



ASTON MARTIN

Brand new Louis Sidoli exhibition 'NEON ICONS' to open at No.8 Dover Street

- **Artwork featuring David Bowie, Marilyn Monroe, Elvis Presley and Mick Jagger to go on display at Aston Martin brand experience centre in London**
- **'Louis Sidoli – ICONS' opens on 09 November 2017 and runs for three months**

17 October 2017, London: Following on from the success of its first photographic exhibition at No.8 Dover Street, Aston Martin is pleased to announce that 'NEON ICONS' by Louis Sidoli will open in London on 09 November 2017.

'NEON ICONS' is a brand new body of work from Louis Sidoli, famed for his artistic exploration of popular culture, highlighted by his use of aluminium and neon. Every item in his collection is crafted by hand at his studio just five miles from the Aston Martin Headquarters in Gaydon, from the solid oak frame to the neon glass, with meticulous attention to detail. The first ever viewing of this collection will run for three months at Aston Martin's brand experience centre at No.8 Dover Street in London's Mayfair.

The highlight of 'NEON ICONS' is a truly stunning piece of art based on a photograph of David Bowie, taken by the world-famous photographer Terry O'Neill. The collaboration between Sidoli and O'Neill has produced an iconic piece which, alongside five other original pieces featuring Mick Jagger, Marilyn Monroe and Elvis Presley, forms the centrepiece of a not-to-be-missed exhibition at Aston Martin's cultural hub.

Sidoli's affinity for high quality materials, engineering and craftsmanship stems from his 15-year career as a designer in the car industry. He applies the same work ethic to his works of pop art that a car designer does to make sure every detail is perfect.

Aston Martin Chief Creative Officer, Marek Reichman said: "It's fascinating for someone like me, a car designer, to see the work created by an artist like Louis. We share similar values, both striving for beautiful iconic design, using high quality materials and hand craftsmanship. I'm looking forward to seeing the full collection when it lights up No.8 Dover Street later this year."

Louis Sidoli commented: "I'm thrilled that Aston Martin has chosen to showcase my work at No.8 Dover Street. It's interesting that although the contemporary art world is very different from the automotive industry, we actually share many similar values and our customers are the same kind of discerning people who want the ultimate in exclusivity and quality."

Since the launch of his first collection in 2007, Sidoli's work has featured in over 50 solo and group exhibitions and is owned by collectors across the globe, including high profile personalities such as Liam Gallagher, Ozzy Osbourne, and Gary Neville to name a few.

'NEON ICONS' by Louis Sidoli opens at No.8 Dover Street, London on 09 November 2017 and runs for three months. Original works will be available for sale.

- Ends -

www.astonmartin.com/media

www.louis-sidoli.com



About Aston Martin Art of Living

Aston Martin is a British luxury brand with more than a century of success behind it. Now, with its Art of Living portfolio, the brand is translating its legendary quality into a new generation of carefully crafted commercial partnerships that are the very best reflections of its high luxury values. Art of Living by Aston Martin is a growing collection of luxury lifestyle goods and services made and delivered with the care and quality that would be expected of Aston Martin.

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