

Naked Joyride, 175x100cm, Impasto and Acrylic on Canvas (04 - Orange)

Richard ScottTM

www.richardscott.comTM

Joyride

Exhibition

10 December 2013 to 10th February 2014
The Vespa Showroom
Caltex Centre, Dock Road, V&A Waterfront
Cape Town



Words



Richard Scott Takes Art For a Joyride

Foreword

Joy is the most unbridled of human emotions, an outburst of positive energy that adds vigour and vitality to life.

Joy is spontaneous, natural, surging, celebratory. Joy is a poem, an ode, a crescendo to a symphony. Joy is art.

Add an engine and a set of wheels to the mix, and you've got a surefire formula for exuberance and exhilaration, in the form of a dazzling new exhibition of contemporary artworks that pop with colour and seduce with bold, black line.

Hop onboard for a Joyride with Richard Scott, the internationally successful Cape Town artist who believes that art, above all, should be sexy, playful, and fun.

Self-taught, unless you count the high school art classes that fuelled his inspiration, under the tutelage of Mr Fuel at Norkem Park High on the East Rand of Johannesburg, Richard has stamped his name on the contemporary art scene as a purveyor of what he slyly calls “Naïve Pop”.

His subjects include cats, trees, lighthouses, hot-air balloons, cars, planes, flying pigs, and this time around, a guy and a girl astride an iconic Italian scooter.

As part of his Joyride project, Richard arranged a photo shoot in Cape Town with three highly photogenic models - Brigitte Williers, Ryan Botha, and a bright-red two-wheeler runabout with a whole lot of va-va-voom at its heart.

The result of this session is a series of paintings, prints, and original sketches that will go on exhibition at Vespa South Africa, at the Caltex Centre, Dock Road, V&A Waterfront in Cape Town from December 10, 2013, to February 10, 2014.

Richard plans to exhibit 16 works, and four of the paintings will be accompanied by a limited set of prints.

“Come along and join in the fun,” says Richard. “I love sharing the joy I find in art with other people. Now, with Joyride, I'm going to love taking them for a ride as well!”

<-- Vespa arriving at Richard's studio for Joyride photoshoot



When Andy Reid, owner of Vespa South Africa, first noticed Richard Scott's work...he knew immediately it was a perfect fit for the Vespa Brand.

Richard's 'Naive meets Pop art' style seems to gel perfectly with Classic, colourful and fresh Vespa Brand. His art has been described as 'Thoughts produced through objects in their simplest form with colour and purity'. We choose to see the colourful side of objects, it's in our nature. Society dictates, moulds and educates us to see the world from an angle of bias. This bias is Richard's art, he wants to point out our conditioned view of the world through his art. Our memory always leans towards the positive when thinking back on our past. This is our protection mechanism. Richard describes this as the colourful outer shell, with the divisions of his thick black lines differentiating our inner and outer beings. Colour is what society gets excited about and focuses on and white belies the simplicity and purity of the subject matter. The white is the reality! In Richard's words, "When the Lines get blurred we cannot see the white from the colour"....isn't this life! People have asked me what Richard Scott's art and Vespa have in common? For some it is obvious but for others it might need some explanation!

When art and creativity meet they are dangerous luxuries and addictive bedfellows. Without art, Vespa would be just another scooter, without creativity, Vespa would be just a stationary sculpture! It is in this mix and the discipline surrounding it that Vespa has found its longevity and strength of Brand. Richard also displays the nouse to combine his art and creativity in a way that makes him stand out and be unique. He seems to revel in the ballet of these conspiring forces and understand the underlying business factors that maintain his art and creative abilities. Marketing is very strong in both.

Richard has a love of Art, Vespa to me is art.
Richard has described art as 'a game', so is Vespa!
He's passionate about being Universal –Vespa is Universal.
Vespa does not take on anyone else's labels, Vespa takes the lead, Vespa is unique...so is Richard Scott.
The art world is currently quite exclusive, so is Vespa. It's up to us to break these boundaries and show everyone the beauty of Richard's art and the fun of Vespa's!
According to Richard, art has three main ingredients –Hype, Time and Product. Art is the right amount of hype delivered to the right person at the right time. Vespa is not very different, it's just the right amount of product delivered to the right person at the right time causing a huge amount of hype.
Richard is a fierce believer in Marketing and product, so are we.
Richard Scott has a huge European following, indeed 75% of his 2500 paintings have been sold in Europe. Here at Vespa we share this European love affair.
Mr. Fuel was his matric art teacher and his mentor. Mr. Fuel? Seriously? He must have had a Vespa!
Art in its creative sense is also freedom. In this world, there is an acute difference between what we think freedom is and what it should be. Let's re-evaluate our freedoms and learn to enjoy without bias. Get on that scooter, feel the wind through your body. Hang up that Richard Scott and critique its merits over a glass of merlot with friends and enemies alike, he would love that!
Together with artists like Richard let's be colourful, be unique and take the lead in having fun with his art and our Vespas!



When I was asked to work on the Richard Scott Joyride campaign featuring Vespa and Marlies Dekkers lingerie I was thrilled and honoured to be considered to be part of something so special!

The brands involved with this campaign form a combination of well balanced, colorful, bold and pretty visuals with the aim of being captured by the hand of one of the most talented artists that I have come across.

On the one side you have a classical brand such as Vespa with its stylish retro feel (that has been an Italian icon for years) and on the other hand you have the very sexy lingerie. When you combine this with art and the visuals, as you can imagine, it is just an exquisite feast for the eyes. Being part of this campaign, is a once in a lifetime experience and it was a great opportunity for me to work with Richard and his lovely team. And let's face it, it is also not every day that you get to model for a world famous artist such as Richard Scott and the idea of being an important feature, set in a body of work is also not a horrible thought :).

The campaign I believe will be a super special one, one that will have longevity and can take any empty space and fill it with colour, fun, happiness and atmosphere in an instant.

Throughout my career as a model and in the entertainment industry, I have had many opportunities to work with great people, brands, concepts and ideas. Every job that you take forms a part of you and where you are going with your own personal brand.

I really felt that all the brands, Vespa, Richard and Marlies Dekkers in one way or another represnt where I am going with my own personal brand in one way or the other.

