

## Agitpop

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Many designers consider themselves artists too, but Mauro Perucchetti went from running an international design and architectural practice to becoming a successful professional artist, conjuring work of candy-coloured, seductive aesthetic appeal with a message of social and political critique. Perucchetti is passionate about skill and craftsmanship, and likes to employ materials such as polyurethane resin in a technique that took years to perfect. 'The process is continually challenging my ingenuity,' says Perucchetti. His work is bold and richly coloured: ubiquitous and universally recognisable symbols and shapes, displayed as statements on consumerism, war and violence. A new exhibition, *Apocalyptic*, is the culmination of a body of work inspired by current world events and their explosive effects. Blast displays rows of rainbow-coloured hand grenades ready to loose their pins, while a jolly, shiny Chairman Mao displays his uniform's yellow star with a gormless grin. 'The word "pop" best describes what I do, as most of my pieces are extracted from aspects of popular culture,' explains Perucchetti. 'Apocalyptic also describes the culmination of the frivolous and extravagant state of affairs that we have recently both enjoyed and suffered in the art world.' On the use of the signature colourful yet minimal elegance of his work, Perucchetti says, 'Colours and aesthetics are very important to me, even when the subject is grey.'

**Apocalyptic** runs from 14 March to 18 April, at the Halcyon Gallery, 24 Bruton Street, London W1

