



**MATTIA
BARI**
PERSONAL BRAND

“TAKE OFF THE MASK, BE YOURSELF AND YOU CAN BE ANYTHING”

AGENDA

01. ABOUT THE BRAND

02. ABOUT MATTIA BARI

03. THE POPST-ART (THE POPSTAR OF ART)

04. FAKE

05. THE EVENTS

06. APPLICATIONS/ SERVICES

07. TESTIMONIALS

08. CONTACT US



THE POP REVOLUTION A NEW GLOBAL POP CULTURE



MATTIA BARI BRAND is a POP universe redefining ARTISTIC COMMUNICATION. Art becomes language. Experience becomes culture. A bold vision for a new generation of collectors and international audiences.

WHAT DOES THE BRAND DO?

**THE BRAND PRODUCES CUTTING-EDGE VISUALS AND DESIGN WITH:
INNOVATIVE CONCEPTS, LIVE ARTISTIC PERFORMANCES AND A MIND-BENDING CREATIVITY.**

With the two characters "the POPST-ART" and "FAKE", the brand works in the fields of:

**FINE-ART
FASHION
ENTERTAINMENT
ADVERTISING
DESIGN
MUSIC
FOOD
LUXURY**

ABOUT MATTIA BARI



Internationally known as **POPST-ART** (*the pop-star of art*) Mattia Bari is an Italian visionary POP artist, Creative Director, and cultural innovator whose work redefines the codes of contemporary pop culture.





THE ARTIST THE POPST-ART

THE POP ICON

Recognized as a POP ICON in the American artistic industry, **THE POPST-ART (THE POPSTAR OF ART)** is the performing part of the brand, through his magnetic style and attractive empathy he manages to connect with a vast heterogeneous audience.

**AS A POP STAR
SELLS HIS MUSIC
WITH HIS SHOWS,
THE POPST-ART
SELLS HIS ART
WITH HIS SHOWS.**

The figure of POPST-ART introduces a new vision of the artist, collaborating with his art for big celebrities and superstars, prestigious companies and professionals at large.

THE POPST-ART



FAKE

FAKE

*Are you familiar with the typical
FAKE personalities?*

They have a chocolate exterior
but bitter interior
and they wear a MASK!
OK, that's a FAKE!

THE MASCOT

THE NEW POP CHARACTER IN NYC

FAKE IS A THOUGHT-PROVOKING,
IRONIC AND CONTROVERSIAL
DRAWN CARICATURE OF OUR
CONTEMPORARY WORLD.

FAKE lives in "FAKELAND" and he has
only one goal: to remove his MASK
and discover his AUTHENTICITY,
the journey of each one of us..



THE MASCOT OF THE BRAND

Designed to reflect contemporary
societal issues, FAKE has become a
symbol of freedom and self-exploration.
The FAKES are made of chocolate, you
can devour them!

THE MASK THAT UNMASKS

From the "FAKE" concept was born the
brand motto "TAKE OFF THE MASK,
BE YOURSELF AND YOU CAN BE
ANYTHING", with the aim of creating
authentic, high quality and inspiring
products for people.



FINE-ART EXHIBITIONS IN WORLDWIDE LUXURY GALLERIES



Mattia Bari introduced his revolutionary pop-art character '**FAKE**' on Manhattan's iconic Billionaires Row, debuting inside its luxury galleries. This launch marked FAKE's official entry into the American art scene, quickly transforming it into a standout figure in New York City.

Its popularity soared, elevating FAKE into an internationally recognized icon showcased in prestigious galleries and curated spaces worldwide.



THE MASKS PERFORMANCE



Attendees receive the **brand's signature white masks** for an interactive moment in which the artist transforms guests into cartoon characters in seconds by customizing their masks — leaving each guest with a unique souvenir, **personally autographed live by Mattia Bari.**

This performance has become a cult event in NYC, where fans flood the streets of the Big Apple just to get their hands on a POPST-ART mask.

An unforgettable experience where the world of fine-art meets contemporary fashion trends and style.

