

Avantgarden Gallery

presents

// TOP OF THE LINES //

NO CURVES

solo exhibition

Milan, 21st of MARCH 2013 - 27th of APRIL 2013

curated by Francesca Holsenn

Vernissage 21st of March, from h. 18.30, 29 Cadolini street, Milan
www.avantgardengallery.com

NO CURVES. Tape is the Material, the Scissors are the Tool, the Cut is the Action. Press defined him as 'tape artist'. In the past, tape in his hands, he worked on posters on the street, customizing personalities of international advertising, thus creating a pop world made of fragmented lines that remind the graphics of the earliest videogames, those characterized by 8-bit graphics.

The Tape is his art. Avantgarden, gallery sited in Milan that keeps an eye on selecting the best from international underground art, has chosen NO CURVES, among the most innovative artists on the Italian scene, to organize a solo exhibition which deeply explores his planning stage. NO CURVES, as designer, questions himself about the origin of 'the idea' and, as artist, about the representation of the creative process.

10 are the talents in the pantheon of NO CURVES: Fabio Novembre, Philippe Starck, Stanley Kubrick, Giò Ponti, Antoni Gaudì, Katsuhiko Ōtomo, Bruno Munari, Ettore Sottsass, Fortunato Depero e Le Corbusier. 10 souls of designers that NO CURVES put under his lens, creative minds whose philosophy and line of thought have been investigated by the artist, looking for clues, connecting concepts and images that materialize the passage from the idea to the creation.

Lines and color synthesize the connections among inspiration, philosophy, project and product in order to become work of art. The technique of adhesive tape leads the image to the strictest terms, and the lines intermingle, collide, and overlap, becoming the somatic traits of the characters but also symbol of the neural and synaptic connections at the basis of the art of 'creating'.

But, where does *'the idea'* come from?

The line of NO CURVES gets out from the exposed artworks and enters as guide into the artist's intimacy, in his studio, among his things, in the place where he collected the clues that then followed, making us part of his personal creative process.

At 'TOP OF THE LINES' will be also displayed "Adam & Eve" (2007) and "I'm young, I'm old, I'm dead" (2010), for which NO CURVES was chosen among the finalists of the 2010 Cairo Award.

Francesca Holsenn
Translation by Aurora Baldessin

NO CURVES - Bio

NO CURVES is the pseudonym under which hides one of the most well-known artist specialized in tape-art, i.e. the art of drawing with the adhesive tape: a product mainly employed as working material, becomes in the hands of the creative an extraordinary artistic element and a tool to investigate the man of the third millennium.

Since many years, NO CURVES is considered one of the leading representatives of the international *tape-art* scene, and thanks to the unquestioned technical skills acquired in the use of adhesive tape he was chosen by many international brands for advertiments and events of urban art (like *Adidas*, *Converse*, *Smart-Mercedes*, *Firetrap*, *Rolling Stone* and many more) and by *Tesa*, German company leader in adhesive tape world market, as solo artist for the event celebrating its 75 years held in Hamburg in 2011. In 2010 he was finalist for the *Cairo Award* -Contemporary Art.

www.nocurves.ws