



**GALERIE  
ITINERRANCE**

# PRESS KIT

«DEUXIÈME DÉSINTÉGRATION» ADD FUEL'S SOLO SHOW  
GALERIE ITINERRANCE FROM APRIL 12TH, 2019

PRESENTATION

# «DEUXIÈME DÉSINTÉGRATION» ADD FUEL'S SOLO SHOW

**Itinerrance Gallery is proud to present "Deuxième Désintégration" the first solo exhibition by Portuguese artist ADD FUEL in Paris, France!**

Based on the practice of articulation and reinterpretation that has characterized his artistic activity, ADD FUEL presents in "Deuxième Désintégration" a new exploration of "Désintégration", a thematic first developed for his first project in Paris, with Gallery Itinerrance in the Tour Paris 13 (2013).

Based on the decontextualization of traditional motifs, this new body of work enhances the artists desire to bring forward his cultural roots, giving them a new life, playing with the audience's sense of sight and expectation, whilst disintegrating the square tile element into several new shapes and compositions.



"Deuxième Désintégration" was built with a set of visual references, patterns drawn from the artist's mind to hand in an intuitive process, with no limitations on visual thematic or specific influences other than the immediate ones on his mind.

This universe of seemingly irreconcilable referents that reveal the author's personality is here materialized in a body of work that combines pieces of a different nature; large and small-scale compositions that express a sophisticated dialogue between techniques and motifs both traditional and contemporary in origin, a showcase of items where the game of contrapositions and replications that typifies ADD FUEL's original language – one based on crossing artisanal methods, such as ceramic tiles or pottery, with industrial and digital processes of production.

"Twisted tradition and cultural heritage with a twist" are the key words and it's ADD FUEL's intent to enhance these ideologies. "We, as a collective set of people, must remember where we come from, we can look into the past, to our father's fathers, learn, reshape, look into the future, and evolve."



# BIOGRAPHY

## ADD FUEL



Starting out under the full name Add Fuel to the Fire, he first created a dark yet exuberant visual universe populated by a cast of slimy, eccentric and joyful creatures, influenced by a variety of interests ranging from video games to comics, animation, sci-fi, low-budget B films, designer toys, and urban visual culture.

In 2008, fascinated with the aesthetic possibilities of symmetrical patterning and tessellations, he shortened his moniker and began redirecting his focus towards working with and reinterpreting the language of traditional tile design, and that of the Portuguese tin-glazed ceramic azulejo in particular. Effortlessly blending these two seemingly-irreconcilable visual idioms, his current practice seeks to combine traditional decorative elements with contemporary visual referents into new forms that reveal an impressive complexity and a masterful attention to detail. If, on the face of it, his work in small- and medium-sized tile panels, large-scale stencil-painted murals, and print editions might seem simply a pastiche of classic formalism, a closer inspection rewards the viewer with a chaotic world of unequivocally original motifs and characters brimming with irony and humor. Creating balance and harmony from symmetrical repetitions, a build-up of layers and techniques of visual illusion such as trompe-l'œil, his multi-layered patterned compositions produce a poetic rhythm that plays with the viewer's perception and the (multiple) possibilities of interpretation.

Exploring a wide range of both manual and digital techniques in the fields of drawing, painting, ceramics, and printing, his practice expresses a sophisticated dialogue between the old and the new, between heritage and modernity.

# BIOGRAPHY

## ADD FUEL



Diogo Machado known as ADD FUEL is a Portuguese visual artist and illustrator born in 1980. ADD FUEL lives and works in Cascais, Portugal. With a degree in Graphic Design from Lisbon's IADE - Institute of Visual Arts, Design and Marketing, he spent a few years working in design studios in Portugal, followed by an eight-month stint in Munich, Germany. Since 2007, he has been focusing exclusively on his artistic work.

### Key dates

- 2019 : Production of a mural for Street Art 13, Paris, France.
- 2018 : Exhibition at the MUDE Museum, Lisbon, Portugal.
- 2017 : Production of a mural for Nuart Aberdeen Festival, Aberdeen, UK.
- 2016 : Production of a mural for Nuart Festival, Stavanger, Norway.
- 2016 : Production of a mural for Sacramento Mural Fest, Sacramento, USA.
- 2016 : Production of a mural for Muro Festival, Lisbon, Portugal.
- 2016 : Production of a mural for PUBLIC'16, Perth, Australia.
- 2016 : Production of a mural for 352walls, Gainesville, USA.
- 2015 : Production of a mural for Forgotten Project, Rome, Italia.
- 2014 : Invitation to paint many murals for Djerbahood, Djerba, Tunisia.
- 2013 : Production of a mural for Le M.U.R., Mulhouse, France.
- 2013 : Participation to Tour Paris 13, Paris, France.

# PRESENTATION

# GALERIE ITINERRANCE

Itinerrance Gallery, which opened in 2004 in the 13th district of Paris, is part of an urban field in full cultural expansion.

In its shows, the Itinerrance Gallery combines traditional canvases and installations. This exhibition scenography is a way to invite their visitors to live an immersive experience that extends the universe developed on canvases hung on the walls. Since its opening, many French and international artists, such as Bom.K, Borondo, Brusk, Btoy, David of the Mano, Ethos, Inti, M-City, Maye, Pantonio, Roa, Sainer, Seth, Shoof, or Wise 2 have been showing their work in the gallery. These exhibitions are an opportunity to present the work the public is used to see in the public space on different mediums and formats.

Itinerrance can also be seen «Outside of its walls». At the initiative of the BOULEVARD PARIS 13, curated artistic pathway established in the 13th district of Paris and after the ephemeral exhibition TOUR PARIS 13 (TOWER PARIS 13), the gallery developed new concepts of artistic experiences, first with the open air museum DJERBAHOOD in Tunisia in 2014, then with EARTH CRISIS, Shepard Fairey's eponymous installation on the Eiffel Tower in 2015 and more recently the STREAM project on the quays of the famous parisian river.

*Gallimaté*



## OPENING IN PRESENCE OF THE ARTIST

FRIDAY APRIL 12TH, 2019 AT 6PM

in partnership with Le Petit Alcoolier et Gallimaté

### GALERIE ITINERRANCE

24BIS BOULEVARD DU GÉNÉRAL JEAN SIMON, 75013 PARIS

Subway Bibliothèque François Mitterrand / Tramway Avenue de France

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### DEUXIÈME DÉSINTÉGRATION / ADD FUEL

FROM APRIL 12TH, 2019

Tuesday - Saturday

12AM - 7PM / Free Entrane

### PRESS CONTACT

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