

The Fashion Pages

Michael De Feo's fashion takeovers come alive with his new solo show opening
April 8 at The Garage, Amsterdam



Michael De Feo, 'Untitled' (Rocky Barnes for Sam Edelman by Patrick Demarchelier), 2015. Acrylic on two magazine pages, 27 x 41cm.

Acclaimed NYC-based artist Michael De Feo, known as 'The Flower Guy', has adorned the streets of more than 60 cities worldwide with his iconic, idyllic symbolism for nearly 25 years.

The Garage presents the international premiere of his latest body of work *The Fashion Pages* with a solo exhibition opening in Amsterdam Friday 8th April. This new series created atop fashion editorials and advertisements stems from De Feo's recent takeover of the ad spaces of New York City bus stop shelters, with many of the photographers, models and brands involved applauding his unlawful 'collaborations'. Through his floral interventions De Feo transforms these images and the models within, blurring the line between unsanctioned & authorised works.

With his installation *The Fashion Pages*, Michael De Feo turns the icons of our time into ethereal creatures, inviting the viewer into the floral world he cultivates.

And keep a look out.

De Feo soon descends on Amsterdam, with plans of a bus stop fashion takeover near you.



Michael De Feo, 'Untitled' (Adele in i-D, Winter 2015, by Alasdair McLellan), 2015. Acrylic on magazine page, 30 x 23cm.

Best known in the street art movement for his iconic flower image, Michael De Feo has created unsanctioned works on the streets in over 60 cities from New York to Hong Kong over nearly 25 years. His most recent street projects are takeovers of fashion ads in NYC's bus stop shelters. His current studio practice reflects his interest in the world of fashion by painting atop images he sources from magazines. These works highlight the blurred line of illegal intervention and sponsored partnerships like his recently designed line of women's accessories for renowned New York brand Echo launching Spring '16. Other fashion projects include a takeover of Neiman Marcus' April catalog 'The Book' and an influencer campaign for Christian Louboutin.

De Feo's work has been exhibited in galleries and museums around the world, including The Aldrich Contemporary Art Museum (Ridgefield, Connecticut), Museo de Arte (San Juan), The New Museum (NYC), Colette (Paris), Stolen Space (London) and Macy's famous Thanksgiving Day Parade.

His work has appeared in a variety of film docs including Alice Arnold's *To Be Seen* (screened at The MoMA, 2006) & Banksy's Academy Award nominated *Exit Through The Gift Shop* (2010). De Feo's work has been featured in *The NY Times*, *Time Magazine*, *The London Sunday Times Magazine* & three times on the cover of *New York Magazine's* 'Reasons to Love New York' issue as well as appearing in nearly 40 books.

De Feo's award-winning kid's book *Alphabet City: Out on the Streets* employs NYC as his canvas using his paintings glued on the streets of Manhattan to illustrate each letter of the ABCs. It's now in its 5th printing by Gingko Press. Michael De Feo lives & works in New York City.



Michael De Feo, bus shelter takeover, Natalie Portman for Dior, New York City, 2015.

The Garage is a 17th century carriage house in the canals of Amsterdam. With a programme of high-end, low-key shows, the gallery celebrates the work of both emerging & established international contemporary artists through the presentation of intimate and high profile artist installations.

'The Fashion Pages' opens Friday, April 8, 2016 from 18.00-21.00, Saturday 9 & Sunday 10 11.00-18.00. The Garage is located at Brouwersgracht 75 in Amsterdam and is open by invitation. Email info@thegarageamsterdam.com for guest list and opening details.

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