

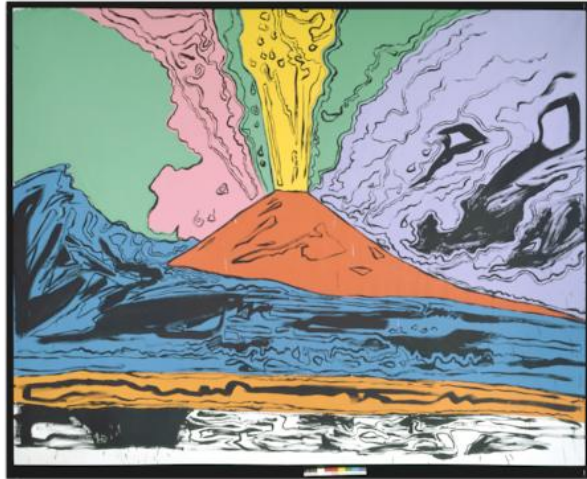


ANDY WARHOL BACK TO NAPLES

From **April 18th** to **July 20th**, 2014, the **PAN | Palazzo delle Arti Napoli** hosts the exhibition
"ANDY WARHOL. STOREFRONTS "

Curated by **Achille Bonito Oliva** and organized by **Spirale d'idee** in collaboration with the
Department for Culture and Tourism for the City of Naples.

The exhibition brings together 180 works and pays particular attention to the relationship that bound Andy Warhol to Naples, born in the mid-70s thanks to his friendship with the Lucio Amelio and Mario Franco. The exhibition runs, in fact, through the portraits of well-known personalities of the city, that met during his stay in Italy. Among the artists there are Graziella Lonardi Buontempo, Ernesto Esposito, Peppino di Bernardo, Salvatore Pica, and Joseph Beuysartist, and of course in addition to Neapolitan views of its Neapoliroid. Thank to his friendship with Lucio Amelio, the artist produced his well known headline word, "Fate Presto" (Hurry Up), based on the titled that appeared on the newspaper Il Mattino on the 23rd of November of 1980, when an earthquake took place in Irpinia area. The destructive violence of the event impressed the artist. The event inspired Warhol that a few years later creates a new series of works, Vesuvius, where the image of the volcano, one of the classic theme of Neapolitan iconography, is obsessively replicated in different colors. "For me, the eruption - explained Andy Warhol - is a shocking event, an extraordinary event and also a great piece of sculpture ... Vesuvius for me is much bigger than a myth: it is a very real thing. " The exhibition presents the series Ladies and Gentlemen of 1975 (aalong with their acetate and polaroid) and the drawings created by the artist from Wilhelm von Gloeden's photos (1978) bought by Lucio Amelio. The historical Marilyn series of and the one signed in by Warhol with the words "this is not mine" (Marilyn this is not by me), the artist had numerous partnerships with record labels, singers and musical groups, signing covers absolutely rare already in the late '40s and other early entries in the history of rock.



Andy Warhol, Vesuvius 1985 acrylic and silkscreen ink on canvas 230 x 300 cm Capodimonte National Museum, Naples © The Andy Warhol Foundation for the Visual Arts inc. by SIAE 2014

The title of the exhibition, Storefronts, was born from the idea to insert four spaces in the exhibition of the same name, which collect the dialogue never interrupted by Warhol with the commercial world of record companies, the luxury shops of Madison Avenue, retail supermarkets, the merchandising or cultural tourism, so that the series Golden Shoes, made in the mid-50s - when Warhol worked successfully as a commercial artist and window dresser - accompanied his transition from artist to everyone on behalf of the star system. Hence the presence of "Storefronts sections" with silkscreens of Campbell's soup, the "boxes-sculpture" and t-shirts designed by Andy Warhol Foundation for the Visual Arts in accordance with the will of the artist, who had followed his dream of popularity through the serial multiplication of their works, in an unprecedented competition with industrial production techniques and the rules of retail. The exhibition traces the nodes of an underlying empathy between the underground and mixed multiracial, beautiful and damned of the American metropolis and the magmatic popular creativity of the historical capital of the Mediterranean. A land poised between death and rebirth, drama and comedy, artistic and cultural riches kitsch and junk, which again is manifested as Torn Curtain on the interior of the contemporary scene.

ANDY WARHOL. STOREFRONTS

Naples, PAN | Palazzo delle Arti Napoli - Palazzo Roccella (Via dei Mille 60)

April 18th - July 20th 2014

Hours: Monday to Saturday from 9.30 am to 7.30 pm, Sunday from 9.30am to 2.30pm. On Tuesdays the exhibition halls on floor I and II will be close.

Admission: € 8,00 full - reduced € 4.00 (children aged 6 to 17 years) - € 5.00 students. Children under 5 years free. Family ticket 4 admissions: € 17.00

For more information, please call 081 3630018

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