

Every Iravox track comes to life through a music video and an artwork ranging from fantasy to sci-fi imagery. A standalone visual universe, conceived and created entirely by the artist herself.

THE VISUAL CONCEPT OF IRAVOX

Iravox is not a physical person, but an invented artistic character, sometimes sci-fi, like a cyborg assembled in a lab, sometimes fantastical, like a virtual queen on a crystal chessboard, a fiercely lucid madwoman locked in the musicians' asylum, a lady trapped inside an ancient painting, a modern 'Iravox in Wonderland' chasing the White Rabbit, Medusa crowned by her writhing tangle of snakes, and yet more... alien, bird-woman, avenging angel, vampire queen, music alchemist, siren, or ghost weeping for her lost love.

In her music videos and album covers, Iravox is all this and much more. She is divided into parts, she is a probing eye, a hand mimicking a marionette, but also an abandoned legless and armless mannequin singing to the moon.

Never complete, never entirely human, an interpreter of light and shadow, torn between divine grace and dark aesthetics, eternally elusive.

Iravox, a world, an unexplored planet just waiting to be discovered!