

**Erarta Museum of Contemporary Art has opened
the first ever exhibition in Russia of the world-famous pop-art icon
Romero Britto
“Romero Britto: The Formula of Success”**

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Erarta Museum and Galleries of Contemporary Art, St. Petersburg, Russia

On the 5th of September Erarta Museum opened the first ever exhibition of Romero Britto in Russia. The exhibition “Romero Britto: The Formula of Success” presents sculptures, mixed media and canvas works from different years of Britto’s art life, beginning from 1987 till nowadays. Romero Britto came to St. Petersburg to give a press-conference, open the exhibition and also to hold an art workshop for children.

During the press-conference, Britto said that he always wanted to share only positive emotions, because there are enough problems in the world as it is. “I understand that the world out there is not as bright as my art is, but the idea is that we cannot keep re-feeding all those negative things but to dream about better days, surround ourselves with hope and happiness”, – Britto said. He also talked about his favourite artists (Matisse and Picasso), and admitted that he would be honored if the city invests in art and decorates Pulkovo airport with Britto’s cat figure to go alongside his dog sculpture at one of Moscow’s airports. At the workshop with kids Britto shared his creative thinking and some very special techniques of how to express joy and happiness in drawings and to get more inspiration from the environment.

Romero Britto is already named by critics as a “pop-art icon” of our generation. His unconventional style that The New York Times described as “radiating warmth, optimism and love”, coupled together with bright colours and a sense of humor, brought this naturally talented artist worldwide success. Romero Britto’s unique manner and style cemented his reputation as a successful artist and led to his widespread international recognition. His acute understanding of popular culture has resulted in many successful collaborations with world-famous brands that include Audi, Bentley, Coca-Cola, Disney, Evian, FIFA, Hublot and Samsung among others. Britto’s monumental works adorn the main squares, stadiums and airports of some of the biggest cities in the world – London, Los Angeles, Miami, Moscow, New York, Sao Paulo, Stockholm, Tel Aviv and Washington, just to name a few. He uses vibrant colors, fun themes and abstract compositions, which attract attention of millions of fans worldwide. His popularity is all encompassing, ranging from celebrities such as the British Royal Family, singers Shakira and Michael Jackson, the writer Paulo Coelho to young fans.

Now the Russian audience has an opportunity to get acquainted with this world-famous artist. The exhibition “Romero Britto: The Formula of Success” will be on at Erarta Museum of Contemporary Art till 13th December 2015. Works of Romero Britto are also available for sale through the Erarta St. Petersburg commercial gallery.

For further information, please, contact

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Social networks:

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