



Allen Jones

MAÎTRESSE

Opening friday 7 ore 18.00

Curated by Pietro Tatafiore

From 7 december to 10 february 2019

mon/fri 11>13 | 15>19 or by appointment

It was the age of the first playmates, erotic and pulp comics, playboys magazine à gogo. It was the '70s and the '80s, years of freedom and transgression, sex was liberalized both at cinema and at theatre. Open doors to eros in the museums too; with Jones, Rosenquist, Wesselmann and Ramos, apparently it was all about sex. At the very heart of many Pop Art works, we find the Woman, as a muse and as an object of desire. The femininity's area was seen only through an erotic key, and becomes an explosive mixture where glamour, nude and popular culture combine themselves, provoking in the '70s scandal and harsh criticism by feminist culture. It remains the case that, after half a century, that kind of Art still makes waves and appears less violent than some contemporary advertising.

Allen Jones, engraver, sculptor, designer and painter, is one of the most famous and disputed British pop artists in the world, a leading figure in the international panorama. The artist has always expressed himself with an explicit language and a fetishist imagery, that does not exclude deviations towards bondage and furniphilia. Famous are the erotic sculptures where the woman is a piece of furniture, an object in the shape of a chair, a table, a coat rack! At the centre of his research exclusively women and always naked. But his provoking and hyronic, bright and realistic, attitude has approached sex as a mass phenomenon, it has nothing to do neither with perversion nor with a morbid interest towards the porn as end in itself. The world of cinema, of music, of fashion has ben inspired by his erotic and fetish imagery, and the artist, as in a true game of exchange has captured the ridiculous and ephemeral aspects of those environments, mixing them with elements of popular iconography. Among the artists who have been inspired by Allen Jones' scandalous world we find Stanley Kubrick, who furnished the *Korova Milkbar* of *Clockwork Orange*, faithfully reproducing the artist's erotic sculptures, and Barbet Schroeder who, for the cult movie *Maitresse* asked Jones to work at the image and the design of the whole film.

Valentina Rippa

Naples show, entitled *Allen Jones Maitresse*, exhibits a series of works connected to the world of cinema with a selection of multiples, both grahics and lythographies. Works in large format, brightly and vibrantly coloured, just like the brazen *pin ups*, all latex, high heels and whips, that populate the pop collective imagery that inspires the artist. The show includes also a series of works where "red lights" give way to an innocent and rarefied prohibited dream.



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