

For Immediate Release -September 30th, 2020 Amsterdam, NL.

# Calligraffiti artist 'Shoe' announces huge solo exhibition and installation at brand new STRAAT museum Amsterdam.

Dutch urban arts legend Niels 'Shoe' Meulman, founder of calligraphy-graffiti or 'Calligraffiti' painting, is kicking off the opening of STRAAT gallery, the in-house gallery of STRAAT museum, with a solo art exhibition and featured installation opening on Saturday, October 17, 2020 from 18:00 - 22:00. Press Vernissage is from 16:00 - 18:00.

Opening night is a VIP, invite only RSVP event with the artist in attendance. Small tours of STRAAT's street art collection will be ongoing, with a live DJ, and light catering.

The exhibition, ***What The Fuck? - Shoe At STRAAT***, exhibits 33 works spanning more than a decade of highlights from the artist's prolific career, from his hallmark Calligraffiti style to his more recent zen-like action painting abstract works.

***"What the fuck? best describes the human condition, now and always," says Shoe. "Cavepersons had many questions, and so will spacepersons. But the one question that reigns supreme is, What the fuck?"***

The exhibition will take place in the white wall mezzanine gallery inside the astonishing industrial warehouse that houses STRAAT's major works collection.

The installation ***Shoe In The Middle*** takes place in a dedicated space on the ground floor of the museum and is a continuation of Shoe's earlier themes 'Unidenticals' and 'Unambidextrous'. It incorporates murals painted with fire extinguishers, larger-than-life curtain paintings, and a painted wall built from 1500 copies of Shoe's coffee table book ***Shoe Is My Middle Name***.

***"We all have two eyes, two hands, two feet, and two shoes, but there is also a shoe in the middle, and that's me... I always end up in the middle, between graffiti and street art, and the elite art world and the low-brow art world. I find myself bridging all these worlds, and I actually see that as part of my job"*** - Shoe

In line with this thinking, Shoe and STRAAT will also release a limited edition screen print titled ***The Difference***. It features an ambigram of graffiti lettering, done in street art stencil technique.

Following the opening reception evening, the exhibition and installation will be open to the public as part of a regular ticket admission to the museum through December 13th, 2020. Regular museum hours are Tuesday - Sunday 10:00 - 18:00 with extended hours on Friday until 21:00.

A digital catalog of the exhibition works will be available in advance and gallery works will be available for purchase via [straatgallery.com](http://straatgallery.com). The books will also be available for purchase through the museum gift shop or as part of a general ticket and book package available through [straatmuseum.com](http://straatmuseum.com).

To be added to the invitees list to attend the opening please send an email to [audrey@straatmuseum.com](mailto:audrey@straatmuseum.com).

## Media & Interview Inquiries

Audrey Sykes  
STRAAT event coordinator  
+31623479022  
[audrey@straatmuseum.com](mailto:audrey@straatmuseum.com)

Hyland Mather  
STRAAT gallery curator  
+31629151752  
[hyland@straatmuseum.com](mailto:hyland@straatmuseum.com)

# STRAAT

# SHOE

## About Niels 'Shoe' Meulman: an innovator in graffiti

Niels 'Shoe' Meulman is an established Dutch visual artist, known for his gestural paintings which reveal vivid traces of graffiti and calligraphy. He revolutionized the art of writing when he initiated the Calligraffiti movement, claiming "a word is an image and writing is painting".

Being a graffiti pioneer from Amsterdam, Shoe tagged along with New York counterparts such as Dondi White, Rammellzee and Keith Haring in the 1980s. Equally influenced by the great painters of Abstract Expressionism, he gradually found his own way to translate street attitude to gallery walls. Experimenting within the traditional medium of paint-on-canvas, but also unafraid to venture into new realms like conceptual installations and poetry, Niels 'Shoe' Meulman keeps pushing the limits of Urban Contemporary.



# STRAAT

## About STRAAT museum & STRAAT gallery

STRAAT is the largest street art and graffiti museum in the world. Located on the NDSM-plein in a former ship building warehouse in Amsterdam, the museum boasts over 100 mural-scale artworks by artists from around the globe.

STRAAT gallery is the in-house gallery for the STRAAT museum. The focus of the gallery is to create stunning, solo and focused group exhibitions that showcase both the history and the future of urban contemporary artwork. An overarching theme for STRAAT gallery is to magnify the diversity and range of street art culture and its prominence worldwide.

STRAAT is located at NDSM Plein 1, 1033WC, Amsterdam, NL.  
[www.straatmuseum.com](http://www.straatmuseum.com)

Covid guidelines in place:

Timed tickets for opening night will be issued. Masks are required and will be complimentary upon arrival. Hand sanitary stations will be placed on both floors of the gallery. Please do not attend if you are feeling any flu-like symptoms.



## WHAT THE FUCK? - GALLERY EXHIBITION



The exhibition features 33 works, highlighting more than a decade of Shoe's impactful career as an artist.

There will be works showcasing his very influential Calligraffiti style, as well as works that show his movements in delicate zen-like abstraction.

The collection includes beautifully framed works on paper and canvas.

The artist will be in attendance for the opening of the exhibition.



## SHOE IN THE MIDDLE - INSTALLATION



The installation is an immersive experience. Shoe has painted nearly every surface in this dedicated ground-floor space with a paint filled fire extinguisher.

He's added large scale hand painted sheer fabric elements throughout the space as well.

Also highlighted in the installation, Shoe has built an impressive wall with 1500 copies of his monograph book 'Shoe Is My Middle Name' and painted the covers of those as well, giving each of the books a unique artist finished feel.





СТРААТ