



Richard Scott<sup>®</sup>  
[www.joyridecollection.com](http://www.joyridecollection.com)

# Joyride



Words





## Richard Scott Takes Art For a Joyride

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!”





### Richard Scott and Vespa's Partnership - Andy Reid

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 nous 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!





### Life is a Joyride - Brigitte Williers, Joyrider

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 represent 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**

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 across the world, from 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!

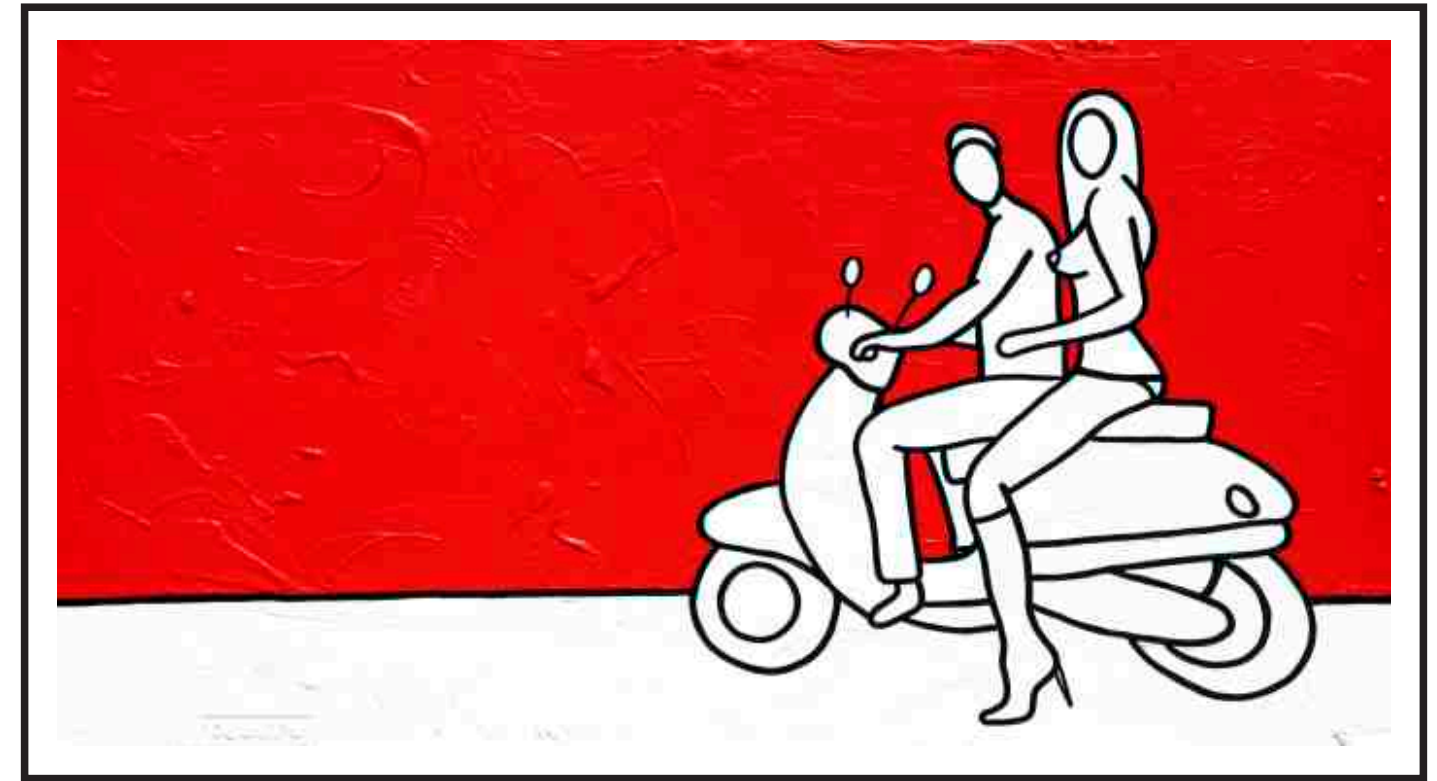
Vincent van Zon  
Collector of art, specialising in contemporary and Pop Art. International marketing specialist. Also known for organisation consultancy. Co-founder of the first ever communication company in the Netherlands that went public in 2000 (SNT). Co-producer of the first Western martial arts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



# Prints

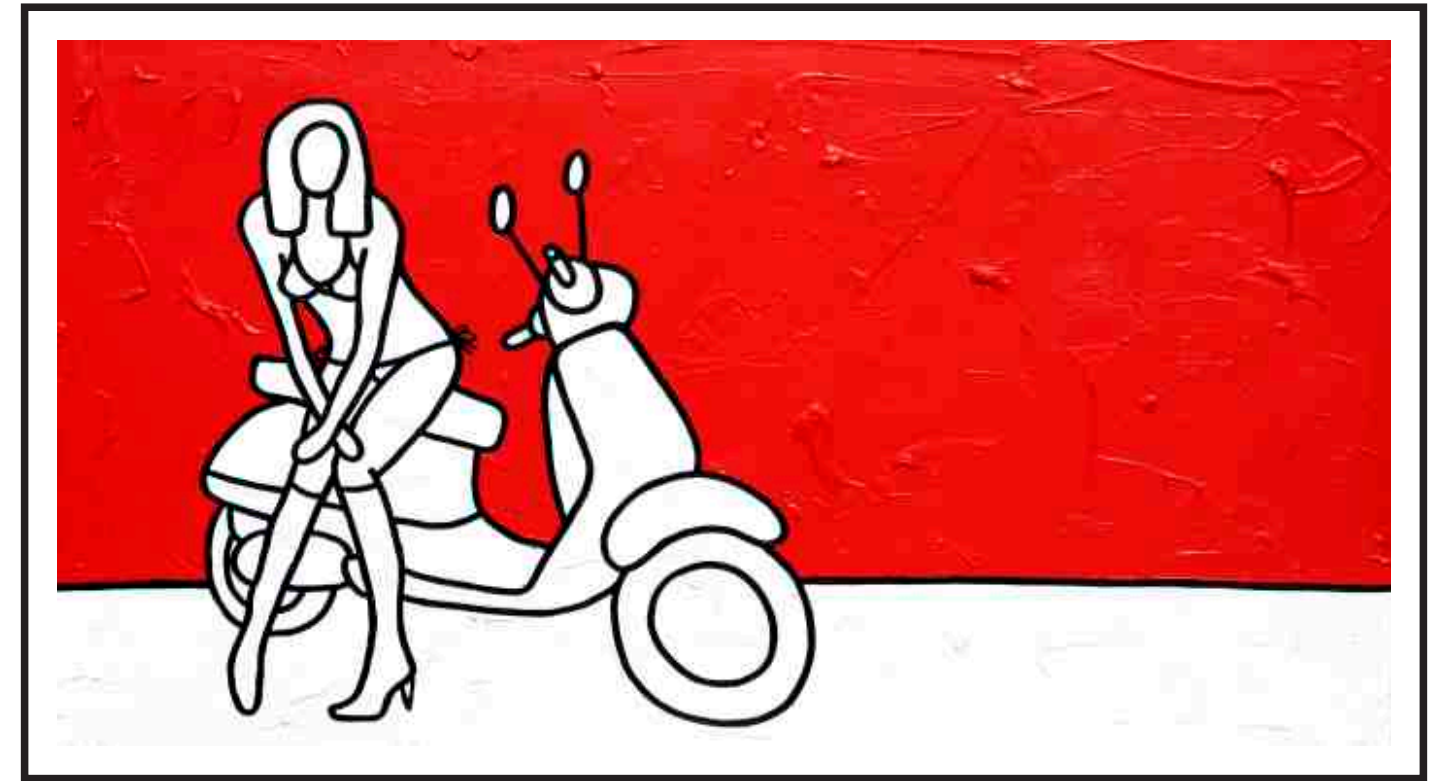
The original 20 paintings were printed to an edition of 100