I have learned also that as you get older (or wiser) you say yes more to valuable experiences that matter and have meaning, and that add value to your life, ones you will remember, and this experience for me, would definitely be one of those that stand out.



Enjoy Your Ride - Vincent van Zon

Essay

In 2004 I came for the first time in my life along the works of Richard Scott. Simplicity, straight lines, power, colourful strong and sexy. These were the keywords that typhoon-ed through my head while I was watching the works, and listening to the gallery owner here in Cape Town.

I was blown away.

In thirty minutes I bought 6 paintings for my own collection. In an essay I wrote in 2006 I used the sentence "The entire world will one day hear of this Prince of Neo Pop Art".

That was almost ten years ago and the only correction I have to make is that this KING of Pop will conquer the world. Because that is what is happening.

With solo shows at the Art Basel in Miami USA, Frankfurt Germany, Rotterdam the Netherlands and shows coming up in London UK, Paris France, and New York USA in 2014 a lot of worldwide art lovers are already convinced by the power of the Images.

It was Mr. Andy Reid who saw this strength already two years ago. Andy wanted to make the mix of the Vespa feeling and the happiness of the paintings. We have been working on the project this year 2013 to complete a series of beautiful Joyride paintings.

I am very happy that now in December, just for South African Summertime, these paintings are exposed at the place where they should be before they hopefully go to private or public places from Vespa lovers!

Enjoy your ride!

Vincent van Zon
Collector of art, specialising in contemporary and Pop Art. International marketing specialist. Also known for organisation consultancy. Co-founder of the first ever communication company in the Netherlands that went public in 2000 (SNT). Co-producer of the first Western martial arts movie Fighting Fish and business consultant manager of the brand Marlies Dekkers. Vincent manages the Richard Scott brand worldwide.

