



NG ART  
GALLERY

# ARTIST BIOGRAPHY

## JOHNNY ROMEO

**“Pop individualism. A much manufactured one, but it gives people a sense of beckoning and being part of something bigger”**

Johnny Romeo's pop culture philosophy targets modern chaotic consumerism, a tour de force of 'can't cope culture'; it offers conceptual innovations that envelope society, from the confrontation of audacious pop icon images to juxtaposing a veritable slice of the reality we inhabit asphyxiated by materialism, advertising, brand names and excess.

Romeo perpetuates the perception of society's "lingua franca" – the widespread cultural elements of vernacular language, exciting the audience of modern, pop iconic culture; rediscovering, identifying and provoking the colourful pulsating energy of commercialism.

The audience is asked to view their society through Romeo's eyes and mind. The juxtaposed words and images awaken the viewer to a realisation and recognition of Romeo's philosophy of 'can't cope culture'.

Through the control, passion and rawness in the standing ovation of Romeo's modus operandi, his works encapsulate the diversity in attention and intensity of modern contemporary concepts. They are a powerful example of neo-expressionism colliding head-first into the pop establishment.

Romeo combines elements of high culture and lifestyle, with an aesthetically pleasing twist on Warhol's Popism, until they become indistinguishable. As Romeo attempts to create his artworks as a symbol of the rise of the non-individual, his bold use of colour, images, symbols and words emphasise the pop culture we are encompassed by.

Romeo negates a word whilst affirming another; hence, juxtaposing the relationship between objects and words for the viewer. It is through this technique that Romeo questions and alters the audience's perception of the work and its symbolic meaning, and draws forth ideas of his philosophy of 'can't cope culture'.

Through the utilisation of a vivacious oversized 'magnum opus' of artistic expression, the endless bright, bold symbolism, motifs and tantalising text, Romeo indulges the unconscious chaotic life, the emotional and mental state of the mind.

Romeo is the multicolored Converse painter who provokes piercingly satirical energy in reinforcing the mass media's allusions and advertising. His multilayer of acrylic and oil on canvas offers inimitable captivation of purpose, meaning and celestial rediscovery.

Romeo enjoys celebrating the trivialisation of our pop culture. His art encapsulates the question – "How can I lose my pure pop mentality when I am living a pure pop reality."