

Saturday, January 28, 2023 – March 25, 2023
Opening Reception: January 28, 5:00 - 9:00 pm
630 Flushing Avenue, Brooklyn NY, 11206 First Floor

PROTECT YO ART - A SOLO EXHIBITION BY UNCUTT ART

THE IW GALLERY is pleased to announce the exhibition; **'PROTECT YO ART' by UNCUTT ART curated by ZAIRE BAPTISTE.**

This will be the first solo exhibition by the multi-talented artist and creative, Uncutt Art, featuring immersive works that reflect the creative vibrancy of Uncutt's own mind and artistic process.

'Protect Yo Heart' welcomes its audience to experience the healing power of art and the practice of valuing one's inner peace and integrity amongst the varying components of the 'Protect Yo Heart' visionary philosophy.

Uncutt's art is created to be observed, interacted with, and consumed, by his audience; therefore, creating an active engagement. His artistic style, honed from years of creating across various disciplines, cultivates its uniqueness by finding inspiration from life itself. Uncutt, himself, describes his body of work as 'strange little pieces that are fused together to form a greater image'.

The cultural phenomenon that is 'Protect Yo Heart', has made Uncutt Art a living legend, specifically in regard to the public art genre. In 2009, Uncutt started on a journey of self-love and actualization that led to a radical revelation regarding his lifestyle. In 2016 he went on to launch what would become his signature work and the moniker of his movement; 'Protect Yo Heart'. The quote itself symbolizes the acceptance of self-care and has been adopted by the masses; dismissing the binaries of class, race, or gender. The movement has lent itself within the realm of social media in the form of tags used worldwide to further the self-care philosophy. Becoming a viral sensation, spotting a 'Protect Yo Heart' artwork has garnered millions of views on social media and has been used by numerous celebrities to represent their own desire for selfcare and positivity. The 'Protect Yo Heart' tag has amassed over 40 million posts, searches and hashtags and continues to grow as an interactive public art display spray painted on the grounds of major cities like NYC, Miami, LA, DC, Vegas to name a few. The universal reach of this movement is only further witness to its monumentality; the notion to protect one's heart and one's

peace is an act of kindness we all owe to ourselves and should allow ourselves to resonate with.

Holding a degree in Media Arts from Westbury College, Uncutt specializes in Independent Public Art, Custom Apparel & Personal Items, & creating art that raises frequencies. The ever-elusive artist has not fallen short of spreading his creative ideologies across varying platforms and disciplines. Uncutt creatively, and organically, infuses his style with the brands he collaborates with, creating a unique take on notions of public street art and engagement. Uncutt's list of artistic projects is vast in numbers as well as multi-disciplinary. Working with a myriad of different collaborators, Uncutt infuses his artistic style into the numerous projects he involves himself with, ranging from fashion, and film, to design. The artist has not only lent his style to developing a line of artistically inspired sneakers sold in over 300 retail outlets but has also been featured in various magazines and television shows.

Uncutt continuously strives to implement his practice with the many people he works with, spreading the 'Protect Yo Heart' movement and hence the notion that self-care is a vital practice that should be practiced by all. For the duration of the exhibition, we will have activations, including yoga led by Uncutt.

IN OCTOBER 2021, DIRECTOR VIDA SABBAGHI FOUNDED THE IW GALLERY, INSPIRED BY COPE NYC'S 'AN INCLUSIVE WORLD PROJECT'. IT OPERATES AS A PARTNERSHIP GALLERY WORKING WITH LOCAL AND INTERNATIONAL CULTURAL ORGANIZATIONS TO PROVIDE OPPORTUNITIES FOR CREATIVES AROUND THE WORLD.