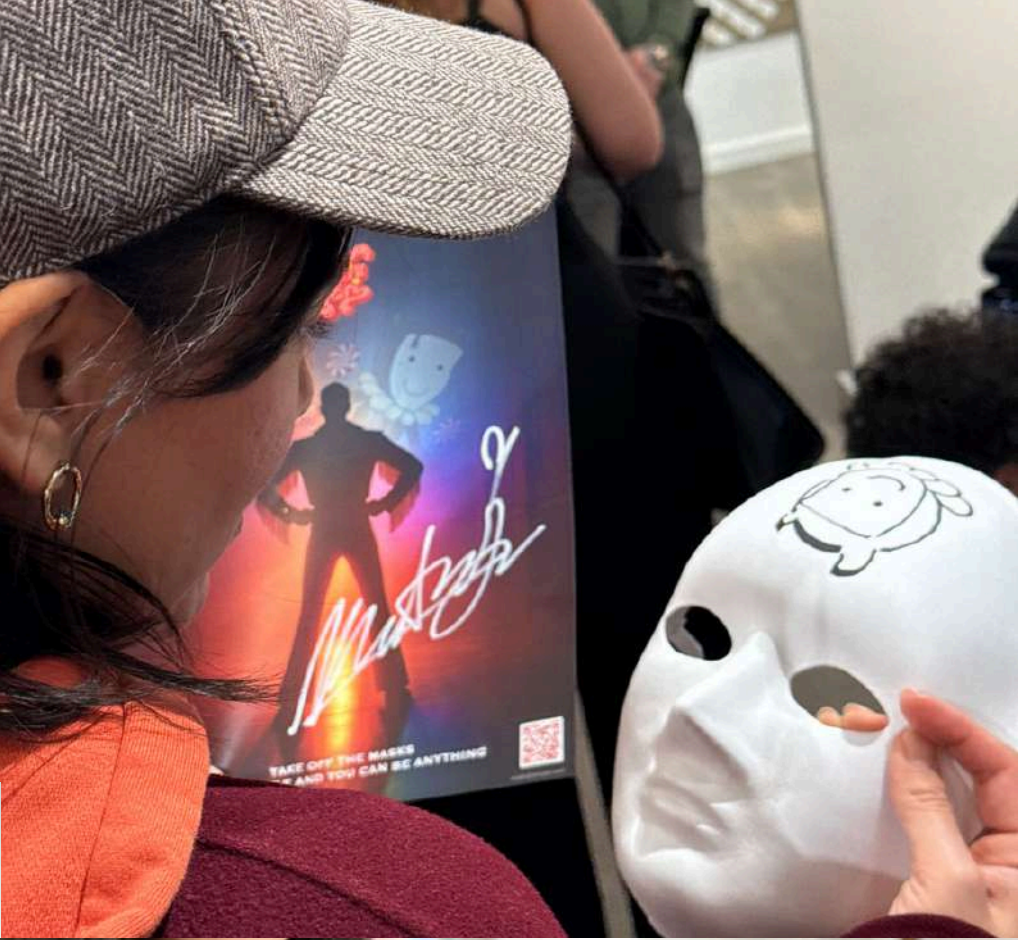


THE TREND IN NYC





Millionaire GERALDINE MIELKE buys "FAKE LUXE", alongside Marc Jacobs





SOLD OUT EVENTS IN NYC

IN THE LUXURY SHOWROOM PROMOTED BY

VOGUE

ART COMES TO LIFE - 4D GLASSES

Welcomed with 4D glasses, the immersive experience proposed by Mattia Bari transported the audience on a fantastic journey through the most famous works of art of "FAKE".


Among giant sweets, enigmatic masks and vibrant art, people were invited to leave behind the artificial world of "FAKELAND" and embrace their authenticity. The "FAKEshion runway" kicked off a celebration of true identity, inspiring the audience to shed their masks and embrace their uniqueness.






IINewyorkese 

 | The POP REVOLUTION of Mattia Bari
[#mattiabariusa](#)

“In his latest SOLD OUT event in Manhattan, his fans created a long line outside the building to see the POPST-ART, despite a heavy storm in NYC. 