Paintings



Richard Scott - Joyride

Paintings

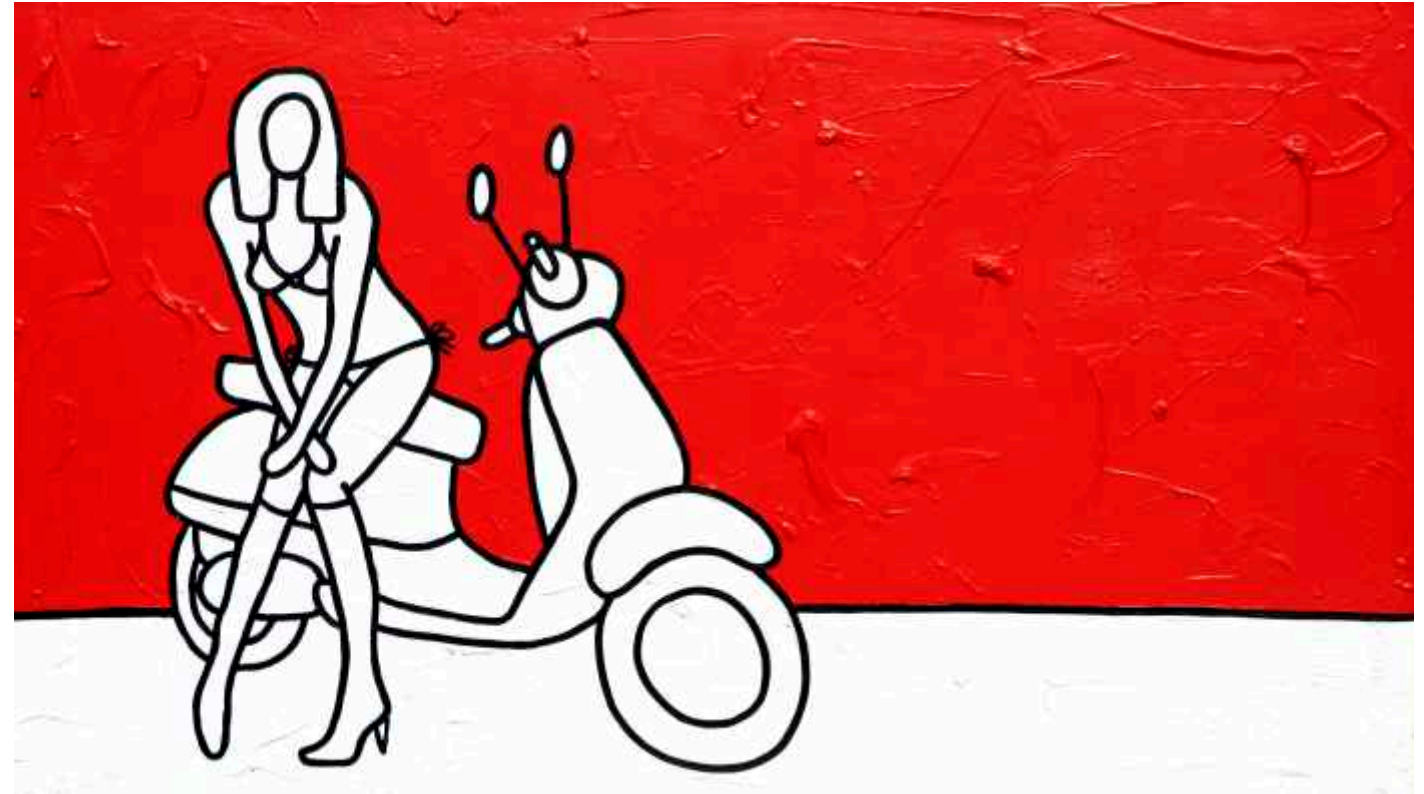


Lets go Joyride
Red (R4)
175 x 100cm
Impasto and Acrylic on Canvas

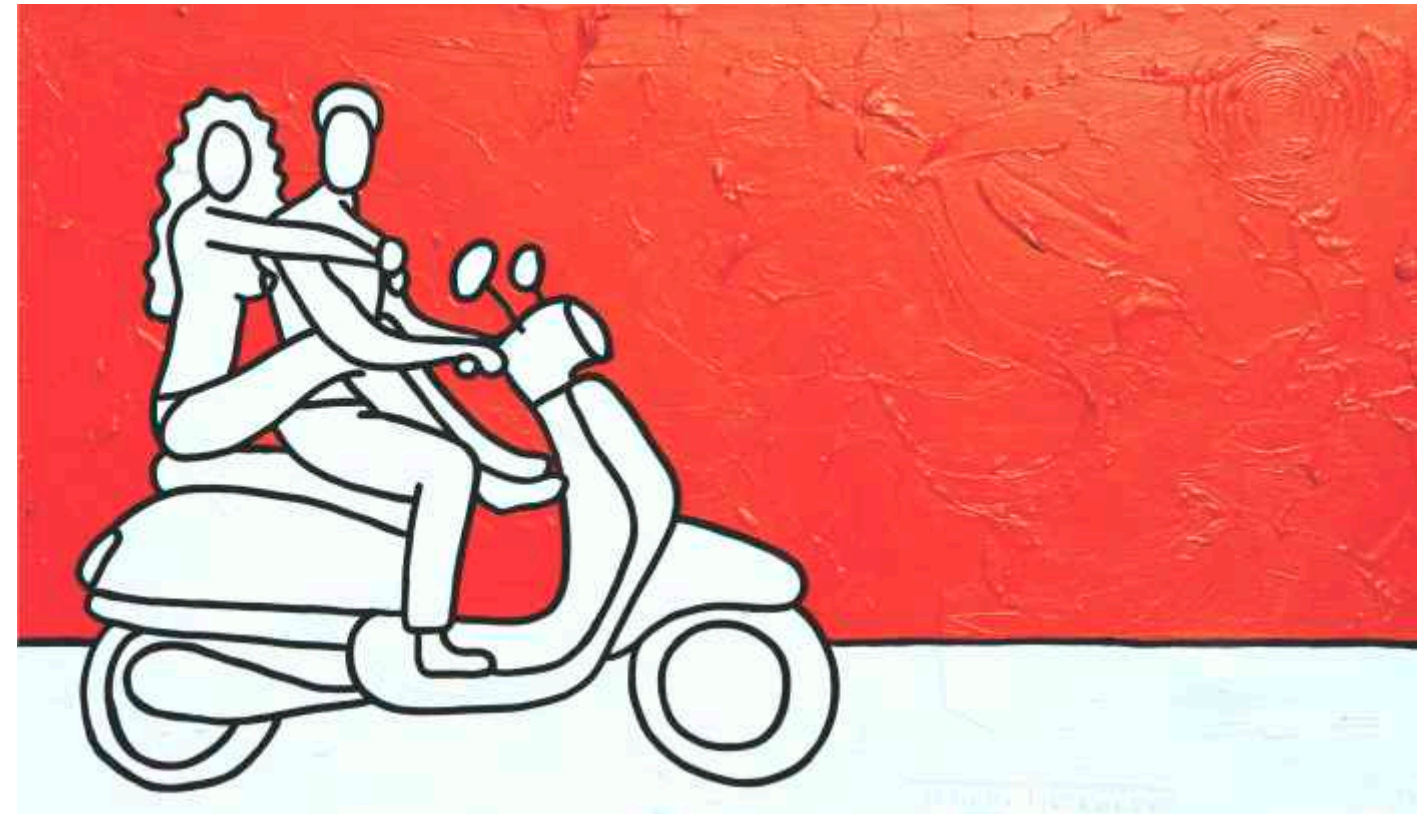


Richard Scott - Joyride

Paintings



My Shy Joyride
Vermillion (R6)
175 x 100cm
Impasto and Acrylic on Canvas



Naked Joyride
(Orange - 04)
175 x 100cm
Impasto and Acrylic on Canvas



Waiting to Joyride with you
Yellow (Y4)
175 x 100cm
Impasto and Acrylic on Canvas