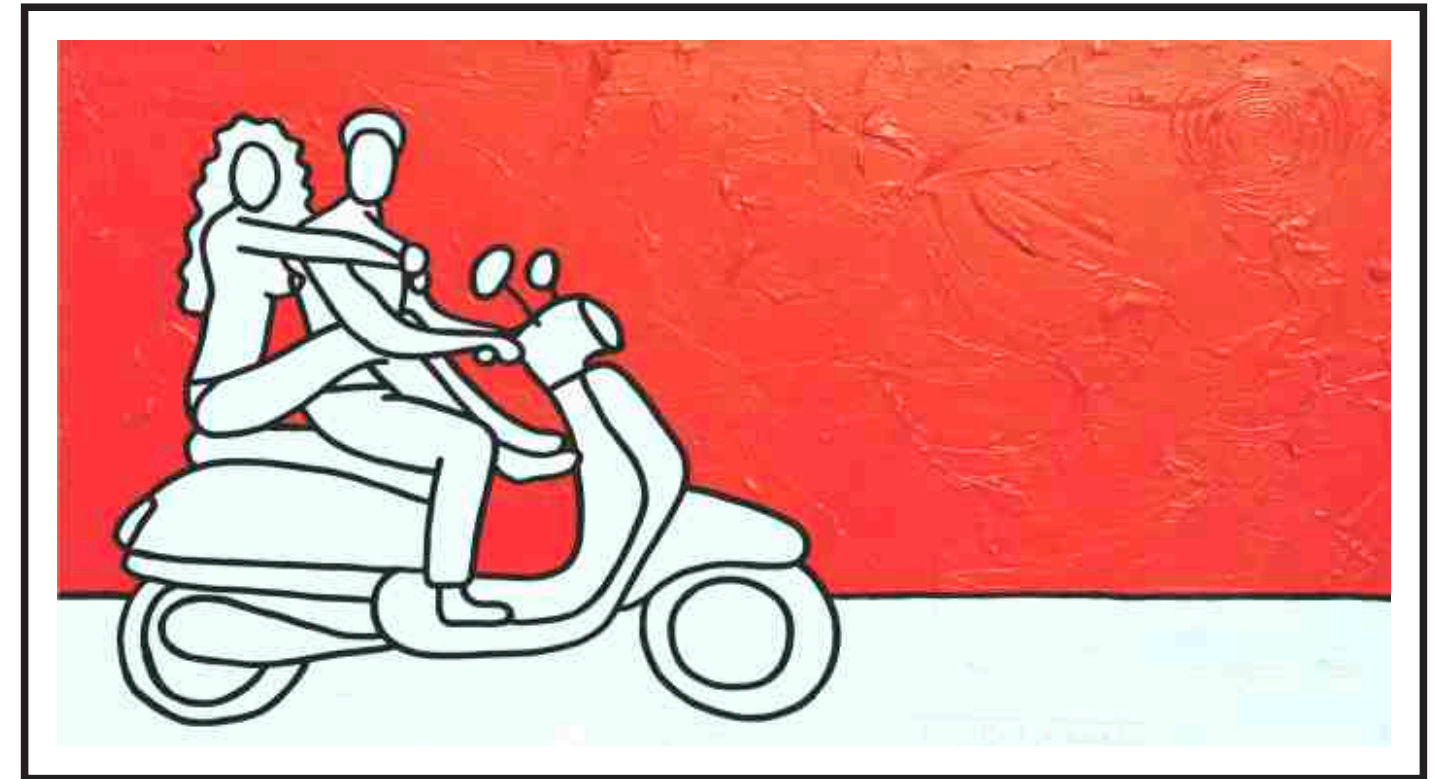


Lets go Joyride  
Red (R4)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



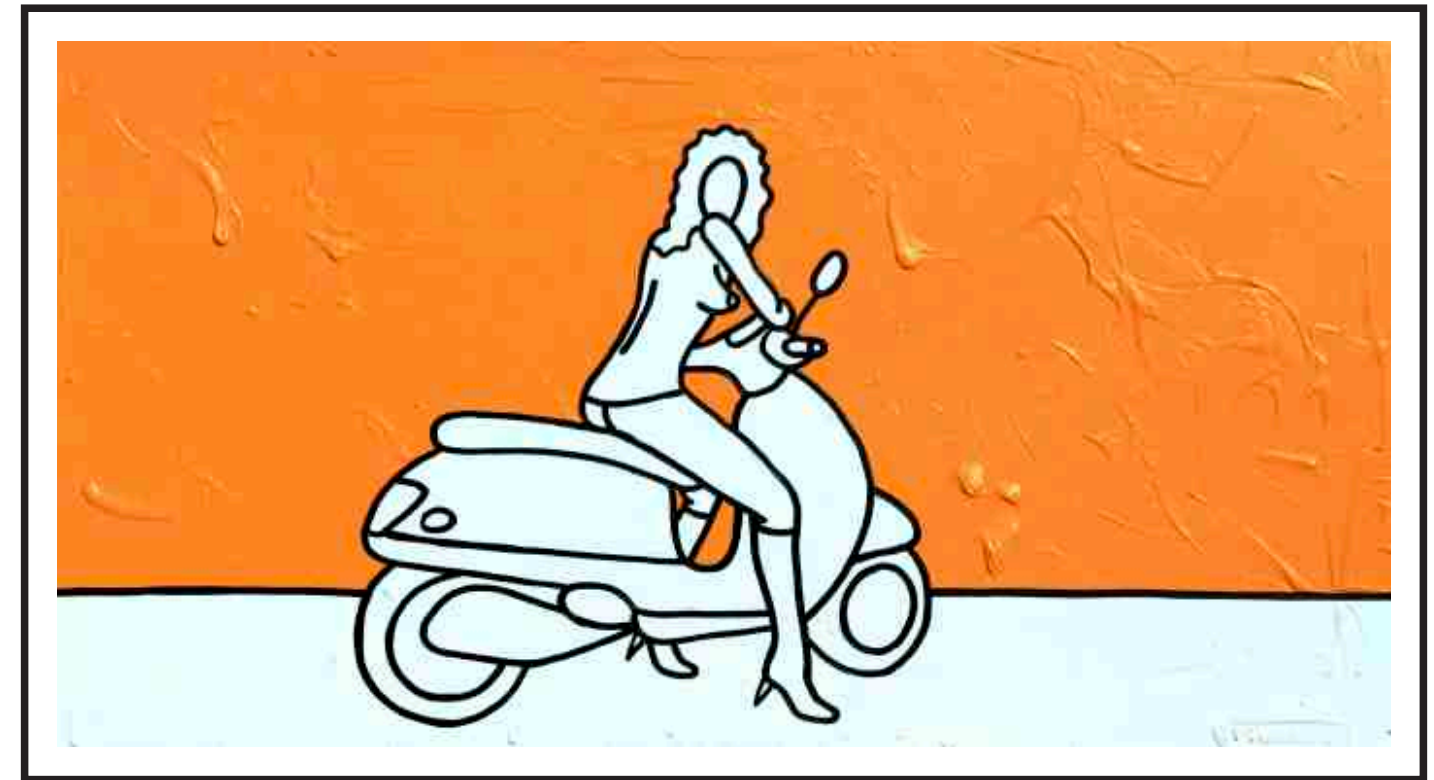


My Shy Joyride  
Vermillion (R6)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015

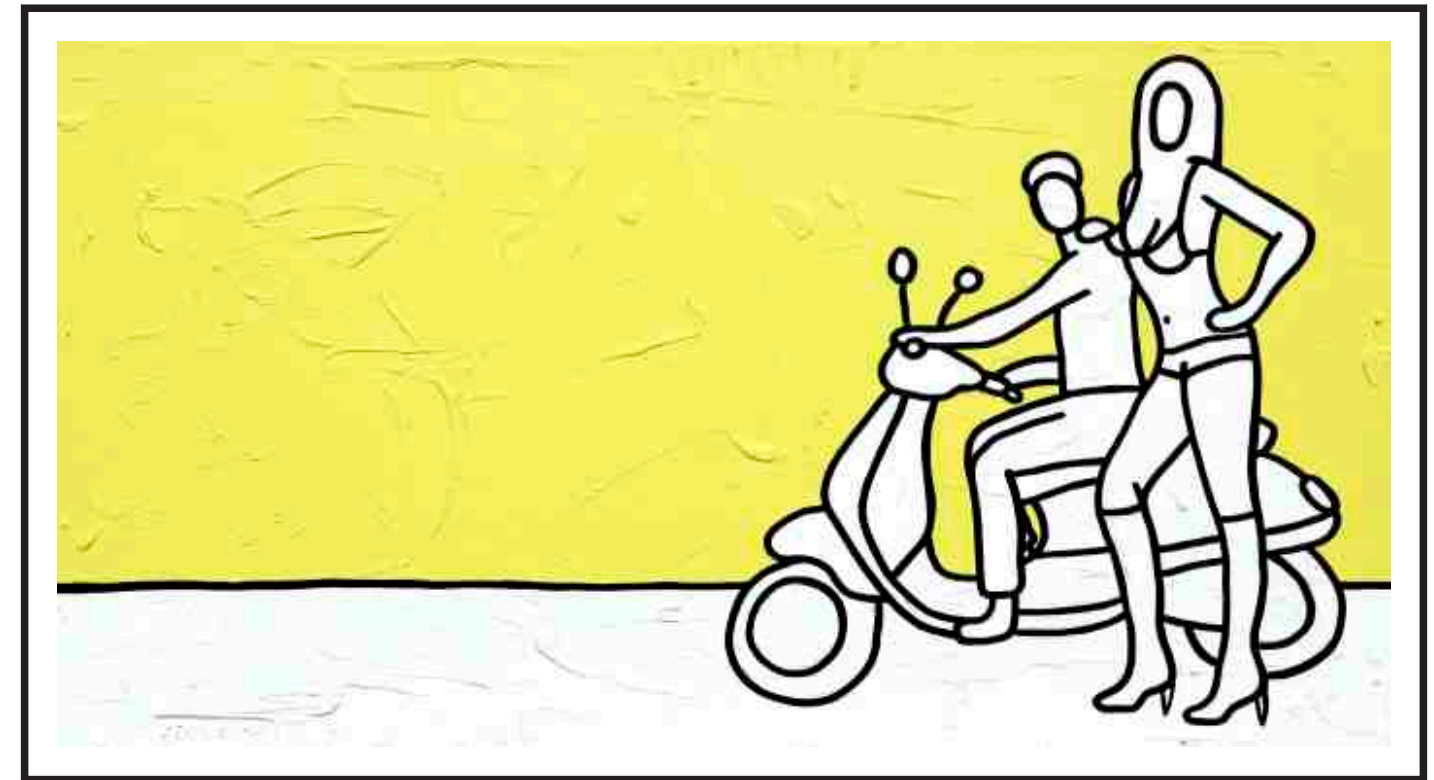


Naked Joyride  
(Orange - 04)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



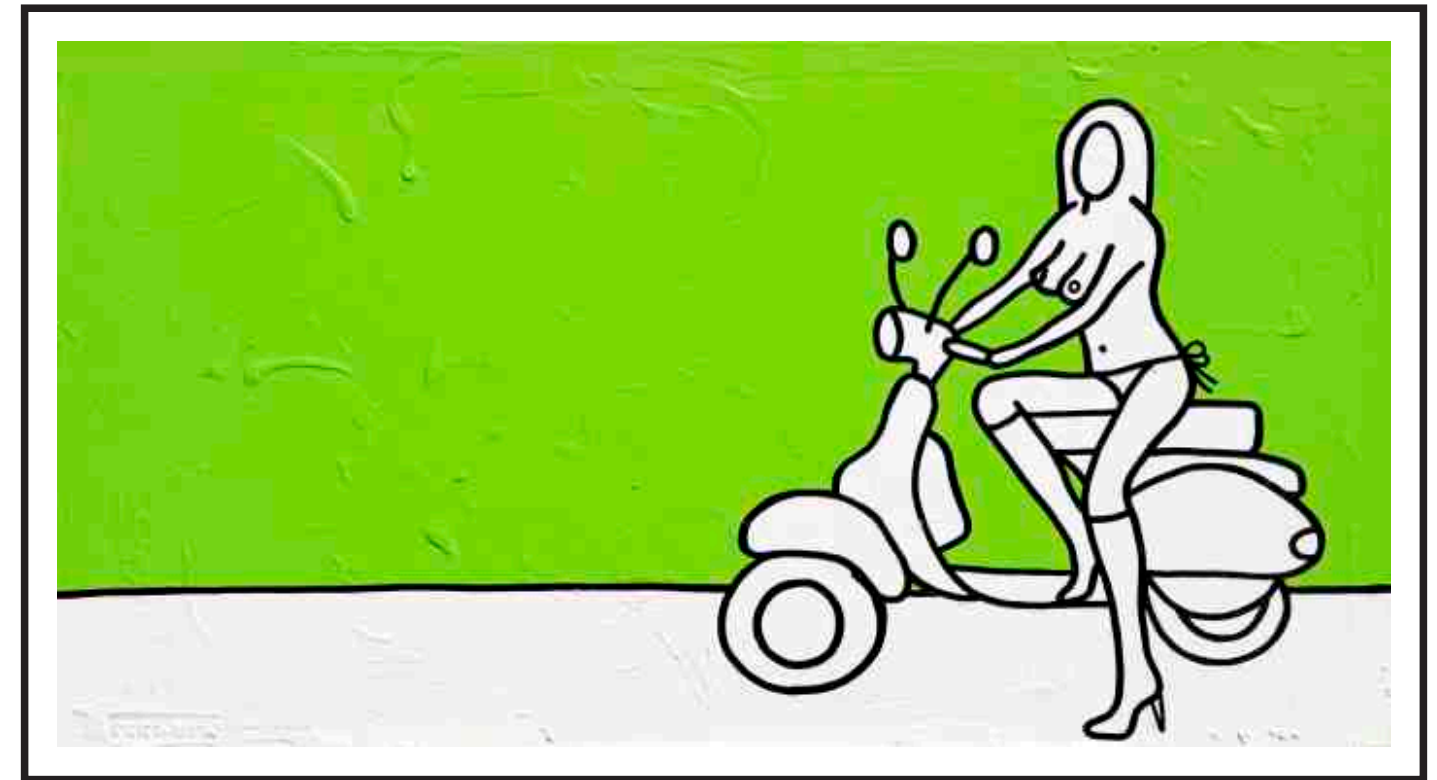


Waiting to Joyride with you  
Yellow (Y4)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015

