

OBEY: POWER TO THE PEACEFUL

Gallerie d'Italia - Naples

Intesa Sanpaolo Museum

06 May 2026 – 6 September 2026

Curated by Giuseppe Pizzuto

IMAGES AT THE LINK: [Obey](#)

Naples, 5 May 2026 - **From 6 May to 6 September 2026**, Intesa Sanpaolo presents at its **Gallerie d'Italia – Naples** museum the exhibition ***OBEY: Power to the Peaceful***, curated by Giuseppe Pizzuto and dedicated to Shepard Fairey, internationally known as **Obey**, one of the most influential artists on the contemporary urban scene.

Organised under the patronage of the City of Naples, the exhibition explores the tension between major global imbalances – environmental, social and political – and the enduring possibility of collective change grounded in the power of peace as a political act. Shepard Fairey's works, direct, graphic and forthright, have long reflected the contradictions of our time: propaganda and counter-information, justice and inequality, denied rights and voices of resistance.

The exhibition unfolds across four main thematic sections – ***People Power, Propaganda, War and Peace, and Social Justice*** – highlighting the political, social and cultural dimensions of Obey's artistic practice. Through an immediate and highly iconic visual language, the works do more than capture attention: they invite visitors to question the mechanisms that shape contemporary society, from the construction of consensus to forms of collective participation.

At the heart of the exhibition lie key themes such as the role of communities as drivers of change, the power of images to influence perceptions and behaviours, the constant tension between conflict and the possibility of peace, and the need to reflect on inequality and demands for social justice. Through faces, symbols and references to visual, musical and political culture, the works create a collective narrative that calls for responsibility, awareness and engagement.

Following the exhibition dedicated to JR, which transformed Gallerie d'Italia – Naples into a space for reflection on collective identity and the social dimension of public art, the programme continues with a new chapter exploring the dialogue between contemporary art and urban space. With ***OBEY: Power to the peaceful***, the museum continues to investigate art as a critical and participatory language, capable of fostering dialogue, raising awareness and imagining new forms of coexistence and collective transformation.

Michele Coppola, Executive Director for Art, Culture and Historical Heritage of Intesa Sanpaolo, stated: “*We have collaborated with OBEY to bring a project of overwhelming expressive power to*

Naples, featuring works that are, in some cases, previously unseen and demonstrate a strong commitment to social issues. Shepard Fairey's art, which is recognised worldwide, speaks to everyone, contributing to the reflection on the enormous power of images in promoting essential issues such as peace, coexistence and human rights. Gallerie d'Italia is an open and dynamic museum, with audiences of varying ages, interests and curiosities, thanks to a cultural programme that ranges from historical artefacts to the vibrancy of contemporary pop icons."

The exhibition stems from the urgent need to reflect on one of the most crucial issues of our time: peace as an active choice and a shared responsibility. At a time marked by conflict, geopolitical tensions and profound social transformations, Obey's work invites us to envision new spaces for dialogue, solidarity and change.

The exhibition features over **150 works** by Shepard Fairey, including iconic pieces, 15 previously unseen works and rare archival materials: a broad selection that traces the evolution of the artist through unique works and limited editions, created on a variety of media, from paper to wood, canvas to aluminium.

The *OBEY: Power to the Peaceful* exhibition project is organised in collaboration with Wunderkammern, a gallery based in Rome and Milan that promotes an international programme of excellence in contemporary artistic research, with a focus on street art and public art.

The exhibition catalogue is published by Società Editrice Allemandi.

Obey's exhibition at the Gallerie d'Italia will be accompanied by a twofold initiative involving the city's urban fabric: the Napoli C'entro Foundation has sponsored the creation of an Obey work on the monumental staircase of the Church of Donnaregina Nuova, part of the MuDD (Museo Diocesano Diffuso) network, which will become the city's Casa dei Giovani, a new community centre dedicated to the creativity and freedom of expression of the younger generation. In addition to this work in the heart of the city's historic centre, the artist has also paid homage to the city with an impressive mural at Via Carlo Miranda 15, in the suburban district of Ponticelli: a public artwork that intertwines peace, awareness and individual responsibility, supported by the City of Naples and organised by the Wunderkammern Gallery.

SHEPARD FAIREY – OBEY

Shepard Fairey, internationally known as Obey, is one of the most influential artists in the contemporary urban art scene. Emerging from skate culture and the underground graphic scene of the 1990s, the OBEY project has developed into one of the most recognisable visual languages in global public art. Through posters, screen prints and murals found in cities around the world, Fairey has developed a powerful and immediate aesthetic that reinterprets the codes of propaganda, transforming them into tools for social critique and political awareness. His work achieved global recognition with the iconic HOPE image created for Barack Obama's presidential campaign, which has become one of the most emblematic visual icons of contemporary culture.

The museum in Naples, together with those in Milan, Turin and Vicenza, is part of Intesa Sanpaolo's Gallerie d'Italia museum project, led by Michele Coppola, the Bank's Executive Director of Art, Culture and Historical Heritage and General Director of the Gallerie d'Italia.

USEFUL INFORMATION

WHERE: Gallerie d'Italia – Naples | Via Toledo, 177 Naples

OPENING HOURS: Tuesday to Friday, 10 am to 7 pm; Saturday and Sunday, 10 am to 8 pm; closed Mondays; last admission: an hour before closing time

TICKETS: full €8, reduced €4, free admission for members, schools, under 26 year-olds, Intesa Sanpaolo Group customers

INFORMATION AND BOOKINGS: <http://www.gallerieditalia.com>, napoli@gallerieditalia.com, Toll free number 800.167619

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Intesa Sanpaolo

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The Bank's network of museums, the Gallerie d'Italia, hosts its owned artistic heritage and cultural projects of recognized value.

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