

LAUNCH F18



ARTIST TALK IN CONVERSATION WITH DIDI ROJAS

October 15, 2019
7:30 PM
373 Broadway, New York

October 9, 2019

Please join LAUNCH F18 on Tuesday, October 15th at 7:30 PM for an Artist Talk with exhibiting artist, Didi Rojas. Didi will be speaking to a limited size crowd about her current exhibition *You're Doing Amazing Sweetie*, and the 42 works created for the show spanning over the course of nearly two years. Please join the gallery and Didi for this special event. To RSVP please email info@launchf18.com. Attendance is limited and rsvp is required. For more information, please visit launchf18.com

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Press Release

LAUNCH F18 is delighted to present *You're Doing Amazing Sweetie*, a solo exhibition by Brooklyn based artist Didi Rojas. The exhibition opens on Saturday, September 7 from 6-9 PM and is on view through October 19, 2019. This marks the first solo exhibition by the artist.

You're Doing Amazing Sweetie features a curation of over 20 ceramic sculpture shoes, presented in an iconic and sculptural form. Similar to Didi's previous bodies of work, this exhibition focuses on the delicacy and detail within her sculptures, and reveals a broader cultural context. As we live in a rapidly changing society and fast paced world, Rojas frames these moments to make us pause and comprehend the what can be phenomenal about these various and visually diverse forms. Like her contemporaries such as Jeff Koons, Yayoi Kusama, Andy Warhol and many others;, Rojas strikes at the same chord of design, popular culture and nostalgia while breathing fresh air upon it with profound sincerity. Just as Warhol showed us the Campbell's Soup can, Koons the balloon animal, and Kusama the pumpkin, Rojas brings a connection with the everyday and the significance that these objects have to the human experience. Though they are just shoes, to Rojas they are so much more, representing beauty in the everyday and the sometimes overlooked power of function and design.



You're Doing Amazing Sweetie. LAUNCH F18, New York

Though not all of these objects necessarily reflect the humble, Rojas leaves no limitations or exclusion of cultural styles at large. Ranging from a high heeled shoes to casual sneakers and boots; the installation of these works combine the spectrum of fashion, design and art with what can reflect both attainable and sometimes unobtainable. In the world Rojas creates, a

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joyful and peaceful presence exists amongst the works and an immunity to barriers or separations. For Rojas, she strikes deep within the symbolism of the shoe and finds a meaning far beyond its material function.



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Though each piece is distinctly unique, carrying their own characteristics and spirit with them, they all share a unifying purpose and cultural history. As these works sit idle on the pedestal within the gallery, they are paused, refrained from their constant rhythm, and reflect on the human experience. It reminds us of the connection we have with past, present and future generations. With these connections Rojas creates an individual, as well as sociable body of work, utilizing these creative moments to connect a visual language for all.

Didi Rojas was born in 1993 in Cali, Colombia. She graduated with a BFA from Pratt Institute in Brooklyn, NY. Previous group exhibitions include "In Search of Us," MoMA PopRally, Museum of Modern Art, New York, NY (2017); "Nothing In Isolation," Pablo's Birthday, New York, NY (2018); "Melted City 4," Yui Gallery, New York, NY (2018); "The Ashtray Show," Fisher Parrish Gallery, Brooklyn, NY (2018); "Maiden Form," Andrew Edlin Gallery, New York, NY (2018), "Read? Okay!," Naughton Gallery at Queens University in Belfast, UK (2018) and "Clay Today," The Hole, New York, NY (2018). Didi lives and works in Brooklyn, NY.