Mattia Bari is the american dream ”





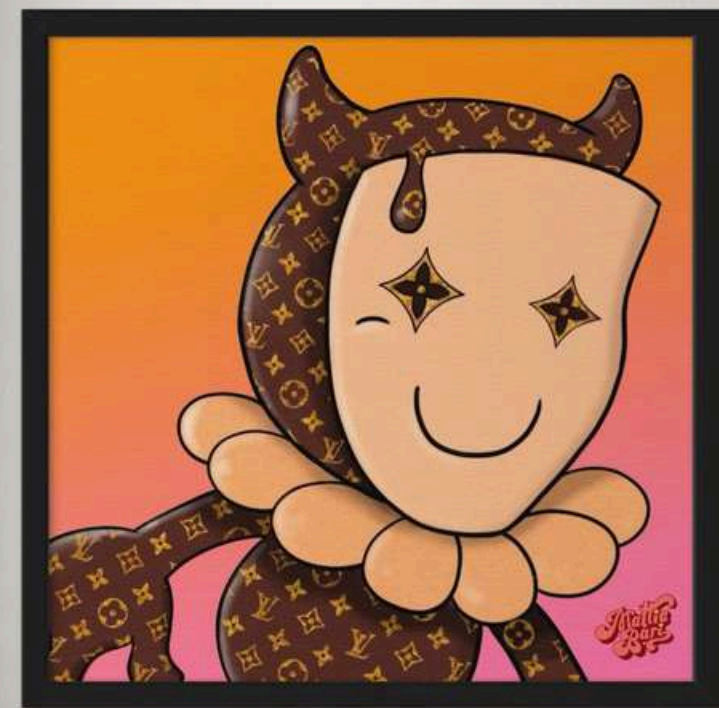
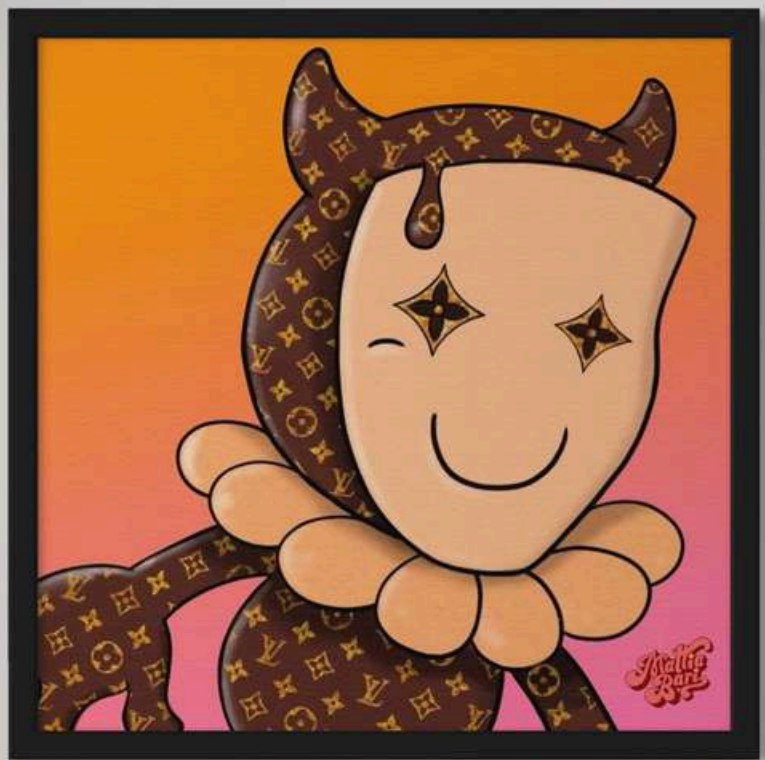


"FAKE LUXE" Mixed Media Painting - 36 x 36 inch



Superstar rapper Trev Mula with "FAKE LUXE"