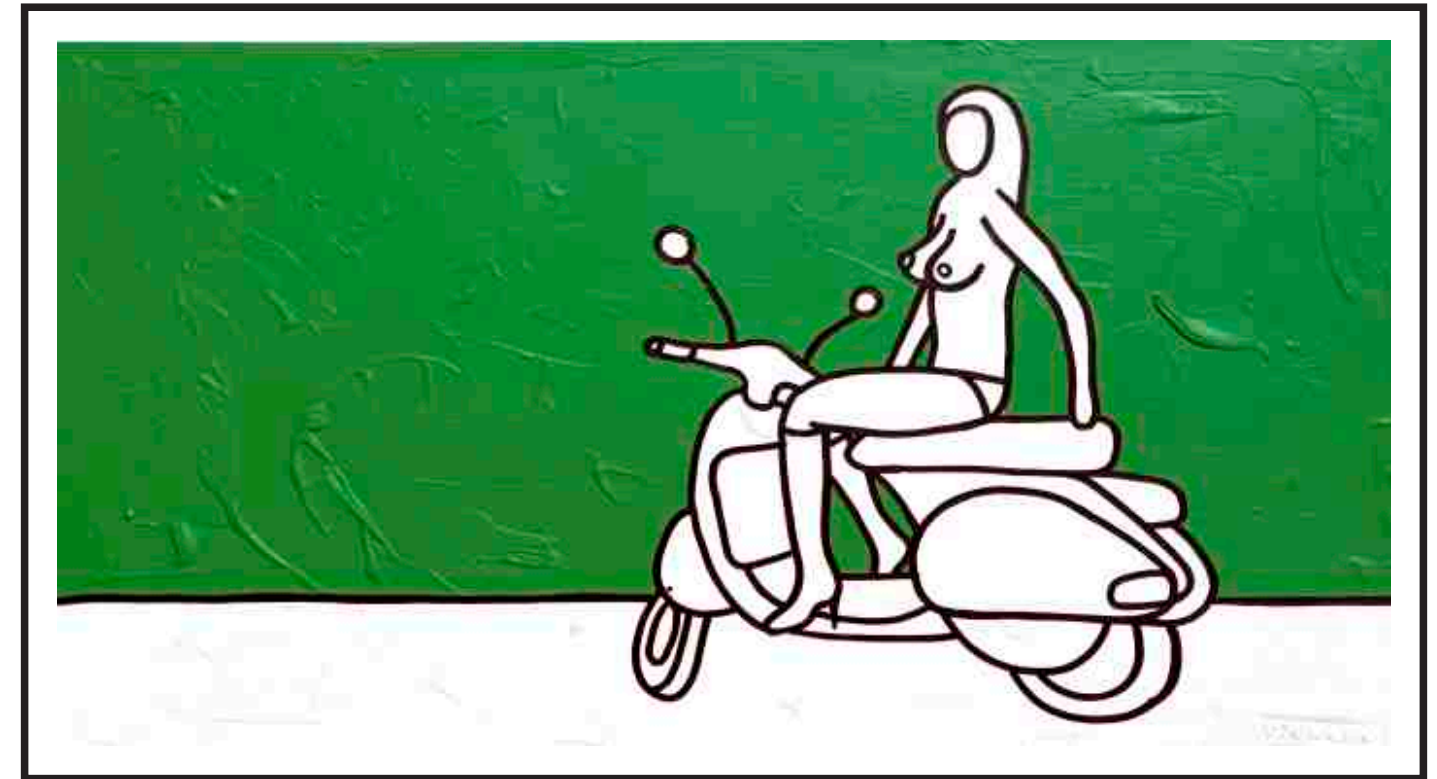


Posing for the boys on our Joyride  
Green (Y8)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



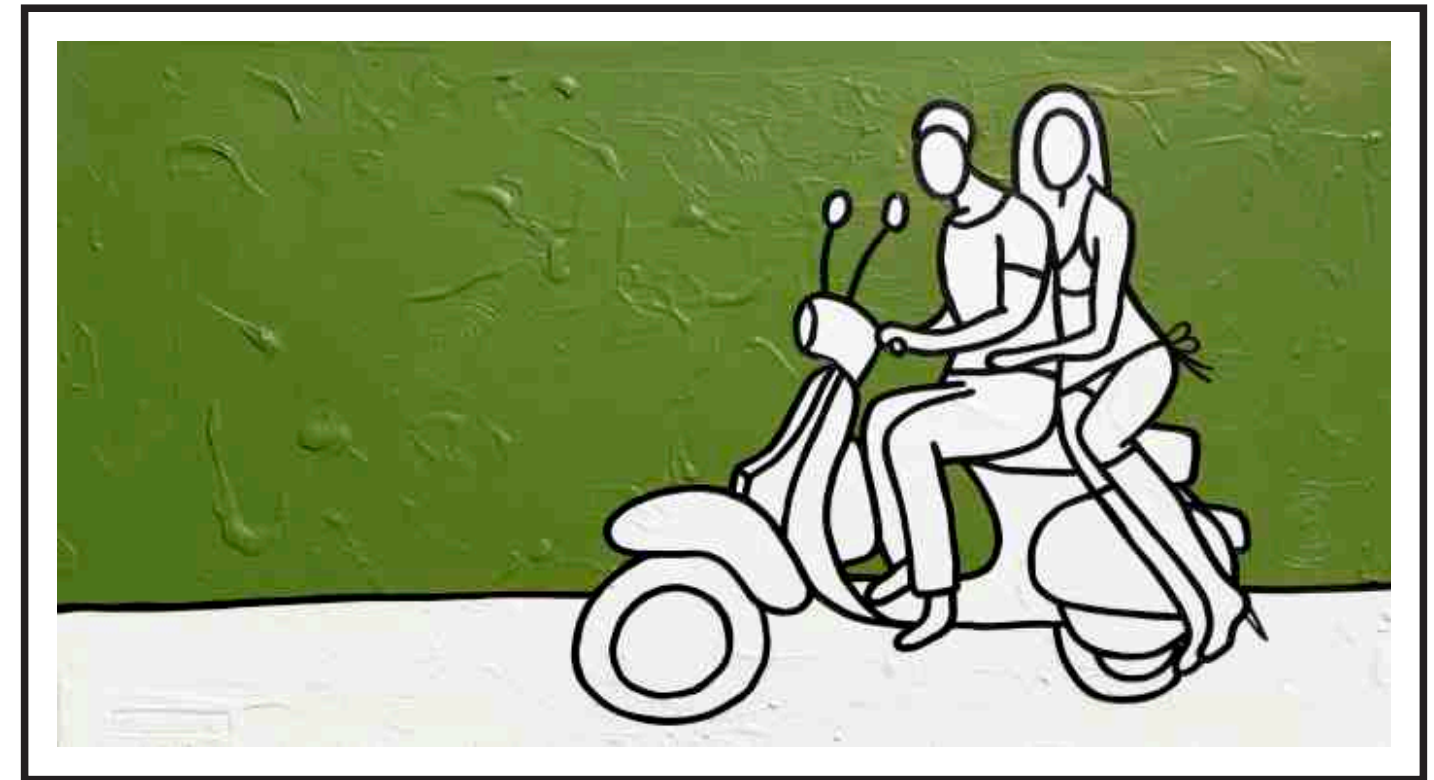


Wanna go for a Joyride?  
Green (G8)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



Waiting for a Joyride  
Lime (G4)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



