

# PearlLam Galleries

Hong Kong

## MR DOODLE!

Artsy collaborates with Pearl Lam Galleries' British-Born Artist Mr Doodle to offer Five *Pop Heart* Limited Edition Prints exclusively on Artsy

The release of five remaining limited editions prints from a series of nine represents the final opportunity for collectors to acquire a print from this collection celebrating the marriage of Mr and Mrs Doodle

18 November, 2021, Hong Kong—Artsy, the largest global online art marketplace, is proud to announce a collaboration with Pearl Lam Galleries and its British-born “graffiti spaghetti” artist Mr Doodle to sell exclusively on Artsy the final five limited edition *Pop Heart* prints from Mr Doodle’s complete edition of nine heart-shaped doodles. Only 200 prints of each of these five-remaining coloured heart artworks—in light blue, red, orange, yellow, and turquoise—will be made available to acquire over a period of just eight days from 18 November until 25 November, 2021.

The five *Pop Heart* prints for sale represent a unique opportunity for Mr Doodle collectors to acquire a limited edition print from this iconic and highly desirable series, which was conceptualized and created to celebrate Mr Doodle’s marriage to Mrs Doodle over the summer. Each print characterizes a different expression of love conveyed through the unique, lively doodle depictions, the chosen colour, and titles of the works, which include *Pop Heart - Lovers Cuddle* (Light Blue); *Pop Heart - Holding Hands* (Red); *Pop Heart - Bird Joy* (Orange); *Pop Heart - Unlocked Heart* (Yellow); and *Pop Heart - Bug Embrace* (Turquoise). The artworks will be available for Mr Doodle collectors and art lovers to purchase for GBP1,500 (in the region of USD2,070) at the click of a button exclusively on Artsy through the marketplace’s e-commerce channel.

Commenting on his *Pop Heart* print collection and exclusive release on Artsy, artist Mr Doodle remarked, “Six years ago when I created Mr Doodle, I also created Mrs Doodle. Back then she was just a figment of my imagination, an imaginary girlfriend who lived in DoodleWorld. Now I’ve finally met the real Mrs Doodle and over the summer we got married. She brings colour into my black and white world, literally by colouring in all of my characters, and she inspired my *Pop Heart* series. I am very excited to release the final five limited editions prints from this series on Artsy.”

Discussing this upcoming exclusive-to-Artsy release, Carine Karam, Artsy’s VP of Global Sales and Partnerships, remarked, “Following our inaugural partnership with Pearl Lam Galleries and Mr Doodle over the summer, we’re thrilled to be partnering once again with the gallery and artist to offer exclusively on Artsy the final five prints from Mr Doodle’s *Pop Heart* series. Pearl Lam Galleries, one of the world’s leading international galleries and in-demand artist Mr Doodle’s decision to work exclusively with Artsy on this release is a testament to the depth of Artsy’s international collector base and friction-free e-commerce sales channel.”

Commenting on the partnership and exclusive release, Pearl Lam, Owner and Founder of Pearl Lam Galleries, said, “Pearl Lam Galleries has been a partner with Artsy since the founding of Artsy, and we’re looking forward to expand our relationship even further by collaborating on this limited edition release. Mr Doodle has an established collector base in Asia and the UK, and we’re hoping to grow Mr Doodle’s market particularly in the US and continental Europe.”

This final drop follows a successful inaugural release of the first four heart-shaped doodles, *Pop Heart - Puppy Love* (Green); *Pop Heart - Flower Warmth* (Purple); *Pop Heart - Robot Kiss* (Blue); and *Pop Heart - Jellyfish Passion* (Pink), from the edition of nine created to commemorate Mr Doodle's marriage to Mrs Doodle in the summer of 2021.

## About Mr Doodle

Mr Doodle began consuming the Earth's surface with doodles when he was born in 1994. He started out by covering his parents' furniture with doodles and eventually his whole bedroom until he realized his home wasn't a big enough canvas and he began doodling on the walls of local fast food restaurants and schools. During his time doodling over his surroundings, Mr Doodle constructed a whole new visual phenomenon: his Doodle World, where he manifests his vision of the world, producing dense clusters of characters, objects and patterns that grow and multiply relentlessly.

Mr Doodle began to garner recognition in the art world in 2015 and has since seen a meteoric rise in interest in his work. He stands at the forefront of a new art wave, taking the online art community by storm with a mass social media following. Truly a millennial artist, his works provoke discourse on what we consider fine art today.

Mr Doodle's works transcend beyond the canvas, invading furniture, subways, books, clothing, and more. Like other artists of his generation, he also explored a number of collaborations with iconic brands, including Fendi, Puma, Samsung, and MTV. But where Mr Doodle separates himself is in his sense of purpose: a deep and obsessive compulsion to expand and share his vision of his Doodle World. As a form of release or meditation, his process is fluid, therapeutic, uncalculated, and without hesitation, as if channelling directly from his world into ours with great stamina. He ultimately seeks to spread a sense of wonder, madness, and hope whilst seeking a greater understanding of his place in the universe.

"My intention has always been to create a universal doodle language that can relate to and attract people from all over the world." – Mr Doodle

Recent solo exhibitions include *Mr Doodle Invades Sotheby's* (2019), Sotheby's, Hong Kong, China; *Doodle Kyoto* (2019), Shimadai Gallery, Kyoto, Japan; *Doodle Tokyo* (2019), Daikanyama Hillside Forum, Tokyo, Japan; and *Doodle World* (2018), ARA Art Center, Seoul, South Korea.

## About Pearl Lam Galleries

Pearl Lam Galleries is a driving force within Asia's contemporary art scene. Founded in 2005, the gallery plays a vital role in stimulating international dialogue and cross-cultural exchange between the East and West.

Following a rigorous programme, Pearl Lam Galleries presents museum-quality exhibitions that re-evaluate and challenge perceptions of cultural practice in Asia. With a thoughtfully balanced roster of Chinese and international artists, the gallery is strategic in its curation, positioning itself as an educator.

The gallery maintains a flagship space in the historic Pedder Building in Hong Kong, whilst the Shanghai gallery is situated in the heritage architecture in the Bund district. With a team of international staff, Pearl Lam Galleries' reach is global, having presentations at major international art fairs including The Armory Show, Art Cologne, Art Basel Hong Kong, Frieze Masters, and West Bund Art and Design.

## About Artsy

Artsy is the largest global online marketplace for discovering, buying, and selling fine art by leading artists. Artsy connects 4,000+ galleries, auction houses, art fairs, and institutions from 100+ countries with more than 2 million global art collectors and art lovers across 190+ countries. Artsy makes purchasing art welcoming, transparent and low-friction with industry-leading technology that connects

supply and demand safely and securely at a global scale. Launched in 2012, Artsy is headquartered in New York City with offices in London, Berlin, and Hong Kong.

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