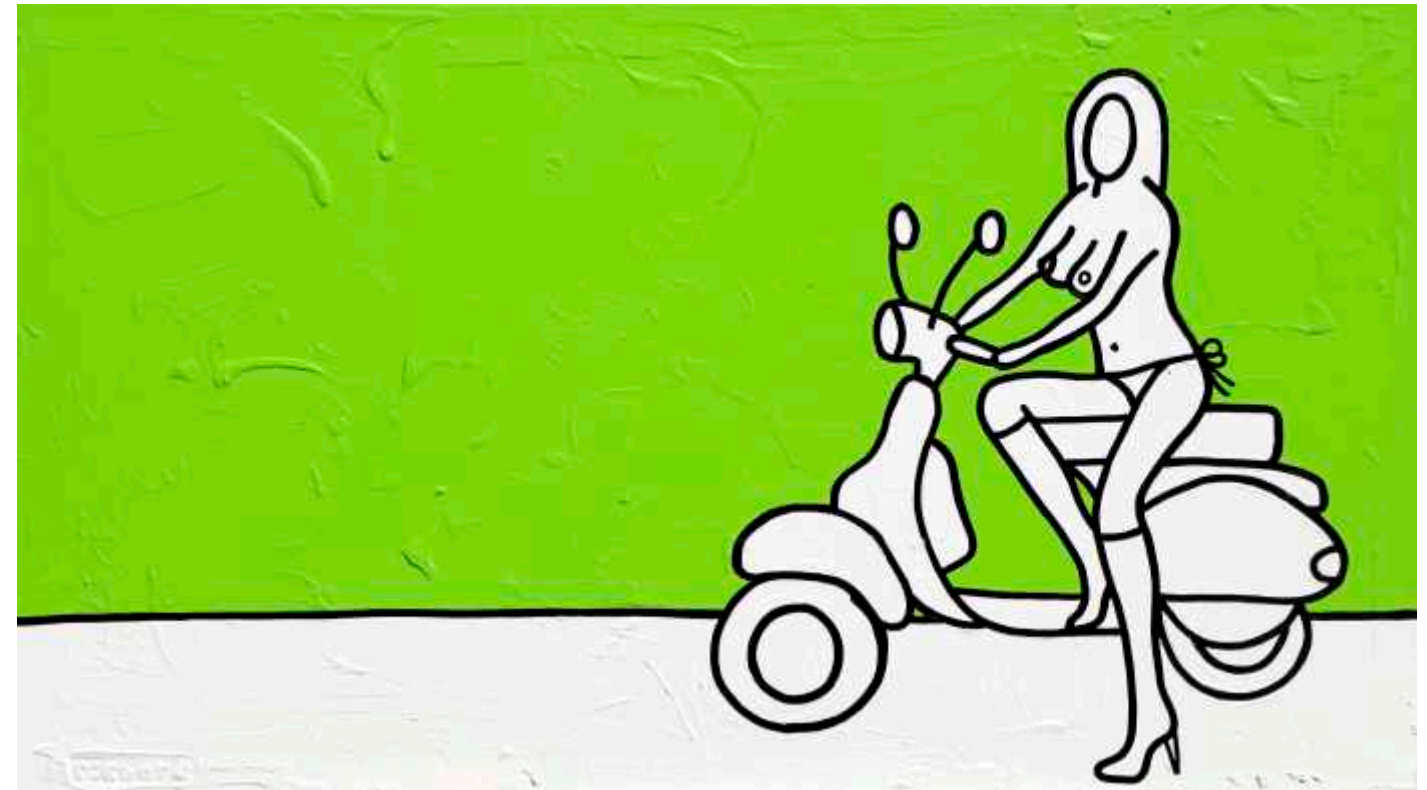


Richard Scott - Joyride

Paintings



Posing for the boys on our Joyride
Green (Y8)
175 x 100cm
Impasto and Acrylic on Canvas