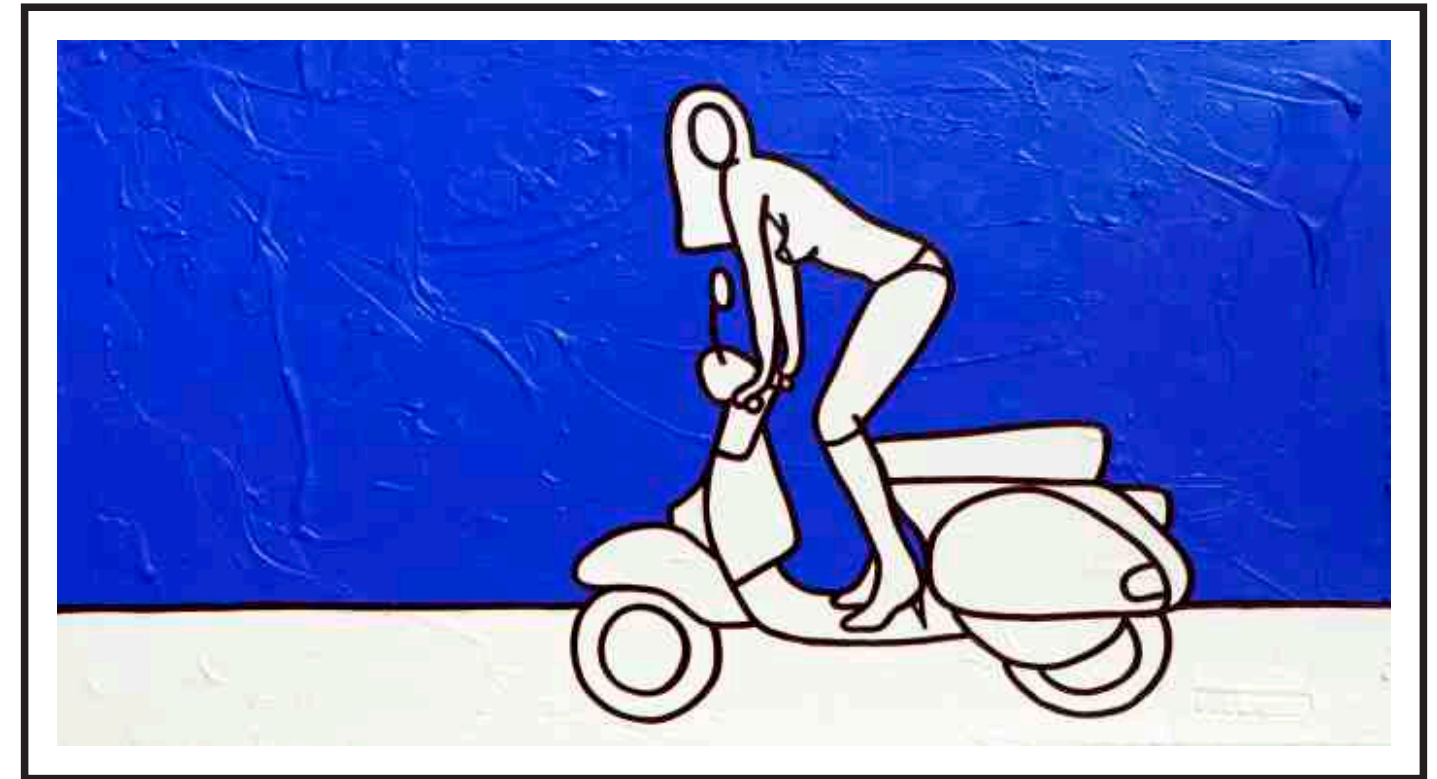


Remember our Joyride days  
Olive (L8)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015

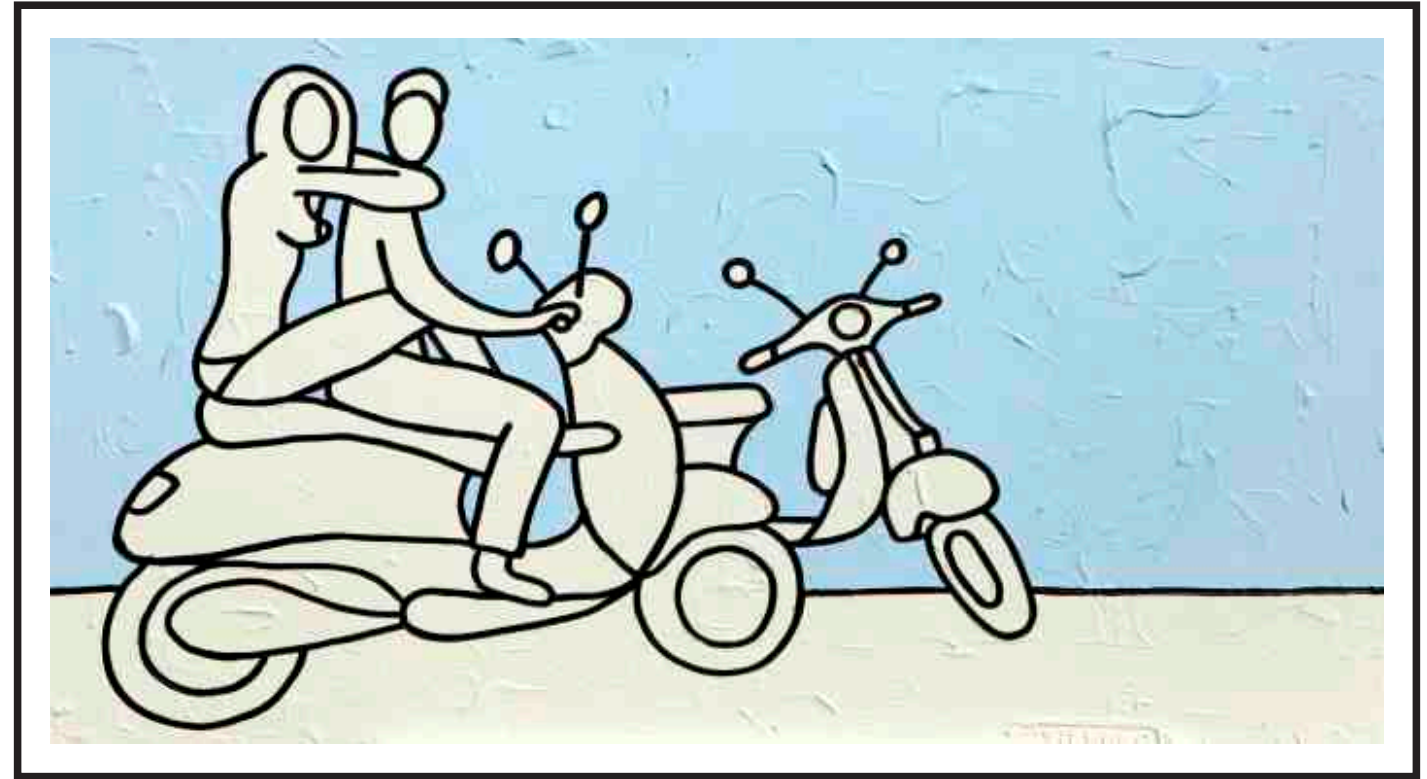


70ties Joyride  
Airforce Blue (B12)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



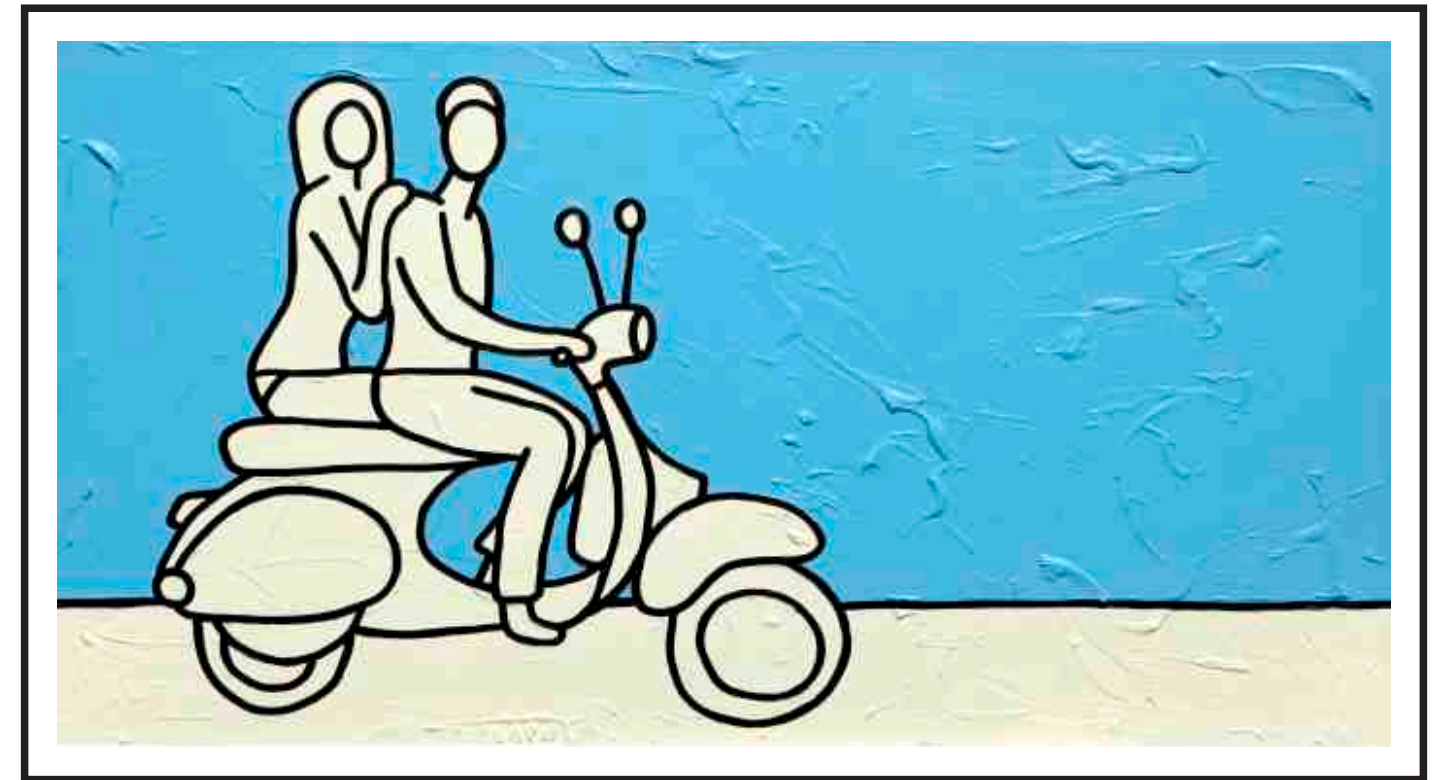


My Own Joyride  
Blue (B4)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015

