



DEODATO ARTE
Milan, via Nerino 2

Romero Britto. Da Miami a Milano
/
Romero Britto. From Miami to Milan

1 June - 10 August 2018
opening Thursday 31 May, 6.30pm

press release, 11.04.2018

Romero Britto arrives in Milan for the first time, with a solo exhibition, at the **venue** of **Deodato Arte** gallery in **via Nerino**, from **1 June to 10 August**. In his works, the neo pop Brazilian artist experiments and combines elements from cubism, street art and pop art, and stands out for his use of loud colours and simple forms.

The exhibition "Romero Britto. Da Miami a Milano/Romero Britto. From Miami to Milan" presents a selection of twenty works among which there are **canvases**, **sculptures** and **serigraphs**, of large, medium and small sizes. They are grouped together due to their chromatic components, always the protagonist of the artist's works.

Starting from cut-outs and street art techniques, which were early landmarks in his career, the artist personalized his style after a trip to Paris where he came in contact with the works of the great masters such as Henri Matisse and especially Pablo Picasso. It was born an original and unmistakable expression, which is characterised by an in-depth study and research of colour applied to themes and subjects in connection with nature and everyday life. In his works, Britto favours universal understanding to hermetism and crypticness. The recurrent protagonists of his works belong to everyday life, because the message of his art is indeed meant for everyone. They go along abstract themes, thus creating works that are characterized by a chromatic power that expresses positivity, empathy and optimism.

The simple traits – sometimes geometrical -, loud colours and icons remind the viewers of a fantastic world and cartoons; they evoke childhood memories and peaceful thoughts, in opposition to the chaotic crowded problematic and monotonous life from which Britto's works want to divert and distance the attention of the viewers.

The serigraphs *Huge* and *Alive* – works crowded with hearts – and the abstract themes, in *Curves* and *The Blues*, evoke a sort of chaos, an explosion of colours. *Huge*, by its title of "Giant" refers to the large size used by the artist in creating a work divided in four pieces that is more than eight square meters. *Alive*, which takes inspiration from the soundtrack of "Empire of the sun", is a celebration of music, love and happiness, while *Curves* and *The Blues* – with marked references to cubist roots – represent abstract landscapes. These landscapes underline the ability of the artist to play with the balance of forms and lines, creating a dynamic and lively set.

It is definitely a playful approach presented by the works, the subjects of which are animals, such as the sculpture *Royalty*, a small dog with a crown on his head, and the serigraph on canvas *Love Birds*, where two birds intertwine to form a heart at the centre of the work. It is evidence of the artist's love for nature and, at the same time, a pun as the expression in English "lovebirds" indicates couples in love, which are here symbolised by the two birds.

Great attention is also directed to the representation of people, often lovers, as in *Beautiful Evening* or *Love me tender* - a quotation of the song by Elvis Presley with the same name -, where a man and a woman fused together in an embrace express grace and deep love. The favoured figure is still the female one, an example of which is *Bellezza di Capri/Beauty from Capri*, a work that takes inspiration from the artist's visits to the island - a combination between

the Italian charm and the sensitivity of the Ancient World -, where an elegant lady with a large blue hat sits in the sun. In addition, *Trinity* that holds three nude women who show their voluptuous figures: here the contrast among the predominant cold colours and the red of the flowers and lips portrays a feature typical of the artist, the juxtaposition of complementary colours.

The exhibition in its entirety emphasises Britto's ability in creating contemporary masterpieces that contain universal subjects that make his art popular and accessible to everyone.

Short biography. Romero Britto was born in Recife, Brazil, in 1963. Since his childhood, he showed a keen interest in drawing and later in painting, serigraphy and sculpture.

Once he moved to Miami, he started his artistic career by becoming interested in street art from which he took inspiration for his early works on newspaper clippings and cardboard pieces.

Since 1985, his works have been on display in solo and group exhibitions, in public and private venues, in **America, Asia** and **Europe**. Worth mentioning are his participations in the group exhibitions: at the Carrousel du Louvre, the *Salon Nationale des Beaux-Arts* (International Exhibition of Fine Arts) in Paris, at the Museum of Contemporary Art/MOCA in Shanghai and at the National Modern and Contemporary Art Gallery in Rome.

He made many public art installations among which there are the ones at John F. Kennedy Airport in New York, Dadeland Station in Miami and Hyde Park in London.

Very popular among celebrities, he made portraits of well-known personalities from the entertainment, business and political worlds, such as Dustin Hoffman, Arnold Schwarzenegger, Michael Jordan, Eileen Guggenheim, David Rockefeller, Senator Ted Kennedy and Ernest Beyeler, founder of Art Basel, whose portrait is now on display at the Beyeler Foundation of Basel.

In addition, he made designed objects, accessories and stage costumes, such as those designed for the 41st Super Bowl edition. Britto has always accompanied his artistic activity with important collaborations in the advertising world, working with big companies among which there are Absolut Vodka, Disney, Campari, Coca Cola, Mattel, Ford, BMW, Bentley, and Dolce&Gabbana, which commissioned him murals, sculptures, logos and special editions of their products. In 2017, in recognition for his artistic work, he was nominated Art and Culture Ambassador of the City of Miami.

Deodato Arte

Deodato Arte is a dynamic contemporary art gallery with venues in Milan and in Brusino Arsizio (Lugano), Switzerland. Since 2010, it has presented internationally known artists, modern and contemporary, such as Marc Chagall, Pablo Picasso, Andy Warhol, Damien Hirst and Christo. Special interest is given to Pop culture to which group and solo exhibitions have been dedicated, displaying artists the likes of Mr. Brainwash and Takashi Murakami. In addition to its own exhibitions and projects, the gallery collaborates with museums and takes part in national and international fairs.

Since 2017, Deodato Arte has opened a new space in Via Nerino 2, in the heart of Milan, next door to the historical venue in Via Santa Marta 6.

The gallery operates with multimedia tools, two its websites: www.deodato.gallery dedicated to the exhibitions and the artists, and www.deodato.com with an exclusive e-commerce service for collectors.

Exhibition details

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Venue Deodato Arte, via Nerino 2 - Milan

Dates 1 June - 10 August 2018

Opening Thursday 31 May, 6.30pm

Opening Hours Tuesday - Saturday 10.30-14.00 and 15.00-19.00

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