



SPIRALE D'&DEE

E.A.C.  
ELECTRONIC ART CAFÉ

**NAPLES**  
**FROM MAY 22nd TO JUNE 23rd 2014**  
**At PAN | PALAZZO ARTI NAPOLI**  
**PAOLO DE CUARTO'S EXHIBITION**  
**TRACKS**

**The exhibition presents a selection of valuable works, some unpublished, made between 2010 and 2014. They dig into the Italian collective memory, through the reproduction of fragments of old advertisements that made the history of television.**

The exhibition, curated by Electronic Art Cafè (EAC) by Achille Bonito Oliva and Umberto Scrocca, presents 15 works, some unpublished, made by the Calabrian artist, born in Catanzaro in 1972, between 2010 and 2014. The works dig into the Italian collective memory, through the reproduction of fragments of old advertisements that made the history of television.

Tracks, a traveling project that has already touched Matera, Milan, Pietra Santa, and that will stop in Gallipoli (June 28th-July 28th 2014) and Guangzhou, China (July 4th-August 4th 2014) proposes a return in the recent past, the history of costume and of Italian society, through the brands of products, such as Coca Cola, Bialetti, Vespa, Supercortemaggiore and others. De Cuarto selects, isolates, and then zooms back onto the canvas.

Even his particular technique finds its roots in the past. In an age where digital reproduction becomes a common practice, De Cuarto uses the raw canvas on which stretches of the plaster that house up his drawing and his pictorial work, as it happened during the 20's when advertisement communication was made directly on the wall of the palaces and homes.

As the artist himself says, "technically I try to play the plaster on canvas, combining the filler sand and a small amount of glue. To this homogeneous mixture I also add other types of materials. "

In this way, De Cuarto completes a process of contextualization of the image, from the situation and from original, to transform it into a work of art, thanks to a simple and creative language.

"If pop-art - Achille Bonito Oliva writes in the catalog text - let prevail the hard objectivity of things, the work of De Cuarto occurs a phenomenon of coexistence and osmosis: routine and existentialism are combined in a constant ratio exchange. The extrapolation of the object does not lead to the disappearance of the subject but stresses its persistence through the cancellation of its habitual landscape and the formulation of a different context."

A catalog by Spirle Milano is also available.

### **Biographical notes**

Paolo De Cuarto (Paolo Scozzafava) was born in Catanzaro in 1972. He is the fourth of five sons.

The first period of his education took place in Calabria, where he began his research on the use of the material and plasticity of the image. In 1994 De Cuarto moved to Milan where he attended the Academy of Brera and the historic Bar Jamaica, and where he began to hone his passion for all the artistic forms of expression, that brought him to move to Spain where he studied for three years. In Milan he began to work as an assistant for Mimmo Rotella. From this experience a great intellectual partnership was born between the artist and his teacher. The collaboration between the two ended at the end of 2002 when Paolo began his independent artistic path. His works are held in important private and public collections in Italy and abroad.

Naples, May 2014

**PAULO DE CUARTO. Tracks**

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

**May 22nd-23rd June**

**From Monday to Saturday from 9.30am to 7:30 pm. Sunday from 9:30 am to 2.30pm**

**Free admission**

**Information:** info@spiraledidee.com

**Catalog:** Spirale di Idee, Milano.

**Press**

CLP Relazioni Pubbliche

Marta Pains, tel. 02 36.7557

marta.paini @clponline.it

www.clponline.it

Press releases and images on [www.clponline.it](http://www.clponline.it)