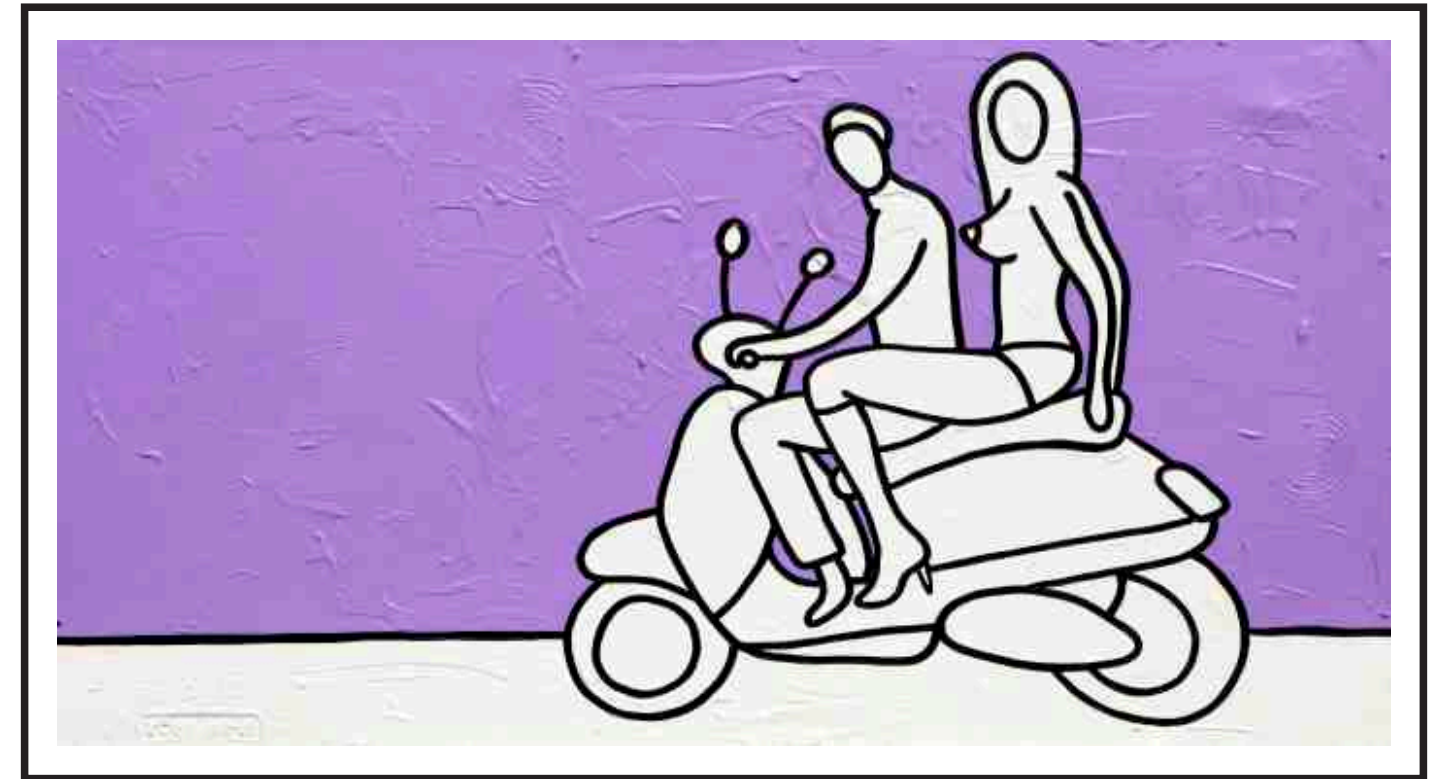


Lets go on a Joyride together  
Powder Blue (B8)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015





Classic Joyride days  
Teal (T6)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015

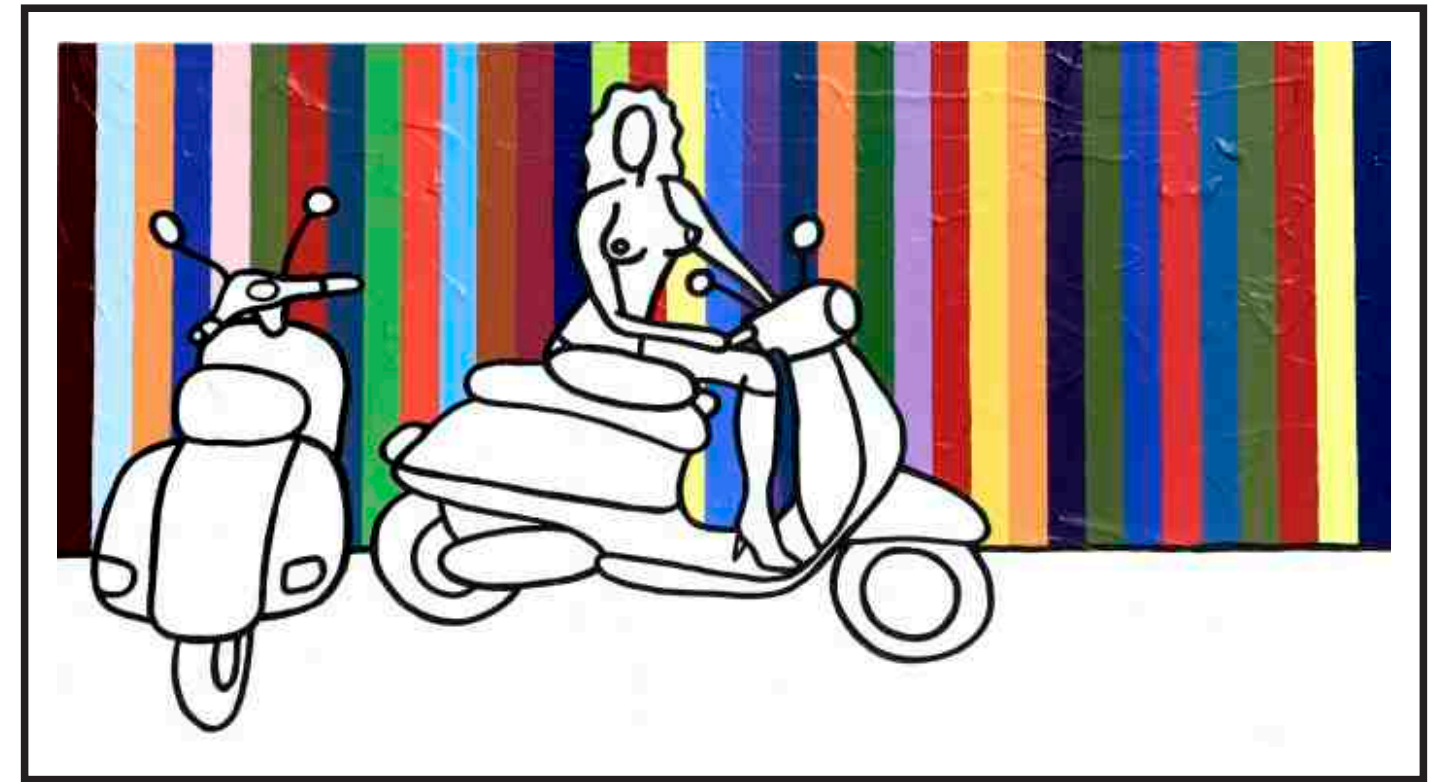


Our Joyride Memories  
Lilac (P6)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



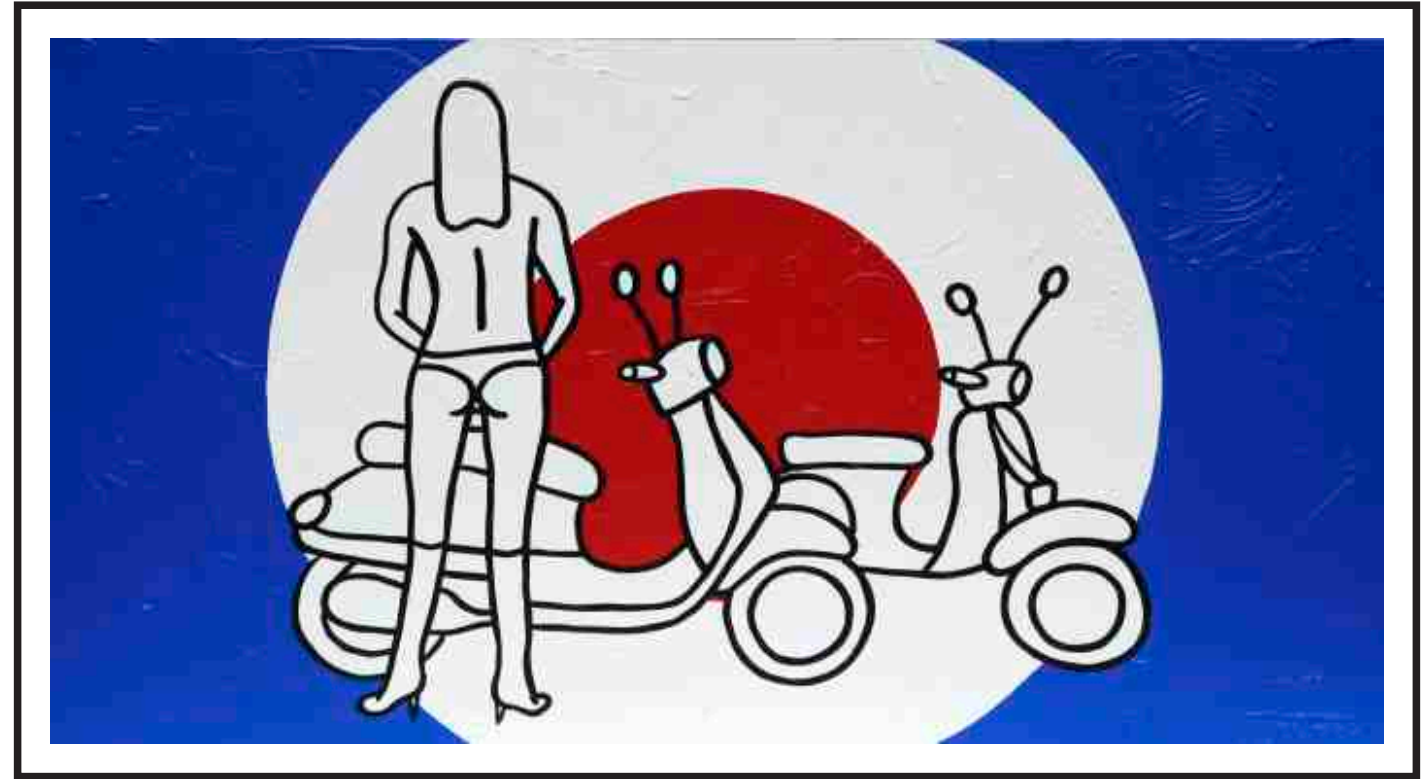


Those were our Joyride days  
Purple (V2)  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015

