



THE KING OF POP ART

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Have a conversation with Nelson De La Nuez, the charismatic King of Pop Art, and within moments you find yourself mesmerized by a man whose story is as compelling as his art.

Born in Havana when volatile politics were hotter than the city's sultry climate, the artist and his family spent over two years planning their exile. A first attempt to escape Communist Cuba for the idyllic late of American soil was a nerve shattering miss. After hours of anxious waiting, and with the rest of the family rearing the tarmac, De La Nuez's father, an anti-communist activist who had endured three political imprisonments, was denied leave. The family made an abrupt about face and began planning their second attempt. Some six months later they ultimately

boarded the plane successfully, reaching the US in 1966.

Trading Communist oppression for the American dream was a life changer for the wide eyed seven year old. With his family now firmly ensconced in California, De La Nuez was free to immerse himself in the kaleidoscope of pop culture that defined our country during the 60's and 70's. From slogans sprawled across billboards to products hawked on Saturday morning television; the instantly identifiable icons of an era illustrated an American coming of age for the Cuban transplant, serving as fodder for Nuez's still fledgling creative fire.

After studying art in college and following early years spent working various, mind numbing jobs; an artistically stifled De

La Nuez finally succumbed to his artistic longings.

Talking about those years spent as a nine to five kind of guy De La Nuez says, "We should all be doing what we love... I was chasing dollars when I should have been chasing my dream." With that he quit his job, cashed in his savings and checked out of the proverbial rat race - choosing instead to spend a year in near isolation, focused solely on his painting. The decision, De La Nuez says, "was like going to Vegas and putting it all on red".

The passionate gamble paid off. A one man show featuring the fruits of his self-imposed hermitage sold out in a mere two weeks. The King of Pop Art was born and critics and collectors took notice.



Opposite, Clockwise from top:
 Nelson De La Nuez's Masterpieces
 Chanel No. 5 Mood Treasure! (32" x 40" -
 Edition size 125) \$4,000, The Good Life
 (36 1/2" x 48" Hand-painted One of a
 kind) \$10,500, Malaria Girl (48" x 68"
 Hand-painted One of a Kind) \$10,800
 and the K9 Koi Club (24" x 40" Hand
 painted One of a kind) \$3,000



Delve into the modern world of De La Nuez and you're transported to a fantastic place where spectacular images, satirical wit and whimsical nostalgia abound. Talk with him about his craft and watch as a glimpse into the deliciously complex mind of the artist unfolds.

While his elegant home in the California hills may be a 5000 sq ft. study in serenity, De La Nuez refers to the chaotic wonderland of his nearby studio as his real "go-to place". Preferring to head to work while the rest of us sleep, (the better to indulge his admittedly workaholic tendencies without interruption from the outside world) the studio is where De La Nuez lets his creativity let loose. Surrounded by the scented candles he loves, music, books, objects - accoutrement he's collected to feed his multi-sensory powered passion, the artist gets to work - all the while watched over by an enormous, pompadour sporting giant in red checkered overalls - a larger than life Bob's Big Boy - a gift from his wife.

The internationally acclaimed art created in that studio is, the artist says, "the good that comes from pure chaos."

Sought by devotees the world over, De La Nuez has been avidly collected by everyone from mogsters like Michael Jackson to a blind man drawn to purchasing a piece after hearing the laughs and leads of others viewing it. Even children have been known to squirrel away allowance dollars to buy a print. This art has legs. Long ones.

With brush firmly in hand and tongue firmly in cheek, the iconoclastic master endures to bring something new to the creative table every day. And bring something new he does... spectacular art epitomizing American culture in a completely original way. At once curious and familiar, satiric and sentimental, the visually sensational art of De La Nuez compels those who set eyes upon it to become lost within it.

A contemporary Renaissance Man, De La Nuez's reach extends well beyond the canvas. The iconic work seen through his gallery (www.kingspopart.com) is also incorporated into high end fashion, accessories and home design made available through a branded luxury line (www.nelsondelanuez.com) as well as meticulously chosen licensing deals.

Alas, it's good to be King.