific career as a judge in Fribourg (Switzerland). Pocol's approach to colour is deeply symbolic, influenced by Carl Jung's theories. Green, for instance, represents hope and healing, a poignant choice during his mother's battle with cancer. His multicultural experiences in Riyadh, Geneva, and Paris also shape his palette, particularly the Middle Eastern symbolism of green as a spiritual colour.

These layers of meaning infuse his work with a dynamic quality, making his art feel alive and



Vlad Pocol working on a new pigment painting.
Photo: BRAX (@doha.somemusic)
Artistic direction: Christelle Petrus.

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ever-changing. Born in Switzerland to a family of Romanian political refugees, Vlad's personal history is central to his artistic practice. His ancestors' journey from the Middle East to Europe shaped his identity and artistic vision. "Migration is central to my practice," he says. "The curvatures and fluid forms in my work reflect these journeys in which nonlinear transitions shape my identity. They symbolize movement and connection." Pocol's exploration of migration extends beyond geography to emotional and spiritual realms.

He sees migration as a process of growth and self-discovery: a shedding of societal and familial baggage to become a better version of oneself. His art invites viewers to reflect on their own transformations, offering inspiration for personal growth. In January 2025, Pocol launched his first collection of objects and furniture, available through his website, www.vladpocol.com. This venture is part of a broader project, Studio Pocol (www.studiopocol.com), which offers interior design services. "Expanding into design and fashion is a way to construct a unified creative universe where all these practices meet," he explains. His work in design blurs the boundaries between disciplines, creating a cohesive and impactful body of work. His design collection is an extension of his artistic ethos: inviting, dynamic, and deeply personal. Each piece reflects his commitment to breaking conventional limits and exploring new formats.

In 2024, he became the first Swiss artist to hold a solo exhibition in Saudi Arabia, a milestone that marked his growing international recognition as well as being represented by one of Los Angeles' leading art galleries. His works have been acquired by collectors worldwide, allowing his creations to travel and inspire diverse audiences. Looking ahead, Pocol's ambitions remain boundless. He is working on a fashion project that merges art and fashion, crafting new narratives and expanding his reach. "When I decided to dedicate myself entirely to art, I promised myself I would never impose limits," he reflects. This philosophy drives his goal of building a global creative brand that spans multiple disciplines.

Through social media platforms like Instagram (@vladpocol), Vlad documents his journey, inviting his audience to be part of his evolving story. His dedicated team, collectors, and community form a vital support network, empowering him to turn his vision into reality. In a world where creativity often conforms to market trends, Vlad Pocol stands out as an artist who dares to explore freely, creating deeply meaningful work that resonates across cultures, disciplines and emotions. His story is one of resilience, transformation, and boundless creativity, an invitation to see art as a living, breathing force that shapes and inspires the human experience. •

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Vlad Pocol with his artwork Untitled (2024, 150 cm, oil on canvas, 2024, burgundy gradient).
Photo: Cyrane Rowley (@cyranelo)
Direction: Christelle Petrus.



Vlad Pocol with multiple artworks in the background.
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