"FAKE MONEY" Mixed Media Painting - 36 x 36 inch



"FAKE LOVE" Mixed Media Painting - 36 x 36 inch

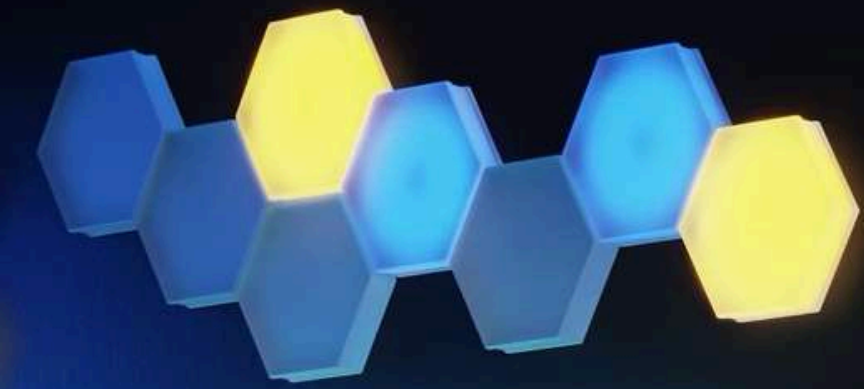
**FA
KE**







"FAKE PERSONA" Mixed Media Painting - 36 x 36 inch







"FAKE SMURF" Mixed Media Painting - 36 x 36 inch

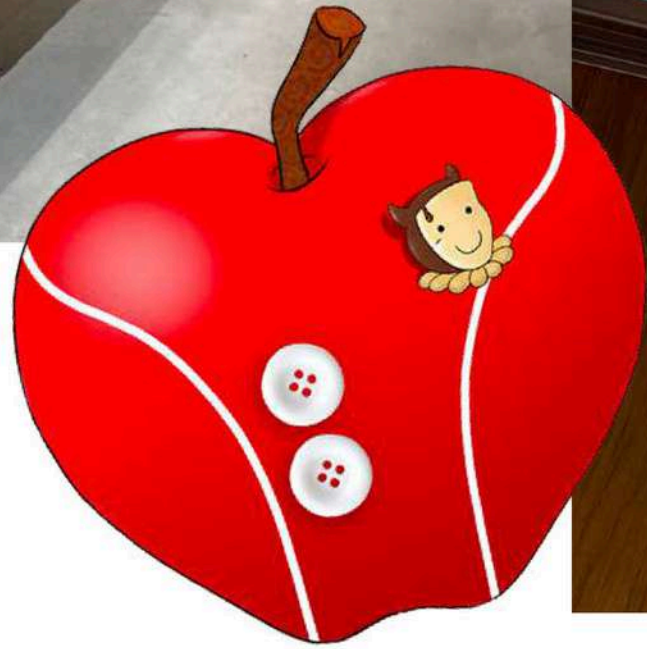






"FAKE OF LIBERTY" Mixed Media Painting - 36 x 36 inch





**THE CULTURE
OF THE BRAND**

APPLICATIONS

'FAKE' is an avangardist aesthetic idea that pushes the boundaries of pop culture while integrating with cutting-edge **fashion, design, entertainment and fine-arts.**







Private client commission.

The FAKE character was hand-painted directly onto the client's custom latex gown.



SHOW YOUR AUTHENTICITY WITH THE ICONIC DESIGN

Are you a brand in the field of **fashion, beauty, jewelry, luxury goods, sportswear, advertisement, food, entertainment, design thinking, innovation and technology**, interested in collaborating with 'FAKE' for a new line, project, or an out-of-the-box marketing & communication campaign?

