

Most artists, however, have continued regardless. One of the most internationally renowned Congolese artists in the exhibition is Chéri Samba, 58, whose works have been shown at the Pompidou in [Paris](#) as well as at MoMA in New York and at the 2007 Venice Biennale. Having begun life as a billboard painter in the 1970s, he went on to pioneer the Popular style of art - bright, eye-catching works that focused on everyday life and often incorporated text.



📷 Untitled, by Pili Pili Mulongoy. Photograph: Pili Pili Mulongoy/Fondation Cartier



“With my paintings I want to captivate people and I want the messages of my paintings to be direct,” Samba said. “I direct my work at the leaders and I want to use my paintings to talk about subjects they may have forgotten but are important to the people. My paintings inspired by daily life and for me, the meaning of Popular art is where people of all milieux can recognise the themes, the topics, the subjects that I am treating. This was created as art for the people.