



New York, NY (November 4th, 2022) – For immediate release:

Taglialatella Galleries wants you to “check” out **VERY-Fied**, an exhibition of sculptures, drawings and video art by Italian-born pop artist **Fidia Falaschetti**, opening November 10th in New York City.

Fascinated by street art, hip hop and other creative subcultures from a young age, Fidia was an accomplished muralist and illustrator by the time he was 16. After graduating from The Academy of Fine Arts in Italy with a degree in Production Design, Fidia worked as a graphic designer, art director and photographer in the 90’s. It wasn’t until visiting the United States in 2007 that Fidia decided to focus on becoming a full-time fine artist, utilizing his background in illustration and painting while mastering his preferred medium of sculpture.

After moving to LA, Fidia experienced a new culture of opulence and brand obsession, from high fashion to reality TV and the Hollywoodization of, well, everything. Fidia’s experience in America, coupled with his previous experience in the corporate world, began to transform the imagery of his artwork and the tone of his visual conversation. Characters from Warner Bros and Disney were reimagined and literally remolded by Fidia, transforming pop culture icons and symbols into a fun but sometimes dark critique of societal importance and values. Some observers laugh and take a selfie, others reflect and take notice.

With *VERY-Fied*, Fidia wants to see if you know who you really are. Are your true feelings posted on Instagram, or validated by the amount of “likes” you get? Is your self-image really yourself, or are you filtered by the quality of your emoji game? “Fied” can mean cool, so Fidia asks what is very cool now anyway? Is being verified really *VERY-Fied*?

Come find out next **Thursday, November 10th**, at Taglialatella Galleries’ flagship location in Chelsea, located at **229 10th Avenue**. The artist will be in attendance and free giveaways will be available for the **VERY-Fied, 6-8pm**. Follow us if you want a like @taglialatellagalleries or send us an electronic mail if you want info on the night: info@djtf.com