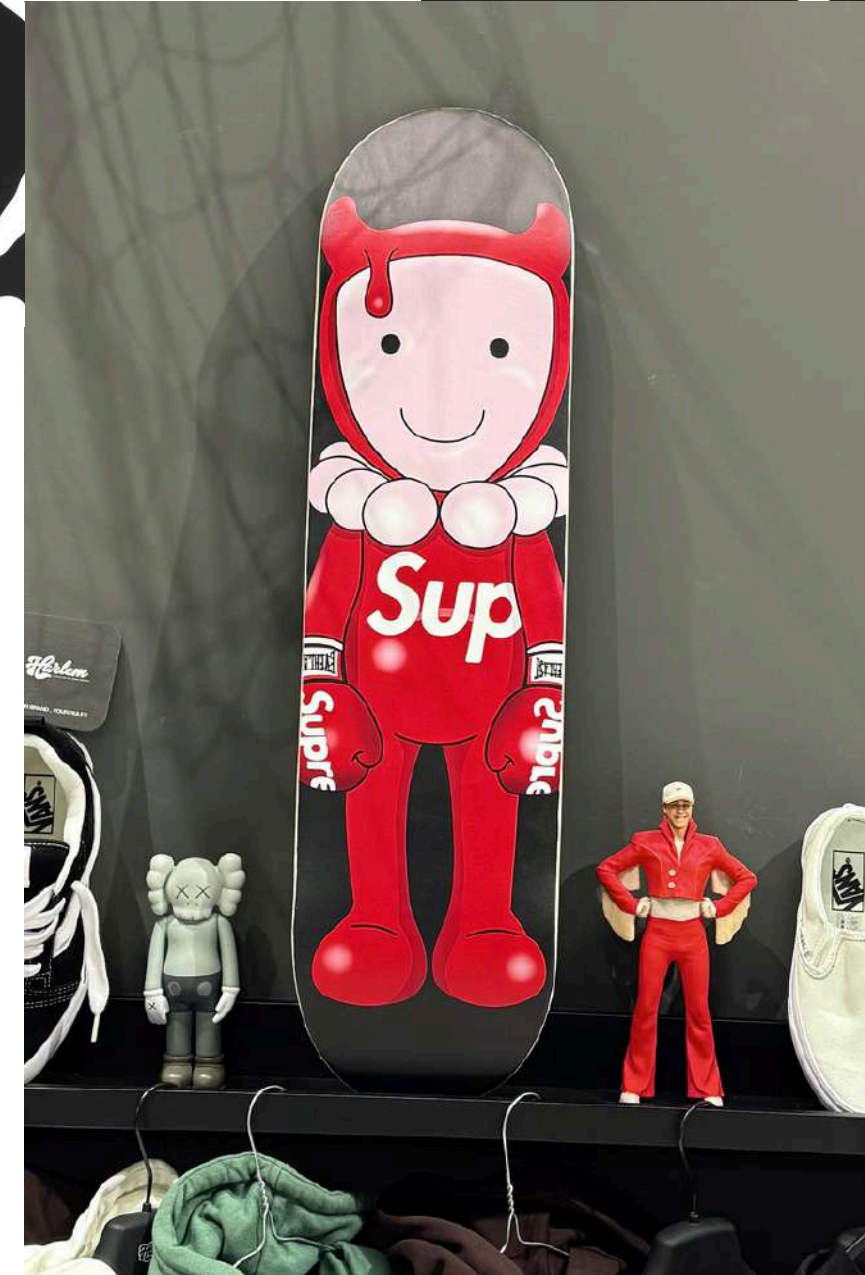


It's time to make wonders..





Fake



FAKE SKATE

The new incredible POP product from the **MATTIA BARI brand** featuring the iconic **'FAKE'** character in modern and dynamic compositions on the brand's collectible skateboards.



COLLABORATIONS

FROM LUXURY COMPANIES TO GLOBAL SUPERSTARS

The POPST-ART has collaborated with his art for:
POPSTARS, PRESTIGIOUS COMPANIES
and professionals at large, collecting brilliant and
original collaborations with visuals, designs
and concepts out-of-the-box.



WHY BRANDS LOVE WORKING WITH MATTIA BARI BRAND?

1

THE EXTRAORDINARY VISION APPRECIATED BY THE GIANTS

The brand offers visionary projects with cutting-edge design, visuals and creativity that are ahead of their time, receiving requests from large multinationals such as L'OREAL LUXE.

2

SUCCESS GUARANTEED

The brand reaches a broad audience by working with popular culture, emotionally capturing audiences who feel connected to its nostalgic storytelling with products and fans around the world and customers who are closely following its culture.

3

THE BRAND IS A NEW PROPOSAL IN THE INDUSTRY

The figure of the POPSTAR OF ART and the FAKE have never existed in POP culture, an absolutely new, original and unique brand, which with its sugary appearance shows the real aspects of life, presenting a new POP culture of entertainment and conceptual design for every target of people.

4

WORKING WITH THE BRAND IS AN EXPERIENCE

From the creative process, to brainstorming, to empathy and connection, the brand presents an alternative experience WORKING WITH MODERNITY AND TRENDS.

TESTIMONIALS

“

Mattia Bari is the POPST-ART of NYC. His 'FAKE' character changes the vision of American Pop culture.



Terri M. Dat
President



“

The POPST-ART has an iconic artistic language capable to connect with large heterogeneous audience.



Matteo Tiroto
Commercial Director



“

According to many experts, Mr. Mattia Bari is the most successful young innovator who has left Italy for a long time.



Fabrizio Fraboni
Consultant



“

Mattia's projects and proposals are of extraordinary impact and quality and his kind personality and sunny disposition make him a delightful person and loved by everyone.



Flora Coluccia
Head of Communication



THANK YOU

CONTACT US

MATTIA@MATTIABARIUSA.COM

TEAM@MATTIABARIUSA.COM

MATTIABARIUSA.COM

MATTIA BARI USA Headquarter:

Rockefeller Center

600 Fifth Avenue

Floors 2 and 11

New York, NY 10020



“BE YOURSELF AND YOU CAN BE ANYTHING”