



Bono, mixed media, cut from original U2 vinyl on gold perspex
75 x 75 cm
Unique edition of 5

British artist Keith Haynes exhibits new and celebrated artworks as the London art market re-opens and adapts in a new collaboration between Masterpiece Art and Gallery Different;

As countries around the world started locking down to prevent the spread of Covid-19, the artworld, with its intense merry-go-round of exhibitions, openings and art fairs, was brought abruptly to a halt.

The sudden shutdown of the entire art market forced everyone to pause and consider how to respond. The necessity of finding new ways of working has inspired creative solutions such as the innovative collaboration between Gallery Different and Masterpiece Art, two London galleries working in different parts of the capital, who are coming together this summer to show the work of London mixed media artist Keith Haynes.

The artworld is often seen as cut throat – but here these two commercial galleries are pooling resources and expertise to the benefit of the artist, and to the clients of both galleries, in this, the first in a series of planned exhibitions.

PRIME CUTS Vol 1, is the first of two collaborative solo exhibitions taking place in separate London locations, one month apart. Masterpiece Art based in West London will be focussing on Haynes' portraiture, and, building on its ground-breaking Bowie exhibition earlier this year, will feature a number of new 'Bowie' works released here for the first time. Gallery Different, who have represented Haynes since his debut in 2011, will open their show in July, ***PRIME CUTS Vol 2***, exhibiting a new series of neon works and lightboxes.

Clients of both galleries will be invited to view the shows – virtually, and as restrictions ease, also in person with appropriate social distancing protocols in place.

It is expected that new works will be added throughout the exhibitions – a response to the challenge that the artist has in completing works at a time when many of his suppliers are either closed, or have turned their production over to government requirements – but one which will add a dynamic element.

Keith Haynes has a global collector base. His work, unashamedly nostalgic, utilises the paraphernalia of music culture. Vinyl records, album covers, iconic imagery and song lyrics merge to produce artworks that are playful and witty, but that also have great integrity and a striking design aesthetic, and with which, Haynes has created a remarkable niche within the pop art genre.

Haynes' expansive knowledge and love of his subject and his meticulous attention to detail are evident throughout the work from the first idea through to the final finish or frame. His enthusiasm is irresistible – and at a time of uncertainty and anxiety, it is refreshing to encounter such joyful work.

The exhibition will include a piece created to benefit the Cavell Nurses' Trust. The work, *Rainbows & Heroes*, is created from original copies of Bowie's iconic album 'Heroes' and six coloured vinyl albums, produced in a limited edition of 50. A third of sale proceeds will go to the charity.

PRIME CUTS Vol 1, runs from 15th June to 4th July 2020.

Masterpiece Art, Holland Park, London W11 4QG

A week-long private view will run from Monday 15th June – Saturday 20th June, 10:00 – 18:00 hrs with bookable hourly windows to enjoy the exhibition in privacy and safety. Further viewings outside these times are also available upon request. [PLEASE BOOK YOUR VIEWING HERE](#)

Notes to Editors:

Keith Haynes lives and works in London and exhibits internationally. His work is held in private and corporate collections worldwide.

Masterpiece Art is a fine art dealership based in Holland Park, West London, operating on both the secondary and primary markets. The collection includes Old Master Painting, Nineteenth Century, Modern & Post-War art. From 2019, the gallery has worked with a growing number of contemporary artists across painting, photography, mixed-media and installation art.

Gallery Different is a contemporary fine art gallery based in Fitzrovia in the heart of the West End. The Gallery represents British and International contemporary artists, both emerging talent and global names, in a dynamic schedule of exhibitions, and works with clients in an art advisory capacity.

Cavell Nurses' Trust is the charity supporting UK nurses, midwives and healthcare assistants, both working and retired, when they're suffering personal or financial hardship often due to illness, disability, older age, domestic abuse and the impact of the Coronavirus.

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