Wanna go for a Joyride?
Green (G8)
175 x 100cm
Impasto and Acrylic on Canvas



Richard Scott - Joyride

Paintings



Waiting for a Joyride
Lime (G4)
175 x 100cm
Impasto and Acrylic on Canvas



Remember our Joyride days
Olive (L8)
175 x 100cm
Impasto and Acrylic on Canvas

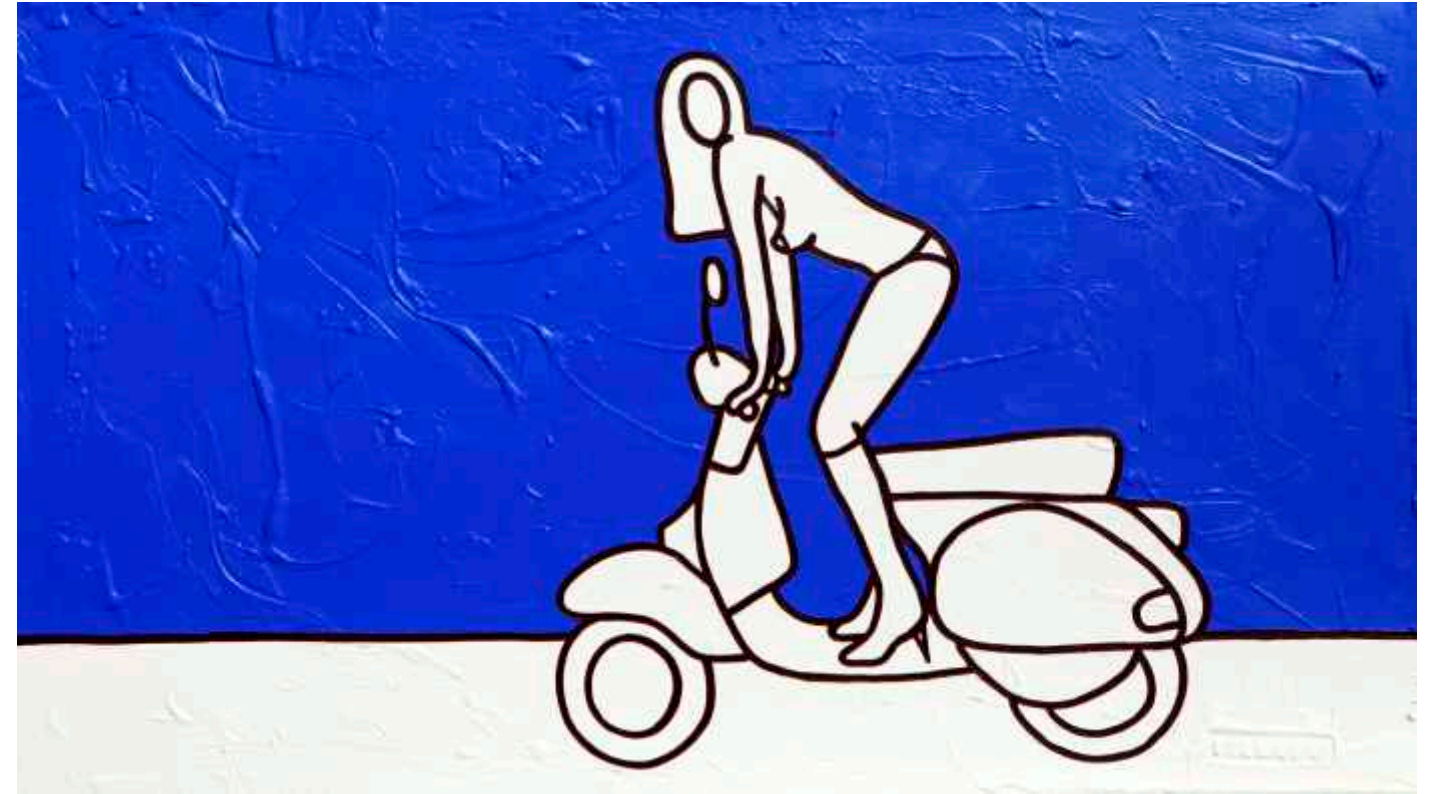


70ties Joyride
Airforce Blue (B12)
175 x 100cm
Impasto and Acrylic on Canvas



Richard Scott - Joyride

Paintings



My Own Joyride
Blue (B4)
175 x 100cm
Impasto and Acrylic on Canvas



Richard Scott - Joyride

Paintings

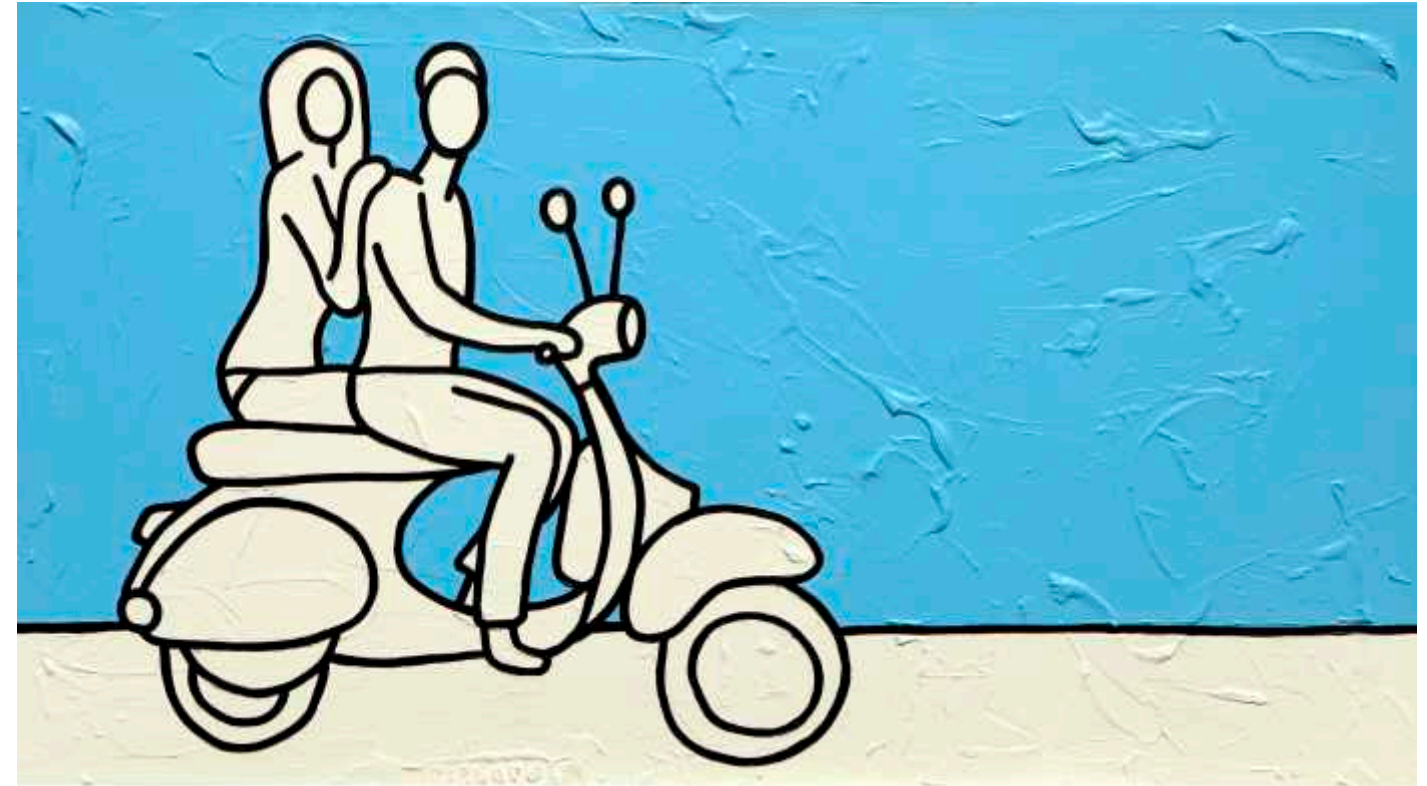


Lets go on a Joyride together
Powder Blue (B8)
175 x 100cm
Impasto and Acrylic on Canvas



