

persbericht

KUNSTHAL

PARRA

ROTTERDAM



7 March to 7 June 2015

The style of Dutch artist Parra (Pieter Janssen) is recognisable, absurdist, playful and ironic. Parra's work is characterised by modern 'post-Pop' drawings with vibrant colours and quirky typography. His world contains hybrid, bizarre and surreal figures – men with bird heads and voluptuous women with sensual bodies – combined with texts that range from sarcastic and introvert to ironic and ludicrous. Valued and popular among experts, Parra rapidly developed to become a well-known and creative image maker designing special editions for established brands and exhibits his art all over the world.

Distinctive and powerful visual language

Parra began drawing his designs when he was part of the underground and skateboard scene. He experimented with all that fascinated him personally and developed an entirely unique typographic style. His illustrations, most of which consist of figurative images surrounded by black contours, have taken root in the digital era thanks to their powerful visual style. Within a few years, he went from illustrator and graphic designer to all-round artist, effortlessly combining typography and illustration with other cultural expressions such as music, fashion, animations and performances. In Parra's work, various disciplines overlap and increasingly push the boundaries of unusual collaborations. Parra has created designs for Viktor & Rolf and the cover of Bret Easton Ellis' book 'De Figuranten' (the Dutch title of 'Imperial Bedrooms', 2010), and has made cover illustrations for the VPRO radio, TV guide and Volkskrant Magazine.

The 'PARRA' exhibition highlights the diversity of his work, featuring posters and paintings on canvas in addition to flyers, book covers, album covers, sneakers and skateboards. Attention is also given to his other activities, such as the Le Le group, of which Parra is a member together with co-producer Rimer London and Faberyayo.

Mural

Exclusively for this exhibition at the Kunsthal, Parra will be creating a 25 by 6 metre mural in Hall 3. Parra previously painted an enormous mural entitled 'Weirded Out' at the San Francisco Museum of Modern Art. This 20-metre-long work was nominated for the Rotterdam Design Prize in 2013.

Piet Parra

Among other things, Piet Parra (1976, Maastricht) became well known for the countless designs he made for the Amsterdam underground scene. He created the logos for PATTa and WOEl for example. Various assignments soon followed, including those from established brands such as Nike and Converse, and editorials/covers for Wall Paper Magazine, Dazed & Confused and The New York Times Magazine. Parra has been awarded several prizes including the Amsterdam Prize for the Arts (2010), the Best Illustration of Dutch Design Awards (2010) and the D&DAD Silver Pencil (2011). Since 2005, he has also exhibited his work in various galleries from Tokyo to Los Angeles, including the Jonathan Levine Gallery in New York and the Alice Gallery in Brussels, where he will be presenting his work from 20 May. For further information, please go to www.byparra.com.

Opening on Saturday 7 March including act by Parra and his band Le Le

The official opening of the PARRA exhibition takes place on Saturday 7 March at 5.30 PM. The opening will include an act by Parra and his band Le Le. The opening of Freaky Friday* (see inset) will take place immediately afterwards from 8 PM to 12 midnight, simultaneously with 'Museumnacht010' (Rotterdam Museum Night). During the special evening opening Parra will perform with his band Le Le (starting at 8.15pm). The press is welcome to attend this event. For more information about the Museumnacht010: www.museumnacht010.nl

FREAKY
VOORJAAR IN DE
KUNSTHAL



The Kunsthall Rotterdam 'goes freaky' with its exhibition programme next spring; 'freaky' in terms of strange, disturbing and dark, but also 'freaky' as in fanciful, intense and resplendent. Under this heading, visitors can see a variety of exhibitions on contemporary art, photography, design and history. Works on show range from the thought-provoking installations by Bjørn Melhus to the powerful and absurd installations by Kristof Kintera, and from the intriguing portrait series by CharLotte Lybeer to the ironic drawings and playful designs by Parra. The 'freaky spring' will end with a family exhibition about the wonder world of early 20th century picture postcards in which mysterious dreams and surreal fantasies form the central theme. For more information: www.kunsthall.nl

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→ Please include the following information in all publications: info +31 (0)10-4400301, www.kunsthall.nl, opening hours: Tuesdays to Saturdays from 10 am to 5 pm, Sundays and public holidays from 11 am to 5 pm.