



PRESS RELEASE

**ENDLESS**

## Raining Chapel Worship

The historic **Libreria Bocca**, in Galleria Vittorio Emanuele II in Milan, is pleased to present Endless' solo show, Raining Chapel Worship, curated by **Vera Agosti**, in collaboration with the **Cris Contini Contemporary** gallery in London and Porto Montenegro, from 25 May to June 5, 2021.

Endless is a well-known London street artist, with an identity constantly hidden by a mask, even in the pre-pandemic era, and increasingly known in Italy. On 8 February, he donated a self-portrait of him, which sees him together with the famous British artistic duo Gilbert & George, to the Uffizi Galleries. Until May 20, however, it is possible to visit another of his Milanese exhibitions, The Queen & Culture exhibition, at the Salotto di Milano in Corso Venezia, 7.

At the Libreria Bocca, Endless presents a large iconic work from 2021 that gives the exhibition its title. The painting made with acrylic, spray colors and hand-cut stencils takes up the famous bottle of Chanel perfume no. 5 reinvented by Endless who changes the logo into "Chapel", or "Cappella", because the artist controversially considers the luxury and consumer goods shops as the cathedrals of our time, in the pre-pandemic era but not only, while the commerce and consumerism have become the new religion and the protagonists of the star and the fashion system the new idols.

In the early 1920s, Coco Chanel began a collaboration with the Russian perfumer Ernest Beaux and became one of the first designers to associate a perfume with her own brand. She invents an abstract synthetic fragrance, similar to the avant-garde works of that time. The story of how the beloved Chanel bottle n. 5 was born is lost in myth and legend. According to many, the name derives from the choice of the fifth vial sample proposed by Beaux. This would be a typical pharmaceutical container, whose corners would have been rounded to make it softer and more aesthetically pleasing. For others, however, the reference could be bottles of whiskey or a toiletry bottle given by her lover Boy Capel.

Certainly, Coco Chanel wanted a simple and minimalist shape, which was new and different from everything that had been there before. Chanel n.5 is the most famous perfume of all time, a favourite of divas: Marilyn Monroe claimed to go to sleep wearing only two drops of the precious golden liquid. The transparent bottle with the white and black label has remained almost unchanged for all these years.

Now Endless proposes it as a shower of bottles, hence the title, and also the blue colour that reminds us of water, but in reality, it is a strong and seductive colour that comes from the world of advertising, as well as the writing "Worship" in cubital characters at the top of the canvas recalls the world of marketing and packaging. Chanel n.5 has already been reproduced in Andy Warhol's serigraphs, it inspired Salvador Dalí and has been the subject of advertising campaigns signed by famous photographers, such as Helmut Newton, Richard Avedon, Jean-Paul Goude and Steven Meisel.

It is interesting to note that despite the subversive verve that leads us to reflect on trends and behaviors of our day, Endless has actively collaborated with the fashion world, for example with **Karl Lagerfeld**, who had been Chanel's own creative director. The collaboration continued even after the designer's death and in November 2019 Endless created a series of premium sweatshirts and t-shirts for men and women for the Karl Lagerfeld brand. The critical thought of the artist does not attack fashion and luxury in themselves but investigates the awareness of the ephemeral and the superfluous, knowing well their attractive force.

The small showcase of Chanel Beauty & Fragrance is located a few steps from the Libreria Bocca. In the external windows of the Gallery, you can admire two drawings by Endless, rarities less known to the general public. It is an emotional and reflective journey between art, fashion, consumption and society, in the living and beating heart of Milan.

Endless –Raining Chapel Worship

Curated by Vera Agosti

In collaboration with Cris Contini Contemporary –London –Porto Montenegro

[www.criscontinicontemporary.com](http://www.criscontinicontemporary.com)

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Opening – open day: Tuesday 25 May 2021 11 am–6pm

Until 5 June, every day 11am–6pm