



**DEODATO ARTE**  
Milan, via Santa Marta 6

**ICONS**  
**Ultime tendenze NeoPop**  
/  
**ICONS**  
**The latest NeoPop trends**

*curated by Christian Gangitano*

**15 June - 29 July 2017**  
opening Wednesday 14 June, 6.30pm

*press release, 19.05.2017*

**From the masters of Pop Art up to the latest NeoPop generations. Today the artist becomes a label and a brand.**

From 15 June to 29 July **Deodato Arte** captivates the public in Milan, in the group exhibition called "ICONS. Ultime tendenze NeoPop/ICONS. The latest NeoPop trends", curated by Christian Gangitano, presenting meaningful artists who offer a wide overview on Pop art, from the 1970s up to today.

More than thirty works on display illustrate the peculiarity of NeoPop as a carrier of subjects that are linked to what concerns society and ethics, to allegories, and to a subtle analysis and critique of contemporary society. Thus NeoPop art transforms these messages into icons endowed with a strong emotional impact, hence the title of the exhibition, **ICONS**.

Christian Gangitano says: "*By demolishing the barriers between fine arts and crafts, in favour of an art which is within everybody's means, by using techniques close to marketing and communication, today the artist becomes a 'brand-name'. Pop Art in its first historical appearance, initially as a European trend and later American, is marked as an art which is available only from the iconographic point of view, but still not completely from the point of view of art collecting and a worldwide distribution. In its various forms today's Pop art - that has become NeoPop thanks to new generations of artists - becomes more accessible, more widespread and more understandable. It is now linked to languages and mixed media which are more and more cross-referenced, from street art to web 2.0 and marketing, until it merges with fashion and design. The borders among different disciplines become more and more vague*".

NeoPop art appears and takes inspiration from brands of internationally known products that are typical of mass consumption, from comics to sub-cultures up to advertising campaigns, superheroes and movie stars. It is able to quickly spread throughout every platform, it becomes immediately accessible and recognizable and, for this reason, is subject to a constant evolution. Thus it is well represented by this exhibition, which involves several prominent artists such as: **Andy Warhol, Keith Haring, Mr. Brainwash, OBEY (Shepard Fairey), Takashi Murakami, Tomoko Nagao, Marco Lodola, Pao, Massimo Giaccon, Matteo Guarnaccia, Felipe Cardena and Mr. Savethewall.**

Starting with Andy Warhol, the father of Pop Art, whose works on display are *Marilyn Grey* and *The Beatles*, the works here exhibited highlight how the symbolic images of a culture of fast-moving consumer goods have become the privileged objects of the new figurative art wave: from comics heroes to famous people who have become reference and integral part of the collective imagination of several generations, from the 1960s-70s up to today. For instance, the

character of *Batman* is recurring and repeatedly appears in the serigraph *Super Heroes Mix* by Massimo Giacon, in the light-box by Marco Lodola and in the work by Pao, *Batman vs Penguin*, which hints at the fight between the bat man and his enemy, who is here transformed into the penguin typical of many of the artist's works. With a serigraph of bright colours Felipe Cardena, instead, focuses on *Spiderman*, a character created in 1962 and that today is a great producer of gadgets, films and videogames.

Inspiration - taken not only from the iconography of comics, but also celebrities from the world of culture, cinema and history of art - is present in the works by Mr. Savethewall, by Mr. Brainwash - who is known for his collaborations with Banksy and his stencil technique that he uses to portray Charlie Chaplin and Mickey Mouse -, and in the works by Matteo Guarnaccia who in *Pedal sutra* hints at the Beat Generation, reminiscing about freedom and emancipation from cultural stereotypes.

Together with the icons of our time what emerges are also references to what is actual and social, to cultures and forms of expression that periodically and significantly reappear in the artistic research. This is clear in the lithographs by Keith Haring who by using the way of expression of street art - also by taking inspiration from different art trends from the worldwide history of art - conveys the most important themes of his own time with immediate effect. It is clear from the hints at the Italian art of the past in Felipe Cardena's work *La dama con l'ermellino/Lady with an ermine*, that expresses the present tendency to portray also the subjects of paintings like *celebrities*. And also in the attention to ecology and the environment in *Pacific Trash Vortex* by Pao who evokes an island of rubbish floating in the ocean.

The already well established economical and cultural power of Asia is reaffirmed through the works by Takashi Murakami, who is actively in favour of divulgation and accessibility of art that today is comfortably expressed in objects, brands, video animation and advertising campaigns, as it is proved by his collaboration with Louis Vuitton.

The themes of collective imagination and fast-moving consumer icons are perfectly summarized in the works *Il Quarto Stato after Pellizza/The Fourth State after Pellizza* and *Medusa Madrid Red* by Tomoko Nagao who combines the latest trends in NeoPop art with a personal way of expression by using digital images, stencil art and painting.

### Deodato Arte

Deodato Arte is a contemporary art gallery with venues in Milan, Hong Kong and Brusino Arsizio (Switzerland). Founded in 2010, Deodato Arte boasts a large collection of works by contemporary and historically established artists. Since 2013, in addition to dealing with internal exhibitions and projects, the gallery has been focusing on taking part in national and international shows, especially in Asia.

### Exhibition details

**Title** ICONS. Ultime tendenze NeoPop/ICONS. The latest NeoPop trends

**Curated by** Christian Gangitano

**Venue** Deodato Arte, via Santa Marta, 6 - Milan

**Dates** 15 June - 29 July 2017

**Opening** Wednesday 14 June, 6.30pm

**Opening hours** Tuesday - Saturday 10.30am-2pm / 3pm-7pm

**Info to the public** Ph. +39 02 80886294 - [galleria@deodato-arte.it](mailto:galleria@deodato-arte.it)

[www.deodato.com](http://www.deodato.com)

### **Press office**

**IBC Irma Bianchi Communication**

Ph. +39 02 8940 4694 - mob. + 39 328 5910857 - [info@irmabianchi.it](mailto:info@irmabianchi.it)

text and photo downloads from [www.irmabianchi.it](http://www.irmabianchi.it)