Richard Scott - Joyride

Paintings



Classic Joyride days
Teal (T6)
175 x 100cm
Impasto and Acrylic on Canvas



Richard Scott - Joyride

Paintings



Our Joyride Memories
Lilac (P6)
175 x 100cm
Impasto and Acrylic on Canvas



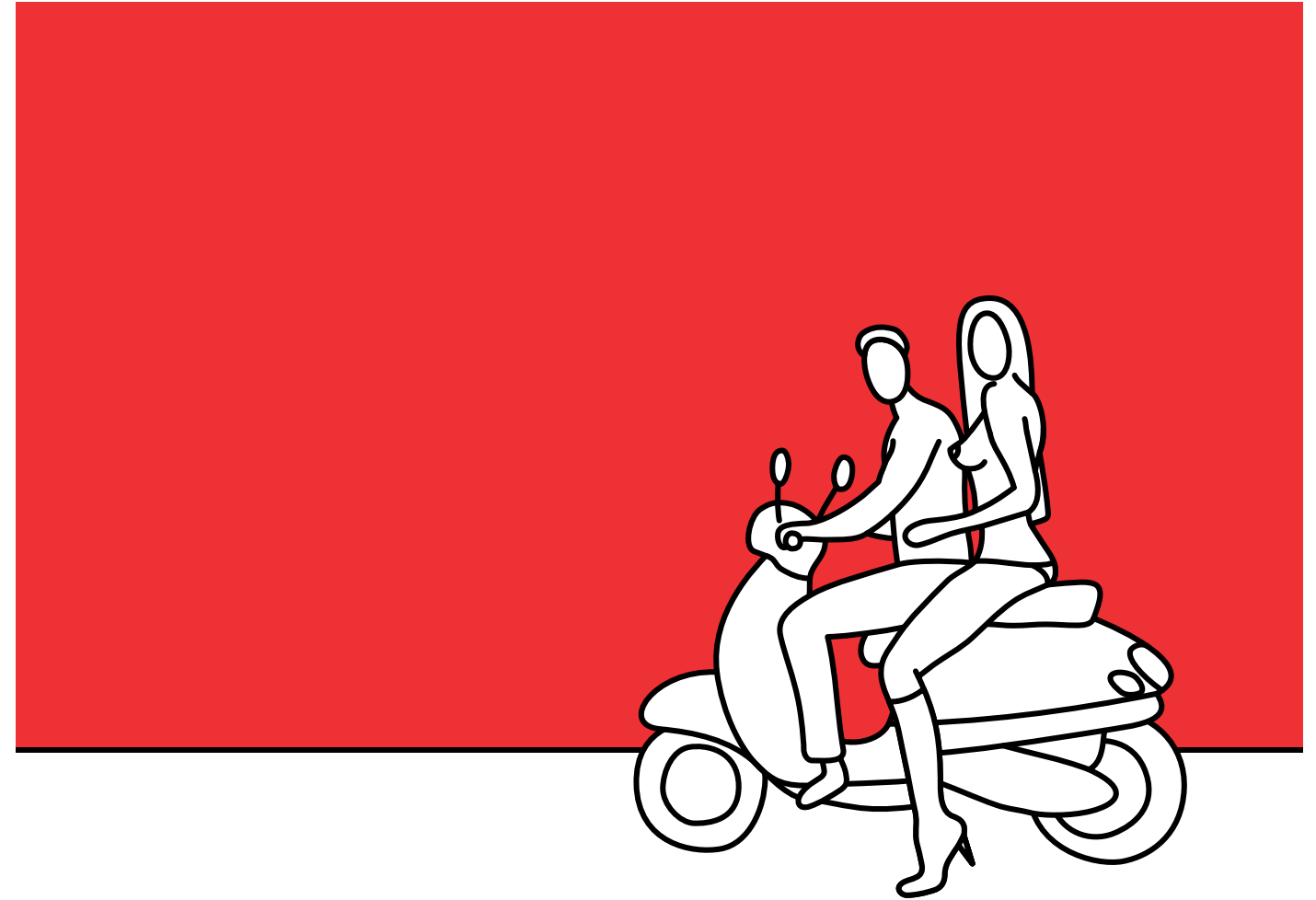
Richard Scott - Joyride

Paintings



Those were our Joyride days
Purple (V2)
175 x 100cm
Impasto and Acrylic on Canvas

Prints

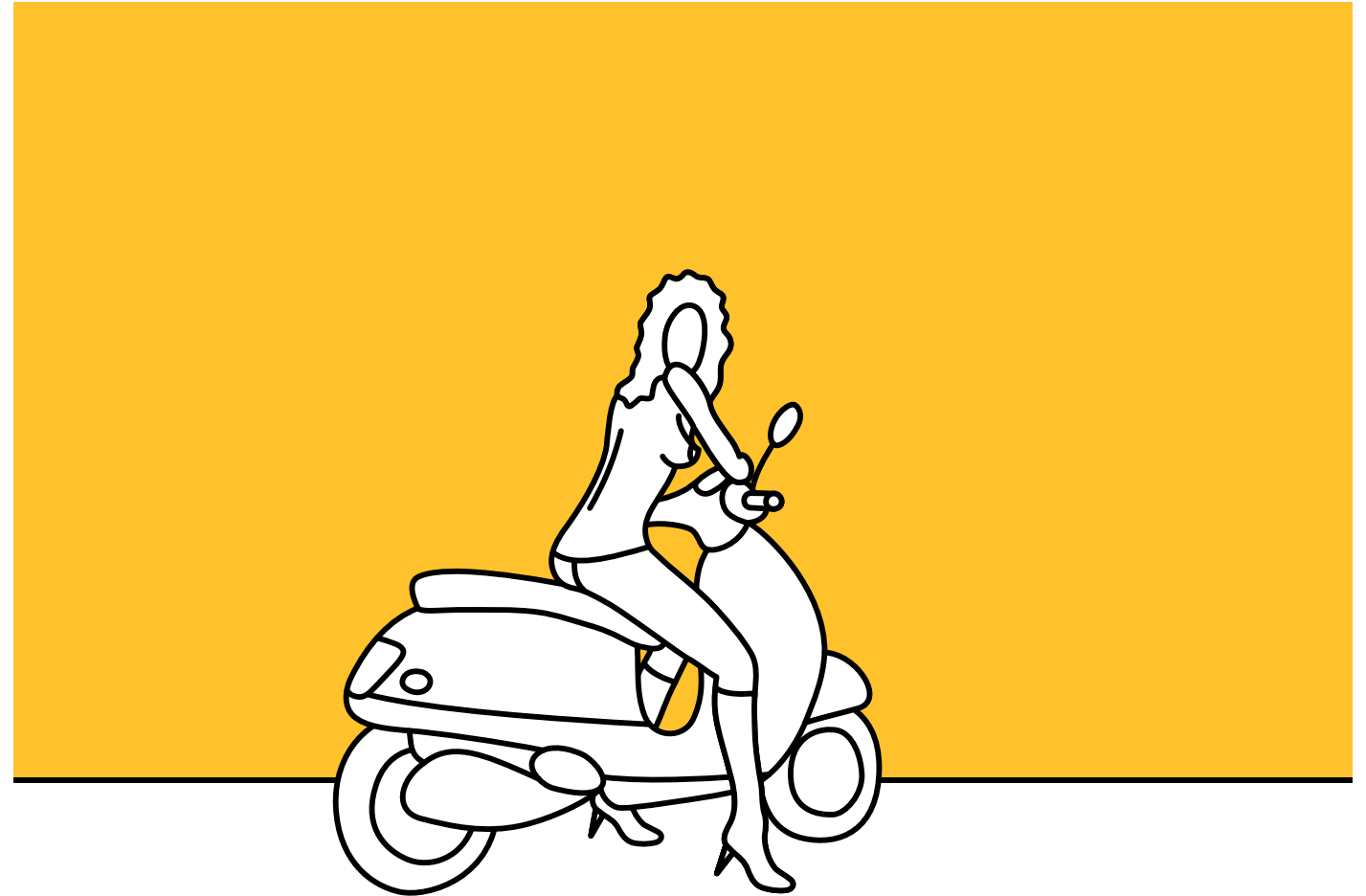


Lets go Joyride - Red (R4)
Size: A1 - 84 x 61cm (33 x 24 inches)
Paper: Hahnemuhle Photo Rag 308g
Edition: 46 (the year Vespa originated: 1946)
Print: Giclee
Year: 2013

