



PRESS RELEASE

OBEY: The Art of Shepard Fairey

The first solo exhibition of Shepard Fairey (OBEY) in Italy at Fabbrica del Vapore

16/05/2024 - 27/10/2024
Fabbrica del Vapore, Milan

Press conference
May 15, 2024, at 11:00 am

OBEY: The Art of Shepard Fairey brings to Italy for the first time a museum exhibition entirely dedicated to **Shepard Fairey (OBEY)**, one of the **most influential and internationally recognized street artists**, whose art has shown the evolution of Street Art and its languages. The exhibition, on view from **May 16 to 27 October 2024**, in the Cattedrale spaces at Fabbrica del Vapore in Milan, offers the public an unprecedented opportunity to explore Obey's artistic universe.

The exhibition is curated by the artist and Wunderkammern gallery co-produced by Fabbrica del Vapore with the support of the City of Milan.

OBEY: The Art of Shepard Fairey is a visual and conceptual journey through the artist's 35-year career, featuring a rich collection of works personally selected by him. Alongside a body of works representing the essence of his artistic production, **numerous unique, never-before-seen pieces**, conceived especially for the occasion, will be showcased in the special section of *new works* within the exhibition path.

Shepard Fairey (Charleston, 1970) is the artist behind **Obey**. Best known for the "**HOPE**" poster, a portrait of Barack Obama and an emblem of the 2008 presidential campaign, Obey's **style is essential and bold**, with a minimalist palette, influenced by the hip-hop and punk cultures. These cultures have taught the artist to **challenge social conventions**. This is the ethos Fairey infuses into all his artworks, inviting the audience to question and **take a stance** on current issues of great relevance.

The **five sections** of the Milan exhibition draw inspiration from the most iconic themes in Shepard Fairey's art: **propaganda, peace and justice, music, environmental and new works**. Through an immersive experience specially designed for Fabbrica del Vapore, each

section will provide the viewer with the **street artist's unique perspective**, encouraging deep **reflection**.

The exhibition opens with works featuring images and **iconic, evocative symbols** from the renowned *OBEY campaign* through which the artist elevated Street Art to a powerful **expression** medium. Continuing through the artworks of the *peace and justice* section, Shepard Fairey, leveraging the power of images, focuses on themes such as human rights, abuse of power, war and peace. Great attention is given to the latter theme, closely intertwined with the selection of **Fabbrica del Vapore** as the venue for his first solo exhibition in Italy: a former local transport company manufacturing railway and tramway equipment, during World Wars I and II it **refused to convert its production to war-related products**.

Appealing and impactful are the works in the *environmental* section, where the artist aims to initiate a dialogue with the viewer, reminding them of the importance of **collective efforts in safeguarding our planet**.

"Humanity seems to be in a perpetual state of conflict. Peace requires us to pursue harmony with thoughtful vigilance. I'm a pacifist. I believe in solutions to disagreements that avoid violence. We are an intelligent species capable of cooperation and solving problems without violence. When I look at humanity in general, most people want to live in peace. The majority of my art focuses on issues of justice, and an outcome of improved justice is a more equal, fair, and peaceful society. Through my art, I want to remind people of the equal humanity of all people, regardless of their race, religion, nation, or culture. There is no us versus them; there is only us." - Shepard Fairey

Finally, **the artist's universal message** is also expressed in the *music* section. Fairey admires the universality and accessibility of this art form. He himself cites musical groups such as the Sex Pistols, Black Flag, Bob Marley, and Public Enemy as his **primary sources of inspiration**.

The exhibition is promoted by the **City of Milan** in collaboration with **Wunderkammern** and **Deodato Group**, co-produced by **Fabbrica del Vapore**. Organized and curated by **Wunderkammern**. Main Sponsor: **BOEM**, Sponsor: **MTN**, Radio Partner: **Radio 105**, Media Partner: **Artuu Magazine**, In collaboration with: **Rinascente**, Technical Sponsor: **BIG Broker Insurance Group / CiaccioArte**.

Exhibition Information

Artist: Shepard Fairey (OBEY)

Title: OBEY: The Art of Shepard Fairey

Location: Cattedrale - Fabbrica del Vapore, Via Giulio Cesare Procaccini, 4, 20154 Milan

Dates: May 16 - October 27, 2024

Hours: Monday to Sunday, 10:00am - 7:30pm

Thursday, 10:00am - 10:00pm

last entry one hour before closing

For info and ticket: www.obeymilano.it

Promoters: City of Milan

Co-production: Fabbrica del Vapore

Organization: Wunderkammern and Deodato Group

Main Sponsor: BOEM

Sponsor: MTN

Radio Partner: Radio 105

Media Partners: Artuu Magazine

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Wunderkammern

Wunderkammern is the leading urban art gallery in Italy with locations in Milan and Rome. The gallery has been active in the field for over a decade, representing and promoting established, mid-career, and emerging artists, whose work is highly connected with public space. The gallery and its artists explore themes dealing with wonder, paradox, and the connection between the inside and the outside, the conventional and the unconventional, the private and the public.

Wunderkammern created several territorial projects in collaboration with major national and international museum institutions. The gallery directors are Giuseppe Pizzuto, Dorothy De Rubeis, and Deodato Salafia.

Deodato Group

The Deodato Group is one of the leading international players in the contemporary art scene. Founded in 2010 by Deodato Salafia, it includes the brands *Deodato Arte*, *Wunderkammern*, *Deodato.Tech*, *Phygi.io*, *Love Spot Galleries*, and *Artuu Magazine*.

With more than 10 physical galleries in Italy and Europe, it has active art and digital projects. Always looking to the future, the Deodato Group focuses on technology and development, constantly seeking innovative solutions for the art world. Deodato Group galleries represent internationally renowned artists, such as David LaChapelle, Liu Bolin, and Shepard Fairey.

Deodato.Gallery S.p.A. is listed on Borsa Italiana S.p.A. on Euronext Growth Milano.