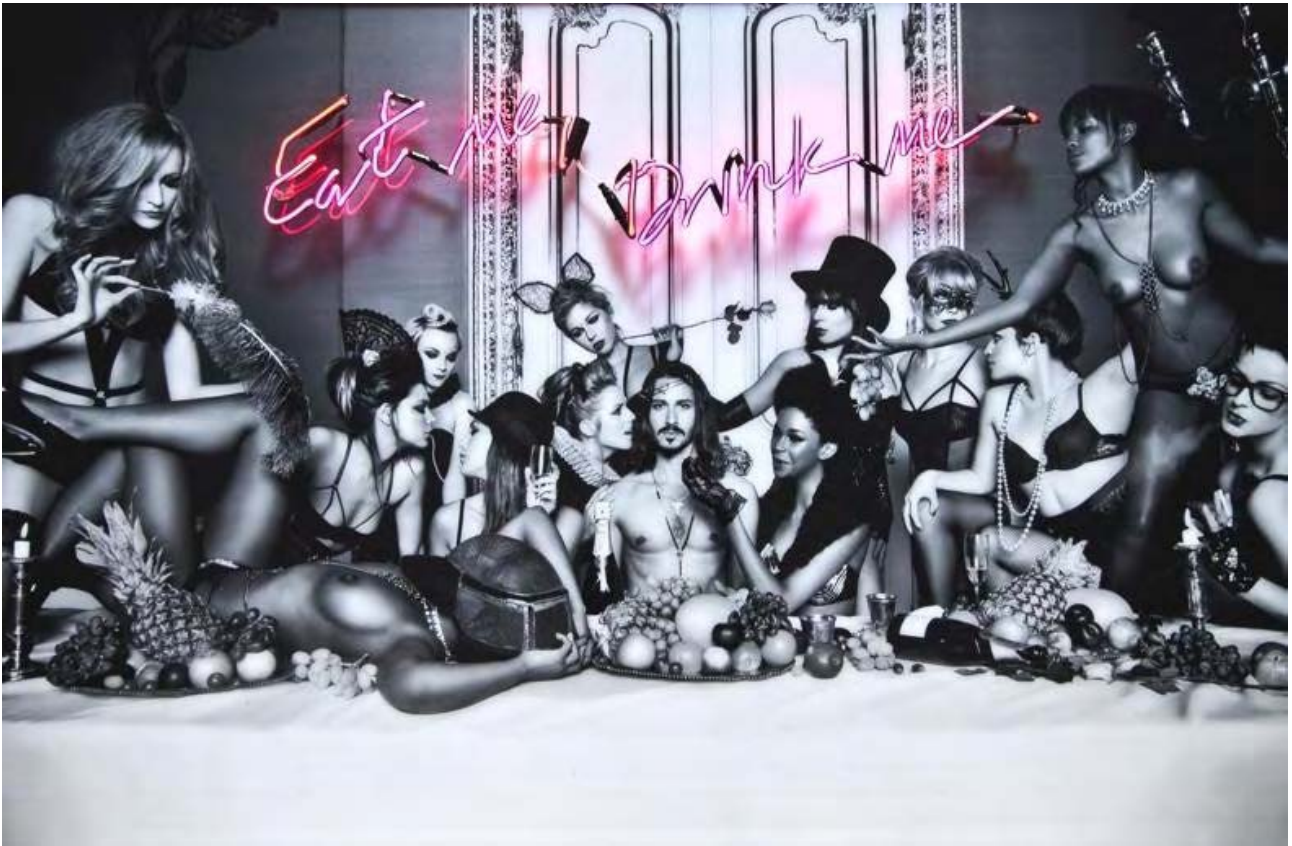


# IDOL

M A G A Z I N E



Entrepreneur and artist Olivia Steele talks to IDOL about her work, career and business with refreshing insight and simplicity. Known for her neon lights, the young American artist, native of Nashville, wanted to be a vet before deciding lighting design was more to her taste. We sure are glad she thought the subject boring and chose to pursue a career in art, spreading little bits of wisdom, truisms and proverbs everywhere she exhibits. Conceptual neon art is not something you would expect to be very interesting. The commercial medium of neon lights can bring association with sleazy shops, the red light district of Amsterdam and bad 80s advertisements. But Olivia Steele makes us fall in love with the medium. Using neon lights in contrast to striking images, she questions modern culture and toys with our innate preconceptions, bringing forth an endless string of interpretations. "Good, bad, right or wrong, it's all relative. Art is notoriously ambiguous", says Steele, and we cannot help but agree. Returning neon to its roots, Olivia Steele recently exhibited her work in connected public spaces around London as part of the Frieze Art Fair. Creating a yellow brick road of illumination, the handwritten neon statements were hung everywhere from an East London lingerie shop to a historical religious landmark. A true traveller, the artist now lives between London and Berlin and is the co-founder and creative director of Pret A Diner, the pop up restaurant that is a dining experience.