



Nick Elgar via Getty Images

Reviving the **POP SHOP**

Tagliatalatella Galleries NY

229 10th Avenue

February 10, 6-9 PM

NEW YORK

229 10th Ave
New York, NY, 10011

PALM BEACH

313 ½ Worth Ave - Via Bice
Palm Beach, FL 33480

TORONTO

99 Yorkville Ave
Toronto, ON, M5R 1C1, CA

PARIS

4 Rue de Jarente
75004, Paris, FR

New York, NY (January 19, 2023) – For immediate release:

This February **Tagliatella Galleries** is **Reviving the Pop Shop**; a co-curated exhibition born from nostalgia and love for Keith Haring's famous "Pop Shop" store, previously located at 292 Lafayette St. in downtown Manhattan.

Teaming up with **Robert Rich** - former manager of Haring's Pop Shop - Tagliatella will fill its flagship location with Haring's iconography. Bringing back memories of the iconic store to its many visitors, *Reviving the Pop Shop* will also introduce the magic and joy to a whole new generation of Keith Haring fans who were never able to experience the Pop Shop.

Reviving the Pop Shop will feature a cachet of vintage items including clothing and jewelry, Haring's art-themed merchandise such as stickers and post-cards, to actual wall fragments of the Pop Shop interior - famously painted from floor to ceiling by Haring himself. The gallery will also display its own version of the painted installation as an ode to the Pop Shop's mesmerizing décor.

"When I moved to NYC in 1985 I found a Keith Haring button on the subway platform and put it on my Jean Jacket. After that I began seeing Keith's Art everywhere from the subways to the clothing on Madonna in her music videos. I photographed his street art all the time. I loved it. It was my dream job." says Robert Rich, who ran the store from 1989 to 1992 before moving on to an illustrious career in high fashion, styling celebrities for Marc Jacobs. Keith's imprint was never far or forgotten from Robert's early years in New York, and with *Reviving the Pop Shop* today's youth will be able to sample some of Haring's original vision for his store.

The gallery will also display a variety of original works from the artist, including paintings, limited edition prints, and rare chalk drawings from the New York City subway. The opening reception will feature a set by DJ Steve Travolta and hors d'ouvres by celebrity chef Alex Guarnaschelli of Food Network's "Chopped". Guarnaschelli grew up in New York in the 80's and admired Haring's chalk Subway Drawings as a kid:

"I never get tired of seeing his art. I feel like a kid in a candy shop every time I see a new one. To my mind, he will live in forever for the joy he brings. Additionally, crack is still whack." Guarnaschelli told Tagliatella.

RSVP required to "Pop" into Tag for the party, **Friday, February 10th at 229 10th Avenue, New York, NY between 6-9pm**. *Reviving the Pop Shop* will be open to the public daily, Mon-Saturday, 10-6pm between February 11th and March 11th, 2023. More details; more fun: info@djtf.com

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