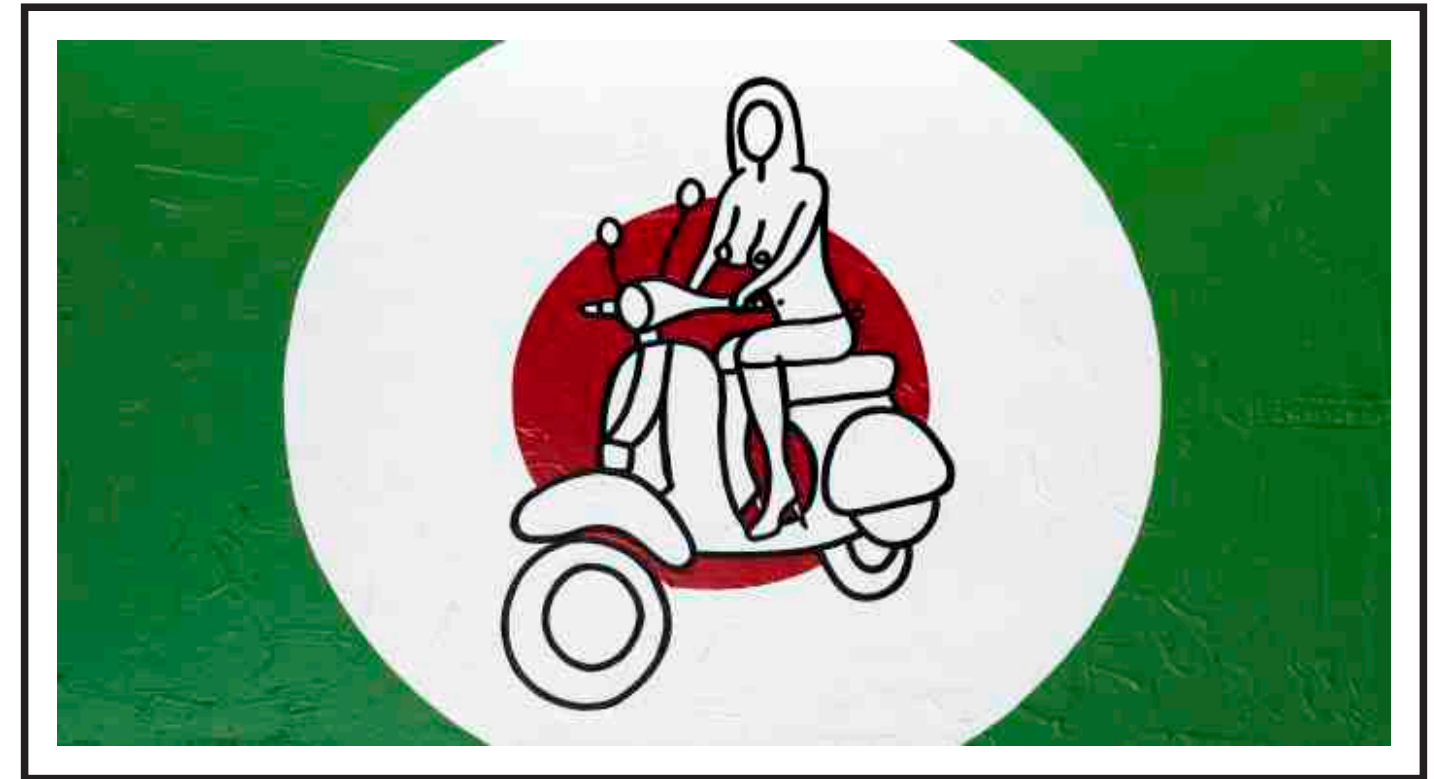


My Candy Joyride  
Candy  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015





My MOD Joyride  
Royal Air Force roundel  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015

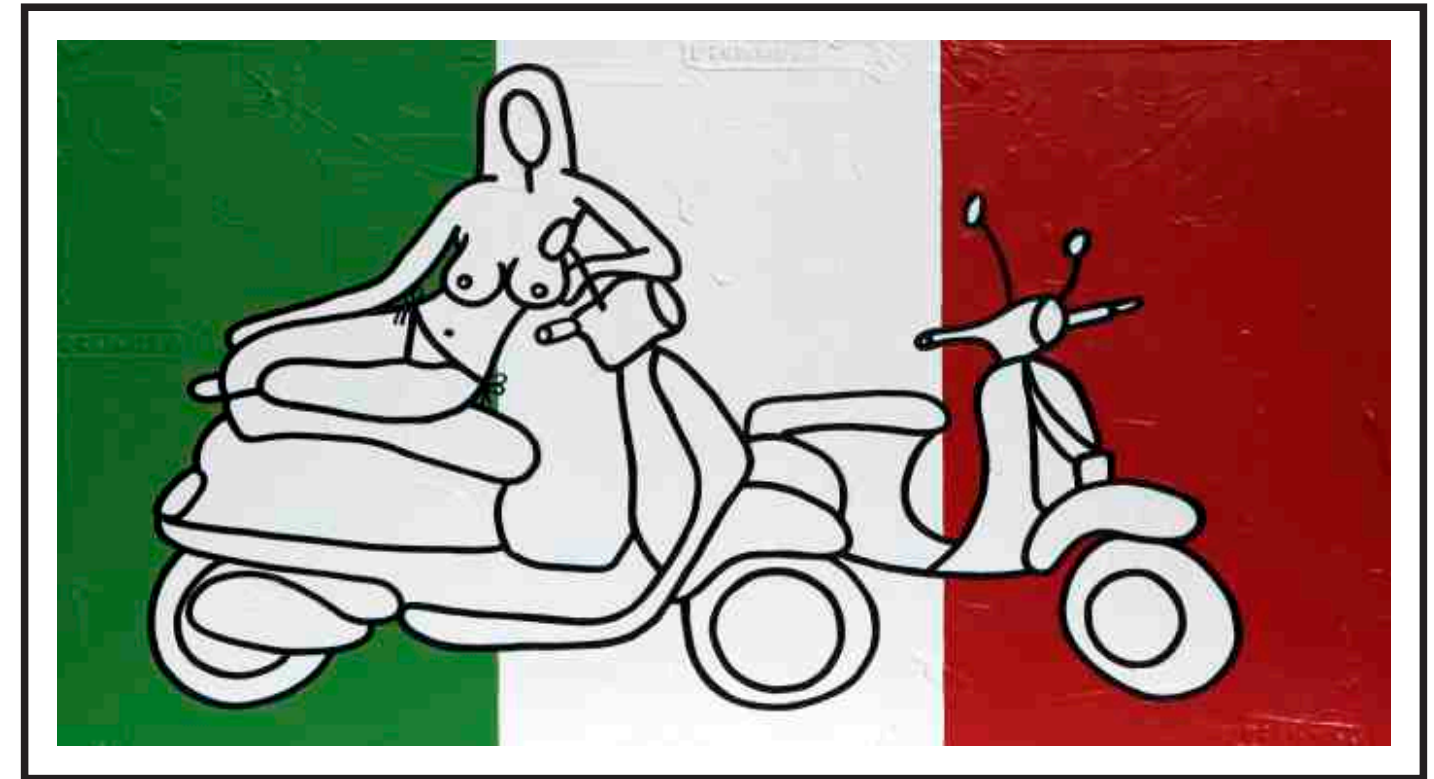


My Italian Joyride  
Reversed Italian Air Force roundel  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



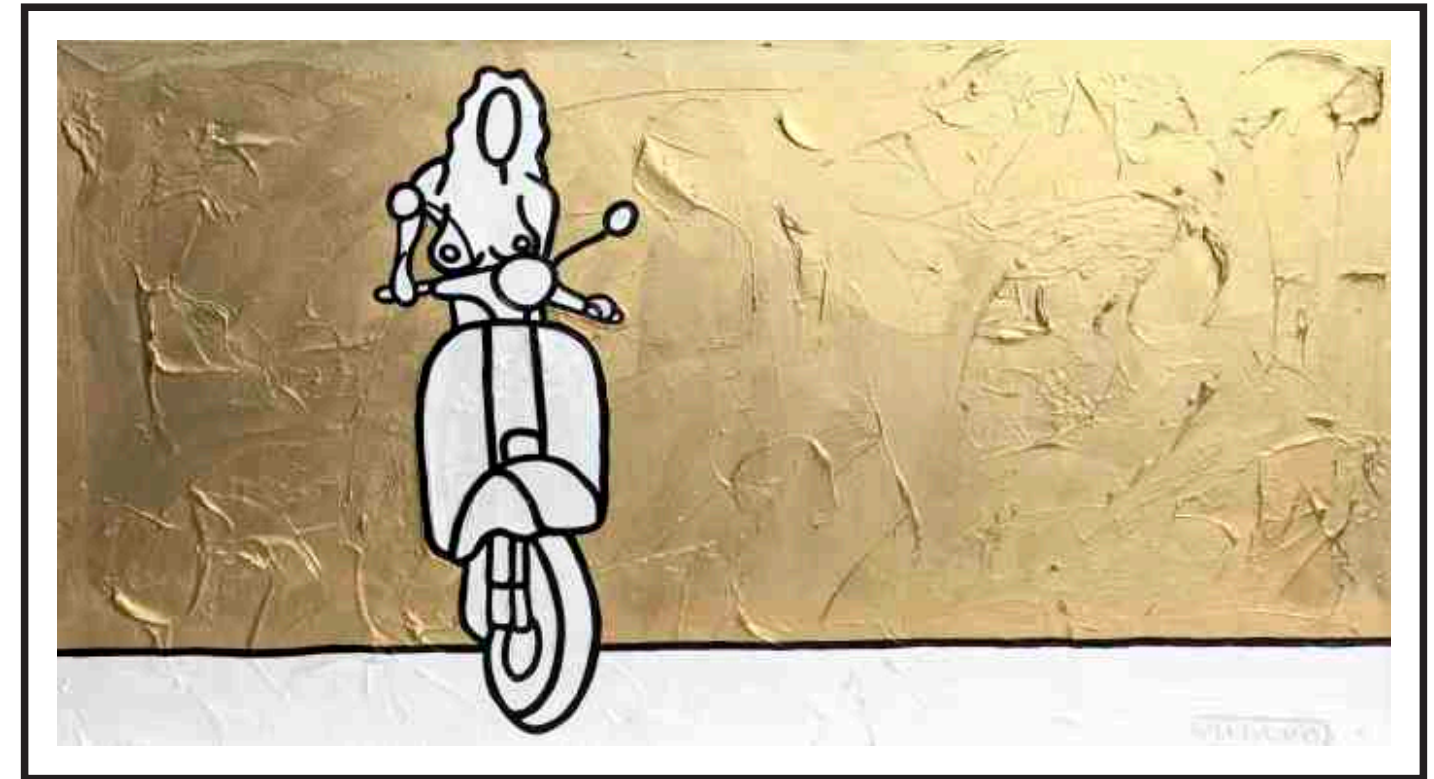


English Summer Joyride  
Union Jack  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



The Perfect Italian Joyride  
Italian Flag  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015





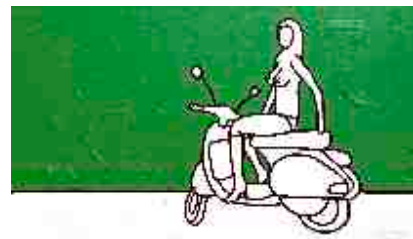
Golden Joyride Memories  
Gold  
Size: A2 – 60 x 42cm (16.5 x 12inches)  
Edition: 100  
Print: Giclee Framed  
Year: 2015



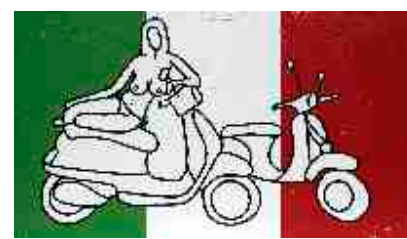
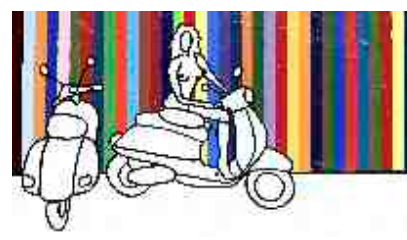
# Paintings

The original 20 paintings





Size: 175 x 100cm  
Medium: Impasto and Acrylic on Canvas  
Year: 2013



Size: 175 x 100cm  
Medium: Impasto and Acrylic on Canvas  
Year: 2013



Vespa





Blue Ana, Red Mandy, Yellow Ana and Red Ana

Richard painted four girls in four colours, totalling 16 hand painted New GTS300 Joyride Vespas. Richard worked closely with Andy from Vespa in Cape Town on the designs. "With Andy's eye and my creativity, I knew we would be creating something unique" said Richard. Richard then flew to Johannesburg, to the state of the art Vespa factory, and handpainted the Vespas with the spray team.





