



Città di Sorrento



**TvBoy at the vernissage of the Sorrento Young Art.
Villa Fiorentino, 7 April – start 7 p.m.**

Among the news and curiosities of the second edition of Sorrento Young Art the extraordinary participation of Salvatore Benintende, professional name TvBoy. In the style of interventions and performances that characterize his language, even in Sorrento we will live the emotion of a live painting performance.

The participation, strongly desired by the board of the Syart Cultural Association, is one of the dates scheduled for the inaugural evening. In a convivial and welcoming atmosphere, the setting of Villa Fiorentino, home of the Sorrento Foundation, will be the live studio of the Italian artist TvBoy who now lives in Spain, in Barcelona where, in 2004, he launched the "Urban Pop Art" Movement .

The city in its DNA, from the first steps in the art world, when in Milan, from a very young age, he experimented with Street Art and the first lettering, a never-ending path that led him to impose himself on the national and international scene in a few years. exhibiting at the Venice Biennale, at the MDM Museum in Porto Cervo, at the PAC in Milan, and in galleries and museums in Rome, Barcelona, Munich, Berne, Copenhagen, Berlin, London, Las Vegas and Miami. In every place he will sign his passage, initially with stencil then freehand, with the image that made him famous, that is a child with his face inside a television screen.

For the Sorrento event, the artist is working on a site-specific project, assisted by the Art Director Rossella Savarese, a canvas that, through the explosive force of the Pop language, will give life to cinematographic icons linked to the city. The art director comments with pleasure to have involved in the artist Syart: "At this moment we talk a lot about his interventions in Rome, I know his work for some time and the artist, along with other good street artists, carries out a targeted and interesting project. Street Art has always lived in a difficult condition, the important thing is the message that remains beyond censorship. We at Syart conceive of the event as a container of ideas and dreams and it is exciting to be able to share the work of TvBoy with the many young artists who follow us ".

In his works glamorous characters, movie stars of today and yesterday, how can we forget the icons against smog made to support the Clean Air Now campaign, in which one wonders what air would be forced to breathe today Anita Ekberg or Marcello Mastroianni.

In exhibition itineraries such as Pop Up Revolution and Pop Sider the name of TvBoy is flanked by works by the likes of Andy Warhol, Keith Haring, Jean-Michel Basquait and Roy Lichtenstein.

The Syart board expresses pleasure and expectation for the artist's presence.

Rossella Savarese