



DEODATO ARTE
Milan, via Santa Marta 6

**Mr. Savethewall. La realtà oltre il muro /
Mr. Savethewall. Reality beyond the wall**

2 - 31 March 2018

press release, 26.02.2018

“La realtà oltre il muro/Reality beyond the wall” is the new solo exhibition of Mr. Savethewall featured by Deodato Arte from 2 to 31 March in their venue in Via Santa Marta. A *group* of about 30 works, **old** and **new**, describes his non-conventional artistic view, his direct language and will to deal with profound themes through a precise and apparently light way of expression.

The main themes are the condemnation of society, of the present world, and the invitation to understand the reality beyond the wall, of which the work *Is this love?* is a metaphor. It represents a heart slung across and aimed at new horizons, different visions of what - sometimes myopically - we are used to reading.

It is the artist's nonconformist attitude, always present in his way of making art, close to street and urban arts, to techniques linked to stencil and paint cans, but opposed to illegal art on walls - a concept, which he reaffirmed in his pseudonym “save the wall”. Hence, Mr. Savethewall expresses himself by using cardboard, wrapping paper, wood, metal, Plexiglas and salvaged materials.

The artist takes inspiration from themes that are linked to social models, politics, actuality, icons and symbols belonging to the collective imagination, multimedia forms of communication; by using wit and provocation he encourages a reflection and the search for meanings, and at the same time offers a personal reinterpretation of the codes of language and iconography.

The need to stir people's consciousness emerges especially in the series *Kiss me*, where the subject is a well-dressed charming frog, but which it is better not to trust. Behind its show off beauty, it is devoid of substance. It is a sort of admonishment not to let appearances, which mar society, blind us. The frog, even though a positive figure - as it is designed only to move forward - can take on deceiving appearances and create the delusion of prince charming, so much as to having a crown, like in the new work *King me*.

La famiglia del Mulino Bianco non esiste/The Mulino Bianco family does not exist offers a more explicit message. Here the vision of the “perfect family” is overtly rejected, as it is a model that according to the artist creates frustration and feelings of inadequacy, moods that are caused by a society aiming at perfection, victory-oriented and with no weaknesses. It is one of the first stencil works made to which Mr. Savethewall is particularly attached because it represents achieved freedom.

The new digital and social communication tools are the main characters of some works, such as *Please Holy iPad*, where a little girl prays to the iPad in order to have her father back, who is too focused on his work. And *Ricambio generazionale/Generational handover*, which sums up the lack of communication between a sparrow and the bird symbol of Twitter; *Selfie ergo sum/I take a selfie, therefore I am*, a reinterpretation of Descartes argument, in a view that is completely reversed and mirrors contemporary society and its dependence on digital media.

There are also iconic characters such as *Geppetto*, who proudly hugs his DIY-assemble Pinocchio bought from Ikea. It is presented on different media - a procedure used by the artist also for other subjects - and in this case is represented on a street signpost on Plexiglas. The superimposition of nine sheets of Plexiglas and their respective stencil works offers a complete reading of the work via the layers and different depths, each one of which adds a specific

meaning. If at first glance the spectator's attention is captured by the vision of a happy Geppetto, a more in depth analysis introduces topics of greater complexity, linked to economics and linked to the difficulties that small and medium entrepreneurs must face daily.

Mr. Savethewall stirs his art in this direction. He himself defines it an art of "deep lightness" that is indeed characterized by a superficial lightness, but that becomes deeper and deeper the more carefully you read it. Works such as *I can fly* – that contemplates the possibility of flying, of following one's own dreams – and *Cupida/She-Cupid* - where a young Shirley Temple hands out love by using spray cans – are emblematic of the spirit of evasion, positivity and redemption, which complete the message that the artist wants to deliver to the world.

Short Biography Pierpaolo Perretta, a.k.a. Mr. Savethewall, was born in Como in 1972. Since his childhood, he has expressed his art in different ways, showing a special interest in drawing. After his chartered accountant qualification, for ten years he worked as a manager for Confartigianato (Confederation of Skilled Crafts), and from 2013 on decided to dedicate himself completely to art. His first example of temporary urban art was in Como where he taped his works to the walls around the city. His works earned great success and sparked the interest of galleries and public venues that then invited him to exhibit in their spaces. Among his solo exhibitions worth mentioning are those at the Social Theatre of Como (2013), the festival of reading of Ivrea (2014), Fideuram Bank of Varese (2014), the Church of St. Peter in Atrio in Como (2015), Mondadori Megastore in Piazza Duomo, Milan (2017). For Expo 2015, Oscar Farinetti commissioned a triptych to the artist, *L'Italia s'è desta/Italy has awakened*, which was displayed at the entrance of the Eataly Pavilion in the group exhibition "Il tesoro d'Italia/The treasure of Italy", curated by Vittorio Sgarbi. In addition, since 2016, his works have been displayed in the permanent exhibition *Art on board* on board the cruise ship Ocean Majestic. His installations and performances have been presented at fairs and events such as GrandPrix Advertising Strategies at the National Theatre of Milan, ArtVerona, The Others in Turin, and SetUp Art Fair in Bologna. Also worth mentioning are his participations in the project StreetScape in Como and Affordable Art Fair Milano (2018). He now lives and works in Como.
www.savethewall.it

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

Title Mr. Savethewall. La realtà oltre il muro / Mr. Savethewall. Reality beyond the wall

Venue Deodato Arte, via Santa Marta, 6 - Milan

Dates 2 - 31 March 2018

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

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