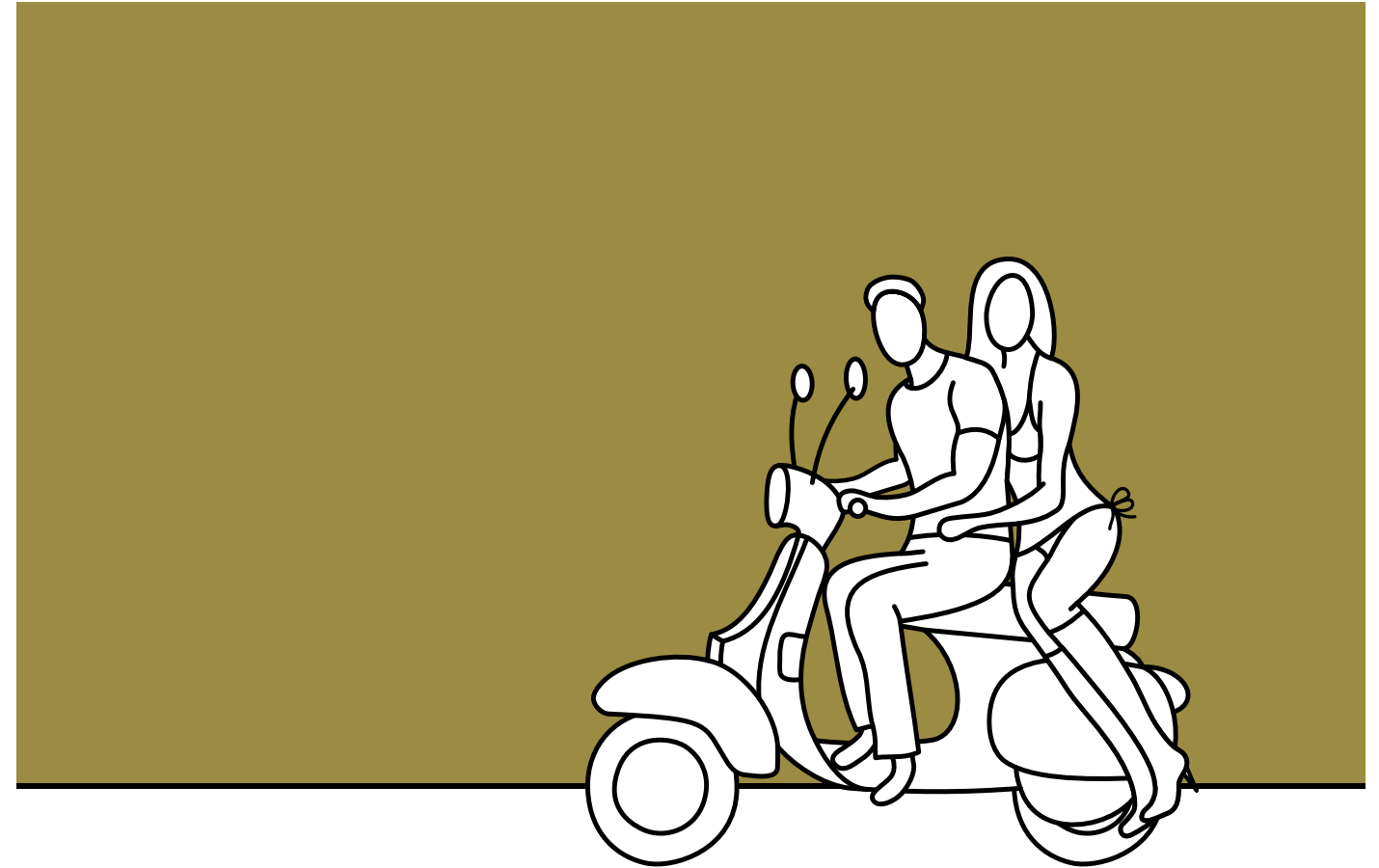
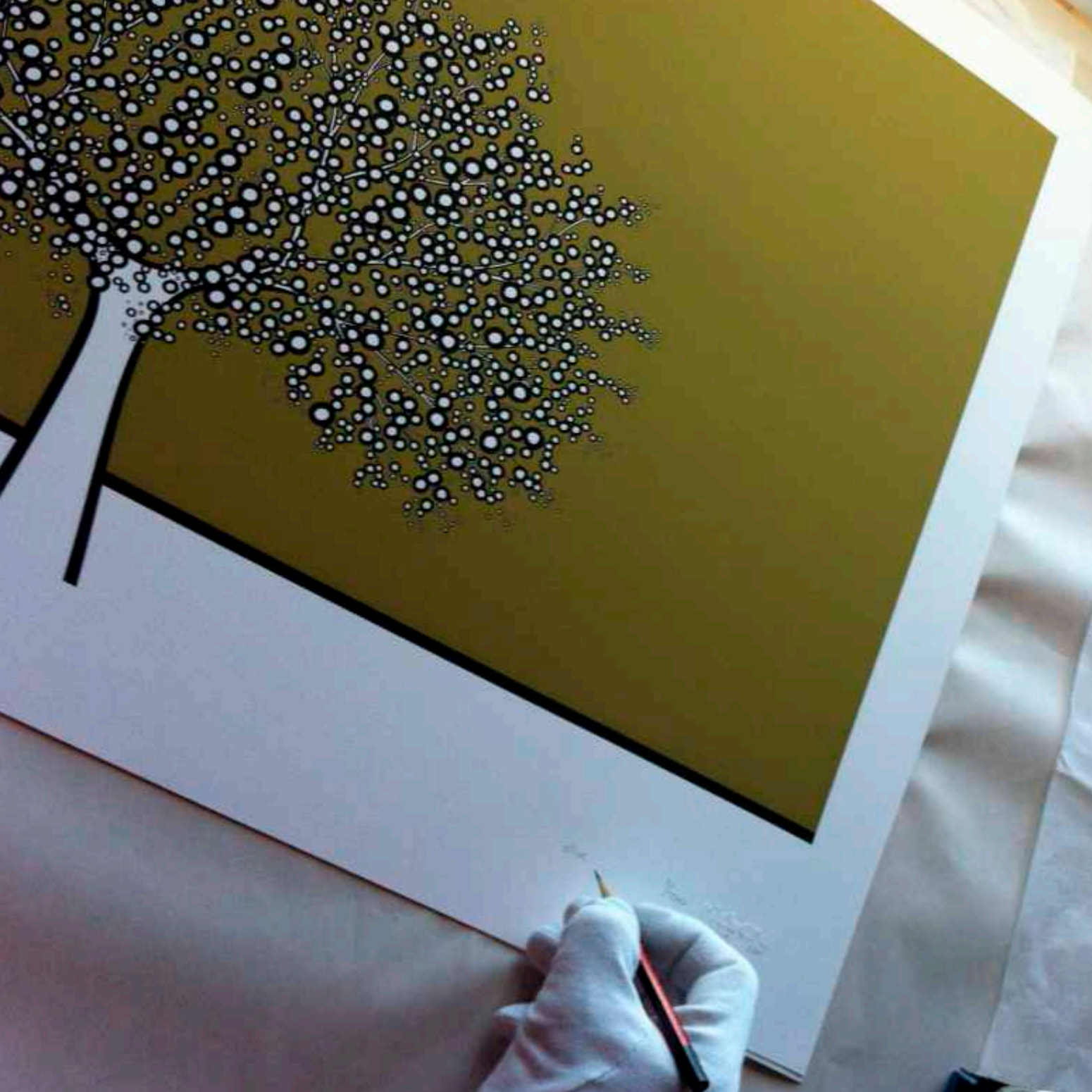


