

# E-SQUARED MAGAZINE

A R T + S C I E N C E





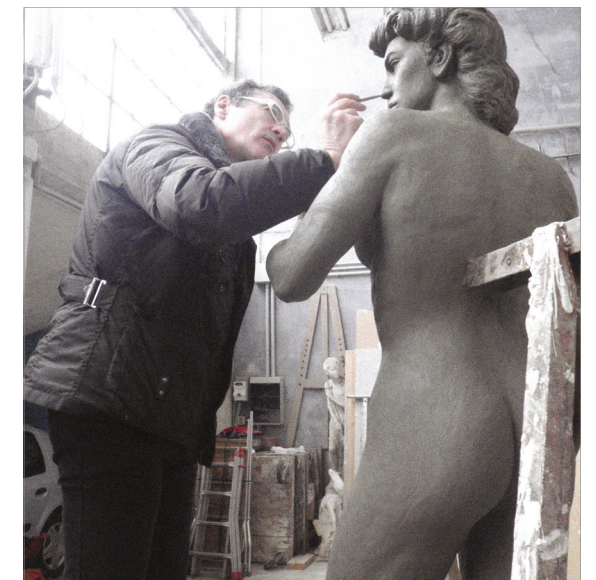
# MAURO PERUCCHETTI

*"I spent my life researching, constantly, trying to discover new ways of doing things."*

Redolent of pop art days, Italian artist Mauro Perucchetti creates work that does not just carry with it bright and fun colors but a hard-edged statement regarding many of the deleterious aspects of our modern day society and culture. Perucchetti typically works on a large-scale and primarily in the medium of pigmented resin that he has seamlessly perfected over the years.

Pulling the viewer in with minimalistic forms and vibrant colors, Mauro Perucchetti's work succeeds in catching the viewer's attention. Upon further assessment, one can begin to tease apart his often ironic symbolism pertaining to mass consumerism, delusions created through technology, codes of conduct, statements of political relevance, among numerous other moral issues. From afar works like *Jelly Baby Cross: Cloning and Religion*, appear as a sleek, color-flecked cross, but stepping closer, the viewer soon sees that the cross is filled with his famous jelly babies, thus provoking a conversation about religion and cloning. Other works like *AK47* are more apparent in their meaning but the candied appearance of such weaponry leaves the viewer in a state of paradoxical contemplation.

As pop art originally stood to make a declaration of disinterest towards social issues, Mauro Perucchetti flips this attitude entirely upside down with his work, lending to a potentially new art movement – that of "moralizing" pop art. Pericchetti lives in London with his wife and actively exhibits his artwork around the world. His installations can be found in public and private collections from Bill & Melinda Gates to the Louvre in Paris.



ARTIST

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**Left:** *Smoked (3x3)*. 2013. Resin, Swarovski crystals, stainless steel on acrylic. 33.5 x 33.5 x 6 in.  
**Next Spread:** *Hard Facts*. 2007. Pigmented resin, stainless steel on acrylic. 37 x 71 x 11.75 in.





Mauro Perucchetti. *POW*. 2008. Pigmented resin, chromed brass on granite. 75 x 27.5 x 23.5 in.



Mauro Perucchetti. *Cloning and Religion*. 2002. Pigmented & clear urethane resin. 81.5 x 39.5 in.