

Press release
September 2016

NEON

DAVID BOWIE ★ GOLDEN YEARS



'Fame – 1975' by Louis Sidoli



'Glamour – 1980' by Louis Sidoli

DAVID BOWIE IMMORTALISED IN NEON

Neon artist Louis Sidoli pays homage to Bowie's 'Golden Years'

Celebrated British artist, Louis Sidoli, is launching a solo exhibition of original neon art marking David Bowie's greatest moments this month. Hosted by Castle Fine Art, the exhibition will be launched with a private event at Halcyon Gallery on 22nd September.

Born from the artist's longstanding admiration of David Bowie, 'Neon' celebrates the pop icon's artistic journey from 1970-1980. This was a prolific period for Bowie, during which he produced over 10 seminal albums – what Sidoli calls his 'Golden Years'.

From performing as Ziggy Stardust during the Glam Rock years to his famed New Romantic Ashes to Ashes photoshoot, each piece of artwork reimagines iconic moments in Bowie's career in a fusion of aluminium and neon.

Containing approximately 180 individual components and taking between four-six weeks to create, each work starts life as a pencil sketch. The artist then undertakes computer aided design, metallurgy, engineering, carpentry and neon glass making before the pieces reach the gallery walls.

Sidoli has carved himself a new niche in contemporary pop art as the only UK artist to combine text, imagery and neon elements in this way. Many of his pieces also contain hidden symbolism in the layers of imagery.

Inspired by popular culture in all its forms, Sidoli places a special emphasis on Bowie as a pop icon, crediting the release of his 1971 album 'Hunky Dory' as a defining moment in his development as an artist.

He explains: *"It was the track 'Andy Warhol' on this album that from an early age, first ignited my curiosity and love of the pop art movement. It's fair to say that without this album, I might not have become an artist.*

"Today my work takes pop culture references from a variety of different sources such as newspapers, memorabilia and public records, to create artworks that are iconic and accessible."

In addition to symbols of mass culture, 15 years spent working as a designer in the car industry also heavily influenced Sidoli's style. His commercial experience working for brands including BMW, Mini and Land Rover formed a key building block for his artistic future – the engineering and craftsmanship in his work a result of his product design background.

After making a name for himself as a rising star of the contemporary art world, Sidoli was signed to the UK's leading fine art publisher, Washington Green Fine Art, in 2007. His work has since been the subject of over 50 solo and group exhibitions throughout the UK and USA and is owned by collectors worldwide, including high profile personalities such as Liam Gallagher, Ozzy Osbourne and Henry Holland.

Glyn Washington, Founder and Director of Washington Green, which owns the Castle Fine Art network throughout the UK, said:

"Louis Sidoli is a unique talent who likes to provoke thought and reaction in his work. His distinctive style is evolving the genre that began with Andy Warhol, as he carries on the Pop Art legacy through the experimental use of new materials and techniques.

"While pop culture references are plentiful throughout Sidoli's work, David Bowie remains the most enduring influence and reoccurring icon within his work. This ground-breaking new exhibition sees Sidoli craft a visual tribute to Bowie using neon as his medium."

Launching in London, the exhibition will then travel to Manchester and Birmingham before the end of the year.

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Exhibition details

NEON

David Bowie: Golden Years

HALCYON GALLERY

144-146 New Bond St, London W1S 2PF

Friday 23rd – Sunday 25th September 2016

Free entry

Open Friday and Saturday 10am-6pm, Sunday 11am-5pm

CASTLE FINE ART, KING STREET
12 - 14 King Street, Manchester, M2 6AG
Thursday 17th – Sunday 27th November
Free entry
Open Monday-Friday 10am-7pm, Sunday 11am-5pm

CASTLE FINE ART, THE MAILBOX
Ground Floor, The Mailbox, 5 Wharfside, Birmingham, B1 1RD
Saturday 10th – Sunday 18th December
Free entry
Open Monday-Friday 10am-7pm, Sunday 11am-5pm

Notes to Editors

As the UK's leading art publisher, Washington Green Fine Art brings new talent from around the world to the contemporary art market. Since its launch in 1986, Washington Green has specialised in publishing original works and limited edition collections from hundreds of acclaimed artists. Its unique artworks are available to purchase through its subsidiary, Castle Fine Art, and other independent fine art retailers worldwide. www.washingtongreen.co.uk

Castle Fine Art, a subsidiary of Washington Green Fine Art, is the UK's leading group of retail art galleries. Founded in 1995, Castle Fine Art now boasts a nationwide network of 34 galleries located in accessible, high street destinations – its ethos is encapsulated in its motto: Your World, Our Art. www.castlefineart.com

Halcyon Gallery

Halcyon Gallery was established in 1982 as a platform for inspirational art. The gallery is now based in Mayfair, London and represents a selection of renowned international artists. Together Halcyon Gallery's three London spaces and Shanghai space host a diverse programme of contemporary art, showing both established artists and new, emerging talent. A dedicated team specialise in rare masterpieces ranging from Impressionism to Pop Art, working closely with clients to build collections that have emotional resonance and importantly, impeccable provenances.