Red Ana (right side view)



Yellow Uma (left side view)



Pink Mia (front View) Blue Mandy (right side view)



Red Ana (front view) Blue Mandy (left side view)





Gold Ana (right side view)



Gold Ana (left side view)



Silver Ana in the making \* (left side view)



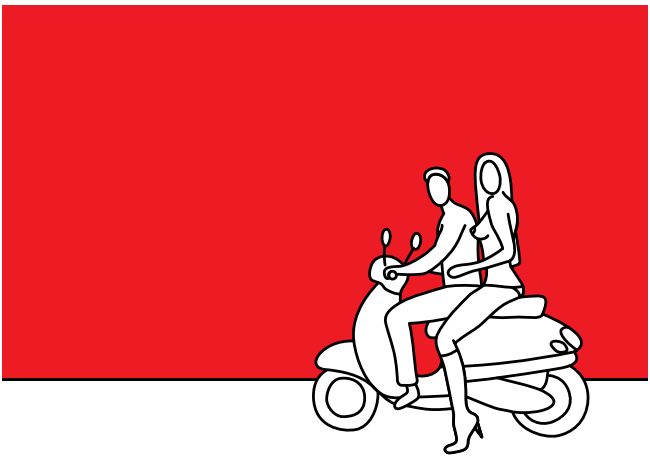
Silver Ana in the making (right side view)



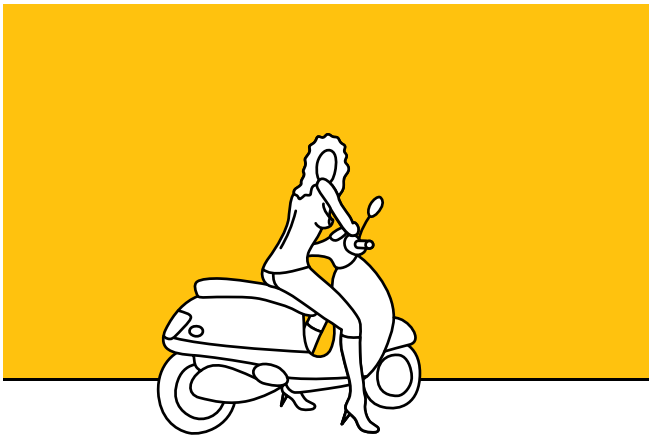
# Diassec

Four of the original 20 paintings were selected for a limited edition of 46 Diassec framed prints

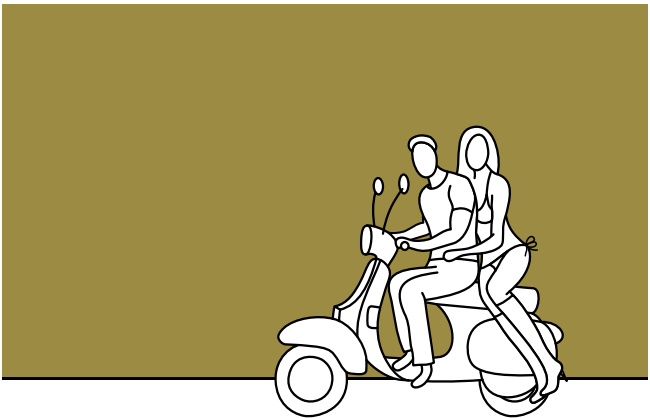




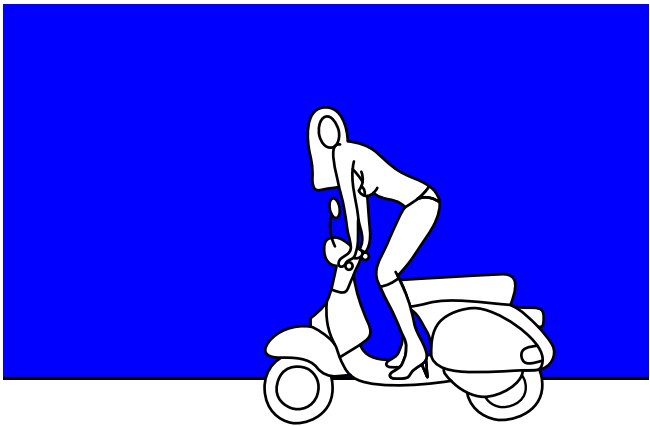
Lets go Joyride - Red (R4)



Waiting to Joyride with you - Yellow (Y4)

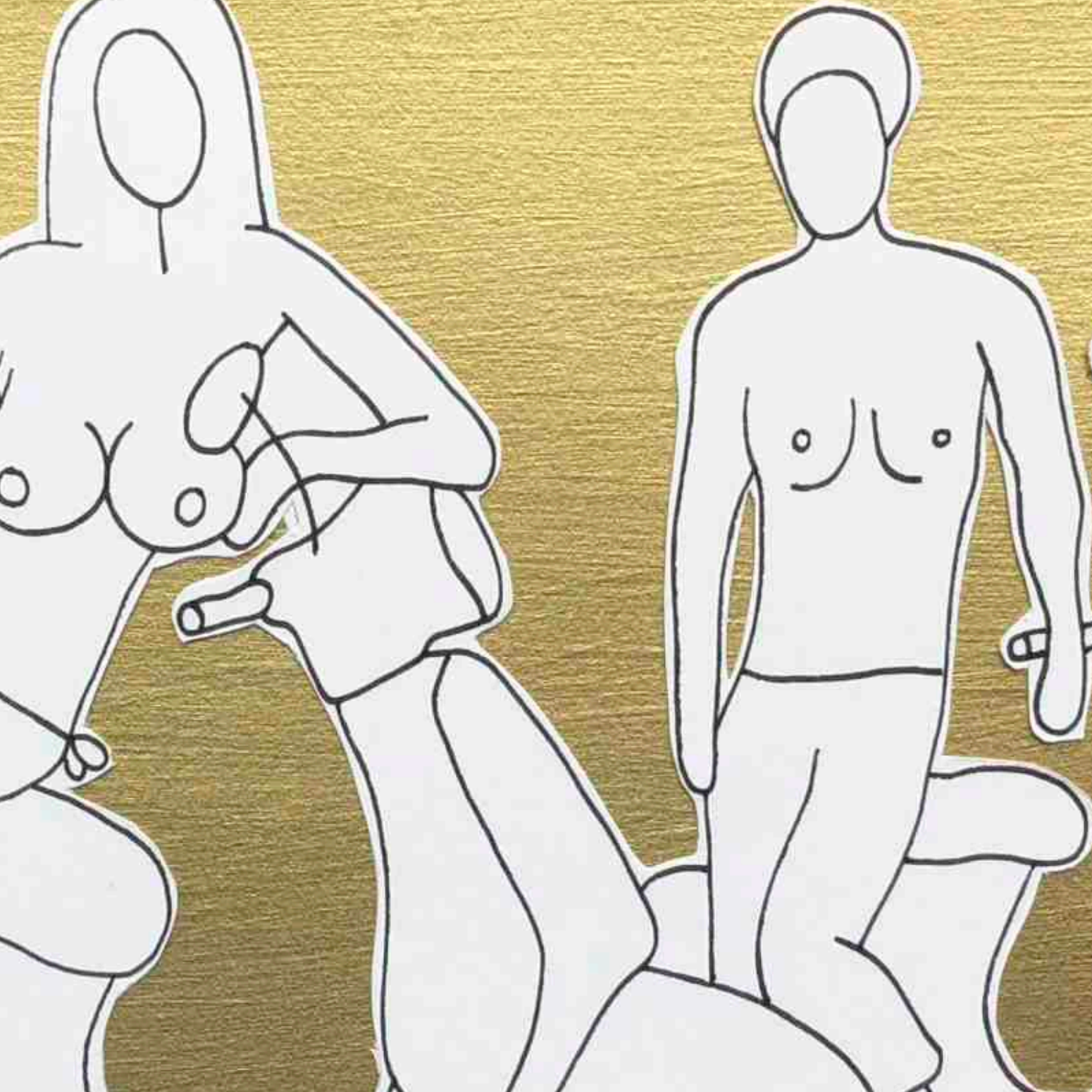


Remember our Joyride Days - Olive (L8)



My Own Joyride - Blue (B4)