Richard Scott - Joyride

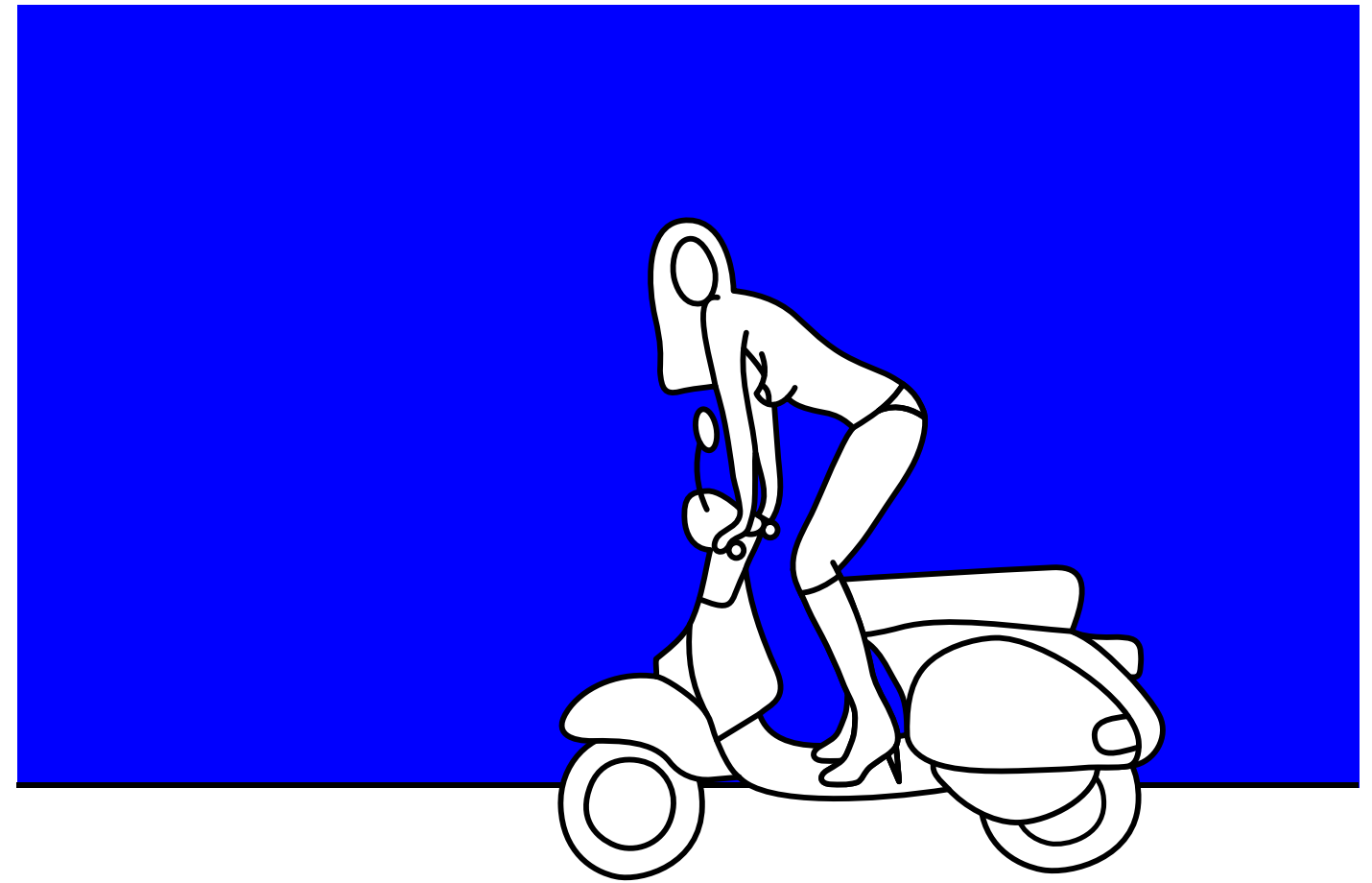
Prints



Waiting to Joyride with you - Yellow (Y4)
Size: A1 - 84 x 61cm (33 x 24 inches)
Paper: Hahnemuhle Photo Rag 308g
Edition: 46 (the year Vespa originated: 1946)
Print: Giclee
Year: 2013



Remember our Joyride days - Olive (L8)
Size: A1 - 84 x 61cm (33 x 24 inches)
Paper: Hahnemuhle Photo Rag 308g
Edition: 46 (the year Vespa originated: 1946)
Print: Giclee
Year: 2013



My Own Joyride - Blue (B4)
Size: A1 - 84 x 61cm (33 x 24 inches)
Paper: Hahnemuhle Photo Rag 308g
Edition: 46 (the year Vespa originated: 1946)
Print: Giclee
Year: 2013

Sketches



Richard Scott - Joyride

Sketches



Joyride
Pencil Sketches
+- 25 x 25cm
Pencil
Fabiano Tiepolo 290g
2013

Pastels



Richard Scott - Joyride

Pastels



Joyride
Pastel Sketches
+- 25 x 25cm
Ink Pen and Pastel
Fabiano Tiepolo 290g
2013

Important



Richard Scott - Joyride

Thanks

Gus Silber - Editor
Vespa South Africa - Vespas
Brigitte Williers - Female Model
Ryan Botha - Male Model
Benny Gool - Video
Ernst Linde - Photography
Zoom - Shoes
Marlies Dekkers - Lingerie

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Richard Scott - Joyride

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Richard Scott, PO Box 243, Kernkrag 7440, South Africa

www.richardscott.com



richard joyride
2013





Thank you Andy Reid, without you, my Joyride dream would not have been possible.

Richard Scott