
REGENESIS - Pokerdeck

What is zalem industries zalem for short. The art direction and purpose have moved to some new grounds with the unveiling of Regenesi. According to Alex, *"While producing cards remains will remain the main social activity, I'll bring along a universe to complete with each new deck or artwork release. So, expect posters and more to accompany your decks."*

The Universe of zalem

zalem's personality, as a whole, as a brand, its image, is highly inspired by the dystopian atmosphere found in GUNNM's universe, Huxley's A Brave New World and the movie Equilibrium. Alex said, *"Today I'm making my own graphic world and atmosphere out of it, a mixture of pop art, brutalism, metabolism, modern urban styles, streetwear and a bit of myself. To open the doors for zalem, I have prepared an introductory deck called **REGENESIS**".*

The Concept of Regenesi

Colors are priceless as they have this power to pull and push ecstatic emotions from and to you. *"I like to try and capture then portray some essences of the imaginative part of my mind into colored shapes. **REGENESIS** is some sort of stream of consciousness lost in space and time continuum - and happy to be there. Within the underground of zalem, there is an intent to bring back colors, and to use cardistry to put them in motion by the power of cards x the hands."*

The Art of Regenesi

Regenesi is made out of 4 Pantone colors: sharp indigo for the base, a sea-foam green for the stream, a vivid coral for emphasis and pastel pink for punctuation. The face cards are adapted-standard faces. *"You'll find zalem's glyph logo (the letters ze) printed right in the center in plain white of the courts. Big enough to make a statement. As for the pips - except for the colors and the sorta-watermark (blacks in seafoam green, reds in coral). Now, enjoy 4 fully customized aces that go in harmony with the back design!"*

The conception, performance and editing of this trailer by Seiji Matsuoka