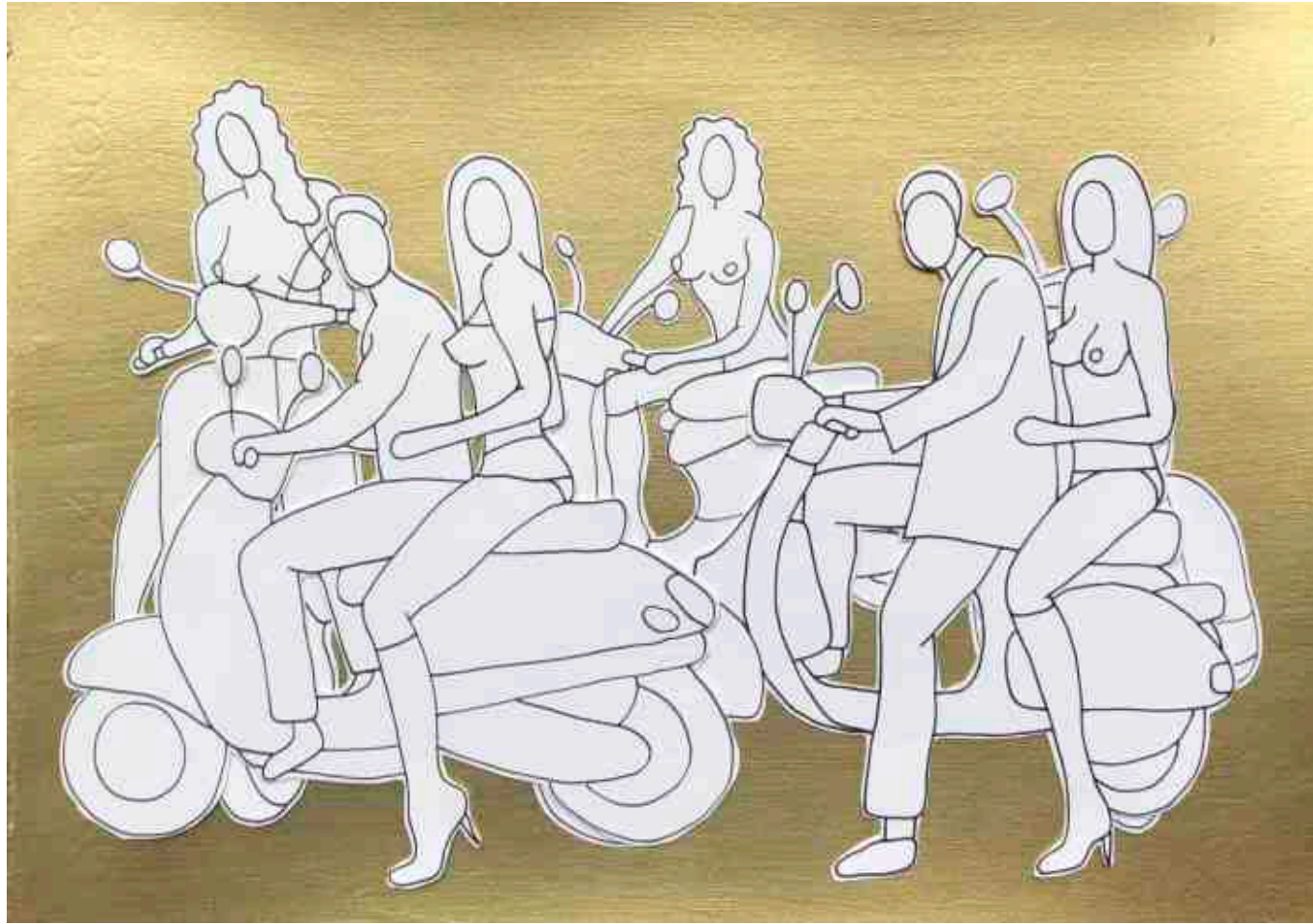
Size: A1 - 84 x 61cm (33 x 24 inches)  
Paper: Hahnemuhle Photo Rag 308g  
Edition: 46 (the year Vespa originated: 1946)  
Print: Giclee framed Diassec  
Year: 2013



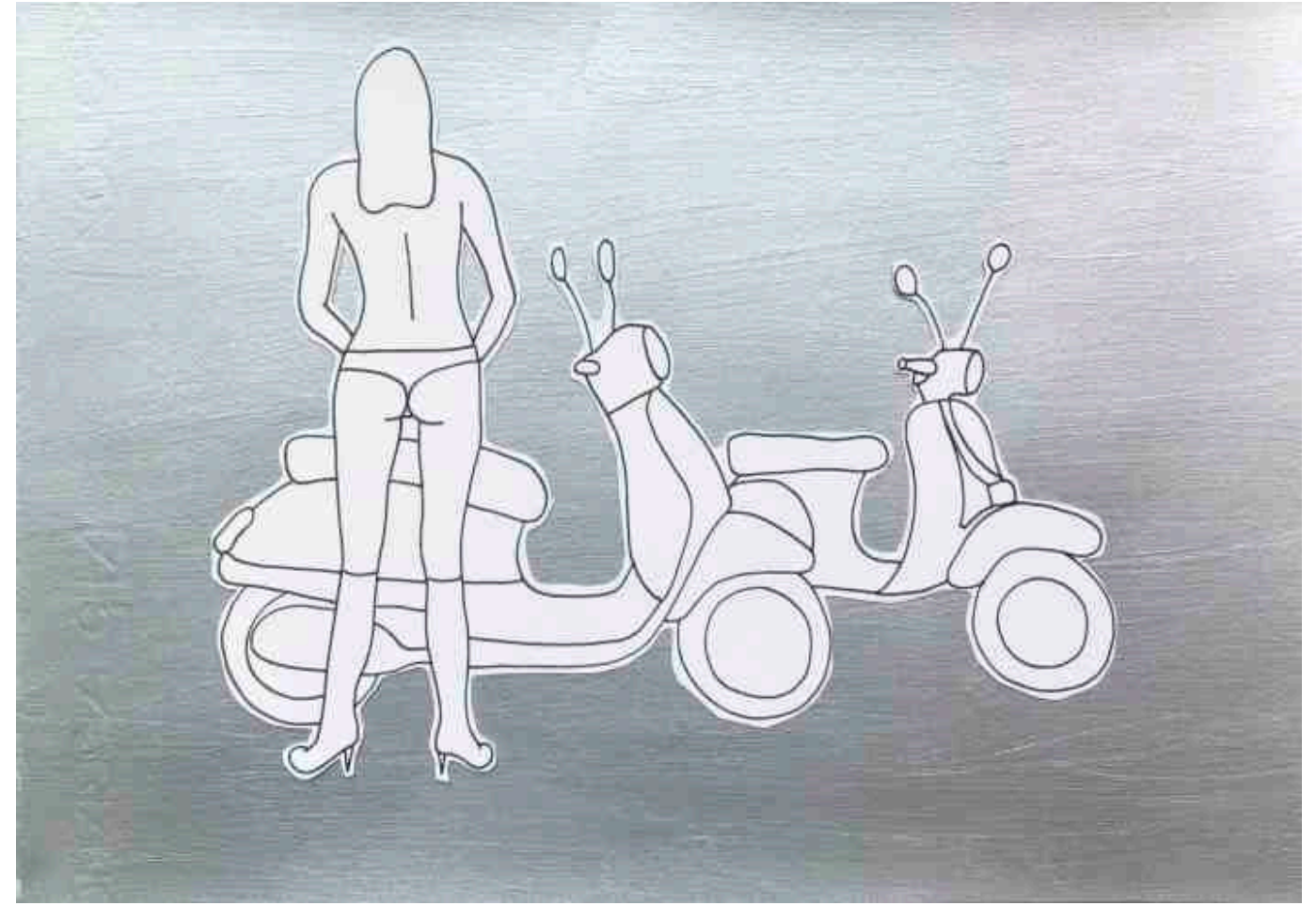
# Sketches

This limited edition collection of Gold and Silver sketches





Joyride Sketches  
+- 35 x 25cm  
Acrylic on Paper with Pen  
Fabiano Tiepolo 290g  
2017



Joyride Sketches  
+- 35 x 25cm  
Acrylic on Paper with Pen  
Fabiano Tiepolo 290g  
2017





Important





**Thanks**

Gus Silber - Editor  
Vespa South Africa - Vespas  
Brigitte Williers - Female Model  
Ryan Botha - Male Model  
Ernst Linde - Photoshoot Photography  
Shari Thompson - Joyride Vespa run Photography  
Andrew Swarts - Press Photography  
Michael Edwards - Press Photography  
Zoom - Shoes  
Marlies Dekkers - Lingerie

**Exhibitions**

Vespa, Cape Town - Joyride Exhibition Opening, December 2013  
Hyde Park Shopping Centre, Johannesburg - Joyride Exhibition, September 2014  
Deville Baillie Gallery, Hyde Park, Johannesburg - Joyride Exhibition, September 2014  
Hout Bay Gallery, Cape town - Joyride Exhibition, September 2015  
Deville Baillie Gallery, Norwood, Johannesburg - Joyride Exhibition, November 2015  
Vespa, Durban - Joyride Exhibition, April 2016  
Vespa, Cape Town, Gold Vespa launch, March 2018

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**Contact**

Richard Scott, PO Box 243, Kernkrag 7440, South Africa  
[www.richardscott.com](http://www.richardscott.com)





Front Cover – My Gold Ana Vespa, GTS 300. Only of 6 only.

Page 2 – Yellow Uma Joyride Vespa at the Hout Bay Gallery opening of the Joyride exhibition in September 2015

Page 4 – Delivery of Vespas to Richard's studio for the photo shoot

Page 6 – Vespa Lifestyle

Page 8 – Brigitte Williers at Richard's studio preparing for the Joyride photo shoot. The painting in the background is the original Candy Joyride

Page 10 – Vincent van Zon at Vespa, Cape Town, South Africa at the open of Joyride exhibition, December 2013

Page 12 – let's Go Joyride, Medium: Print, Size: A2 – 60 x 42cm (16.5 x 12inches), Edition of 100, Book-format or framed

Page 54 – Richard painting the black line into the impasto paste in his studio

Page 58 – My Gold Ana Vespa, GTS 300. Only of 6 only.

Page 60 – Close-up of Job Card for Red Uma, Vespa, Wynberg, South Africa

Page 62 – Richard heading out the Vespa run, on a Blue Mandy Joyride Vespa, on route to Hout Bay Gallery Joyride exhibition, September 2015

Page 64 – My Silver Ana Vespa close up, GTS 300. 1 of 6 only.

Page 66 – Yellow Diasac print on display showing the Diasac technique

Page 68 – Close up of the embossed stamp Richard uses to sign his prints and sketches

Page 70 – Sketches for the Joyride series

Page 74 – Michael Eastaugh of Vespa Cape Town, Charl Bezuidenhout or Worldart Gallery, Cape Town, Richard Scott and Carl Smyth at Vespa, Cape Town, South Africa at the open of Joyride exhibition

Page 76 – People enjoying themselves at the Joyride Exhibition at Vespa, Cape Town, South Africa, December 2013

Page 78 – Proofing the Joyride Prints at ORMS Print House

Page 80 - Gathering of Vespa riders getting ready to head out on a Vespa Run to see the Joyride Show at Hout Bay Gallery, September 2015

Page 81 - John Hargitai of Hout Bay Gallery, Richard Scott, Cornel Sutcliffe and Salomien Scott









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

*Richard Scott*