

LAUNCH F18



DIDI ROJAS

FELT CUTE, MIGHT DELETE LATER

Press Release

LAUNCH F18 is delighted to present *Felt Cute, Might Delete Later*, a solo exhibition by Brooklyn based artist Didi Rojas. The exhibition opens on Saturday, May 7 from 6-8 PM and is on view through June 11, 2022. This marks the second solo exhibition by the artist with the gallery.

Felt Cute, Might Delete Later brings together two new bodies of work by Rojas, the artist's highly recognized ceramic shoes, and a series of new woven works on canvas. Building upon Rojas' ability to establish artworks with a sense of playfulness, *Felt Cute, Might Delete Later* captures the approachability within her work, as well as the refined masterfulness within the art making itself.

Exhibited for the first time, these new textile pieces display first-hand the artists remarkable sophistication to artmaking. At the surface of these new works, which feature intricately woven

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shoelaces, is a wonderful examination of abstraction. Though visually minimal, these pattern-based artworks, thread a connection directly to her popular three-dimensional ceramic sculptures. True to all of Rojas' artmaking, the sculptures and wall works throughout the exhibition come from the artists own hands, capturing raw characteristics of the artist herself.

The exhibition's title alludes to the popularized meme, capturing momentary playfulness, with the notion that this personal self-expression might change shortly. For Rojas, her work takes on these similar personalities and characteristics, which embody a collection of emotions, perspectives, and nods to contemporary popular culture.

Throughout the works exhibited are compositions screaming with structure, foundation, and the intertwining of not so disparate threads. With great softness, *Felt Cute, Might Delete Later* quietly displays a unique sense of unity, threading together not only patterns, or clay, but also a symbolic bond. The works featured in this sophomore solo exhibition by the artist, calmly reach out to the viewer, suggesting personal connection, repair, and ultimately capturing elements of bonds we all share. *Felt Cute, Might Delete Later* not only evokes these human-like connections through thread and clay, but they also embody them as well, allowing to simultaneously be both assertive and intimate simply through their hand-made creation.

BIOGRAPHY

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's debut solo exhibition, "You're Doing Amazing Sweetie" opened at the gallery's Tribeca location in September 2019. Didi lives and works in Brooklyn, NY.

For more information please email the gallery at: info@launchf18.com or visit us on social media @launch_f18