

FROM 5 JULY TO 11 SEPTEMBER, DISSENY HUB BARCELONA

The urban art of Tvboy at Disseny Hub Barcelona

- Up to 70 works by Tvboy, including original paintings on canvas, installations and photographs of street art, will occupy different spaces in the Disseny Hub, interacting with the building's architecture
- In this exhibition, curated by Nicolas Ballario, love, power, heroes and the history of art are some of the primary themes explored in Tvboy's work
- Behind Tvboy is Salvatore Benintende, a leading international exponent of contemporary Urban Art and one of the most outstanding artists of his generation, known for his provocative and contemporary art



Photography: Arxiu Tvboy Studio

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From 5 July to 11 September, Disseny Hub Barcelona is hosting **'Tvboy. The Invasion,'** a conceptual exhibition that will be housed in different areas of the building with the provocative and contemporary art of **Tvboy** —the artistic pseudonym of **Salvatore Benintende**— an international exponent of the contemporary Urban Art movement and one of the most outstanding artists of his generation.

The exhibition, co-produced by Tvboy Studio and Disseny Hub Barcelona, brings together around **70 works**, including **original paintings on canvas, installations and pictures of street art**. This will be located in different spaces inside and outside the building to interact with both the environment and visitors. The works **are based around the four themes that characterise Tvboy's work, which are presented as thematic journeys: love, power, heroes and the history of art**. In the words of the exhibition curator, **Nicolas Ballario**, 'Tvboy perfectly embodies our times because **he breaks down the boundaries between disciplines** and encourages us to abandon a categorised and sterile vision of the world, both in terms of the techniques and tools he uses and the subjects he deals with.' He adds: 'Tvboy addresses **racism, discrimination, the environment, climate, cinema, sport, religion, violence, sex, death, immigration, love, friendship, power, heroism and art**. It is an encyclopaedia of images of contemporary society.'



Photography: Arxiu Tvboy Studio

The works that can be seen at **'Tvboy. The Invasion'** are distributed in different subjects and areas:

What is a kiss? The **kiss** is an element that appears in several of Tvboy's works, through which the artist shows us a path open to interpretation. Some of the protagonists are apparently rivals and are easily identifiable - as is the case of the **kiss between Leo Messi and Cristiano Ronaldo** - while others are anonymous. A kiss can be a reconciliation as well as a direct confrontation, a meeting point.

The Sky and the Wheat This area shows some of the works made by Tvboy following a **trip to Ukraine** at the invitation of the NGO Cesvi, one year after the start of the war. Made between **Kyiv, Bucha and Irpin**, these works portray the silent resistance of a people trying to maintain the spark of their daily lives. The protagonists are often **children** who provide us with a lesson: they show hope for the future and fight using colour and joy.

Blender Art Using popular culture, **Tvboy approaches the history of art by distorting and adapting it**. While the attitude is at times blasphemous, it is never provocation merely for provocation's sake. Tvboy breaks the aura of sacredness that often hangs over the great works of art history and, through the language of 'new pop', introduces the key figures of contemporary pop culture into the great classics of art. For Tvboy, modern culture is a blender, and **art becomes relevant and contemporary through a dialogue with society and with our daily lives**.

Power, I Stain You With these works, Tvboy sides with collectives that **throw paint at works of art**, and he chooses to be the one to throw paint on his own paintings. For Tvboy, there is no iconoclastic intention in this type of protest, and he is thus not afraid to interact with his works, giving them new meaning. The paintings chosen feature **heads of state, and in some cases dictators**, in order to criticise power and denounce its stagnation.

Works of Barcelona This section is dedicated to the city that Tvboy has chosen and is a tribute to an urban centre in a state of constant change. The artist chooses two icons, **Rosalia** and **Alèxia Putellas**: the first is represented as a religious figure, in a reference to Santa Rosalia, patron saint of Tvboy's hometown of Palermo. The second is a modern superheroine: this mural on the streets of Barcelona replaced one previously created by the artist to represent Maradona, demonstrating that even the most sacred personages can take on new forms. Other characters who appear in this section are **Franco Battiato, Raffaella Carrà, Freddy Mercury** and **Montserrat Caballé**, participants in the 1992 Barcelona Olympic Games.

Offering Life Humanitarian Commitment Humanitarian Commitment is a very strong source of inspiration for Tvboy, whose works are not only displayed on city walls. This section shows an imposing installation that represents the border between Ceuta and Melilla, as well as the work that Tvboy made on board an **Open Arms** vessel to welcome the women and men saved

at sea with a message of hope. In addition to Open Arms, Emergency and many other organisations have asked Tvboy to help them in their missions.

'Tvboy. The Invasion' is rounded out with a **photographic tour** of several murals by the artist. This is located on Floor -1 of the Disseny Hub and offers an overview of some of Tvboy's most iconic works, which can be seen in different locations around the world.

Who is TVboy?

Behind Tvboy is **Salvatore Benintende** (Palermo, 1980), a graduate in design at the Faculty of Industrial Design of the Polytechnic University of Milan and a student of Fine Arts in Bilbao. His first appearance as Tvboy took place at the Faculty of Design in Milan, which organised an exhibition that included one of his works. His ensuing success led him to reproduce the stylised image of a child with his face glued to the television set on the streets of Milan: these were his **beginnings as a street artist**. Meanwhile, he moved to Barcelona for love, and one event in particular brought him worldwide fame: on Sant Jordi, he made a mural in the centre of Barcelona that showed a passionate kiss between Messi and Ronaldo. The image was seen throughout the world, and since then, Tvboy has been featured in exhibitions at museums, galleries and on city streets, becoming one of the world's most recognisable and famous urban artists.

Jordi Basté, Radio and TV Presenter

'I am inspired by TVBOY's generosity, among other things, because instead of making his works personal and placing them in a gallery, what he does is place the museum on the street, and he leaves us great works of art that some might confuse with graffiti, but that says much more than what is written in graffiti. So long live this kind of art, and long live TVBOY in Barcelona.'

Luis Bassat, Publicist and Art Collector

'In 2016, we bought six TVBOY works. They say that we have a certain intuition about which artists will go far, and, in this case, I gladly admit that we got it right. TVBOY's work is a unique combination of elements of popular culture with a scathing critique of contemporary society, which provokes a deep reflection in the viewer. His urban pieces are a reflection of our time and his particular vision of the world.'

Oscar Camps, Founder of Open Arms

'TVBOY's work is a small grain of sand that helps to make the refugee crisis more visible. If the ocean is a safe place for them, then land must be hell.'

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