

Tarik Mendes Joins 150 Bay Street Jersey City

Studio Visits Available



Jersey City, New Jersey Feb 9, 2022 ([IssueWire.com](https://www.issuewire.com)) - Located in Jersey City's Powerhouse Arts District, 150 Bay Street is a true mix of historic and modern architectural details. Built in 1908 by architect Howard Chapman, originally the Great Atlantic and Pacific Tea company building (A&P Building), 150 Bay Street is a landmark listed under the Federal Register of Historic Places.

Now, a multipurpose building with private offices, art studio workspaces, retail storefronts, and residential lofts, the building serves as a cultural anchor to a vibrant community of artists, entrepreneurs, and college students. In 2020, Nyack College students moved into their custom-built residential lofts fully equipped with spacious kitchens, modern appliances, lounge areas, and a state-of-the-art fitness center.

As a part of the ongoing evolution of 150 Bay Street, an entire 40,000 sf floor has been developed as affordable studio space in the heart of Jersey City's Powerhouse Arts District. Ranging from 200 -1200 square feet, the studios are modern and sleek with great attention paid to details and amenities that will drive inspiration, collaboration, and creativity.

Established in 2018, the artists of 150 Bay have joined forces to form a committee, in an attempt to revitalize the artist community and to bring attention to our diverse group of talent. Together, GFP Real Estate and ART150 are pulling together their resources to showcase amazing artwork, promote each other's talents, bring awareness to the Jersey City community and revamp the district that was dubbed the "Powerhouse" of the arts.

About Tarik Mendes

Tarik Mendes (° 1992, Belo Horizonte, Brazil) creates paintings, drawings, and sculptures. By emphasizing aesthetics, Mendes seduces the viewer into a world of ongoing equilibrium and the interval that articulates the good and the ugly of daily life. His works are notable for their textured finish and colorful nature. This is of great importance and bears witness to great craftsmanship. By applying abstraction, he considers making art a craft that is executed using clear formal rules and which should always refer to social reality.

His works don't always reference recognizable forms. The results are deconstructed to the extent that meaning is shifted and possible interpretation becomes multifaceted.

Born in 1992 in Belo Horizonte, Brazil, Tarik spent most of his childhood making art. Later moved to the United States of America when he was 10 years old. While he never attended art school, he learned by wandering through New York galleries and museums. Drawing inspirations from unexpected places, scribbling his own versions of cartoons, comic books, and most time creating his own toys to play with. Although he did not know how to speak English after moving to the USA, he spent most of his time

drawing while looking out of windows. Windows were arguably exerted the most influence on Tarik. His lifelong fascination with a net screen in windows later manifested into his own work years later. Tarik explores both the power and vulnerability of the net screen in his work.

At the age of 21 years old in 2013, Tarik begins to pursue a full-time career in New York City as a multi-medium disciplinary artist. After a few commissions of his work onto clothing and bags, Tarik begins to develop the possibility of a wearable art brand. Soon after he began to pursue TelaModa LLC, which is a one-of-a-kind luxury fashion brand that combines the very best in luxury fashion and the latest trends in fine arts, to create customized wearable art for the customer. Tarik idea's was to have a wholesale and direct-to-consumer brand. After two years of development, TelaModa was launched in 2015.

Although TelaModa LLC didn't have a physical location, it was operated from Tarik's art studio in midtown Manhattan. While collaborating with retailers in New York City for pop-ups or special wearable art events. TelaModa, which can be literally translated as "canvas fashion" consisted of handbags, ready to wear, jewelry, accessories, and totes. TelaModa also featured a unique sales customization option. Where consumers could select a piece of clothing, design to have it painted onto their items. Making each piece a true of a kind wearable art item. As well as having the option to mail in an item the consumer wanted to be customized.

While Tarik led the team at TelaModa LLC, he was also pursuing his artistic career as a multi-medium artist. Tarik's medium mostly consists of multidisciplinary mediums. Such as paintings, sculptures, photography, furniture, drawings, and mixed media. Tarik begins constructing canvas structures fully made out of the net screen, each one custom made and built by Tarik himself.

Tarik's creative process was sort of an uncalculated improvisation using several mediums and techniques to create his art. Using mostly construction materials along with paint, oil sticks, spray paint, among other items. By emphasizing aesthetics, Mendes seduces the viewer into a world of ongoing equilibrium and the interval that articulates the good and the ugly of daily life. His works are notable for their textured finish and colorful nature. This is of great importance and bears witness to great craftsmanship. By applying abstraction, he considers making art a craft that is executed using clear formal rules and which should always refer to social reality.

After TelaModa, Tarik begins having an interest in creating an artsy stationery line. Soon after the launch of TelaModa LLC in 2015, Tarik followed up with TelaModaPrints LLC only a year later in 2016. TelaModaPrints consisted of over 400 greeting cards designs, gift tags, place cards, and canvas tote bags all designed and created by Tarik himself. With the same customization options, consumers could obtain from TelaModa they were also available at TelaModaPrints. Being able to customize an already existing card design from the collection or being able to create a full personalized design through the TelaModaPrints website.

TelaModaprints designs can be found in both nationally and internationally retailers' stores. Such as popular stores/gift shops such as Museum of Arts and Design, Museum of the City of New York, The Morgan Library & Museum, IC Store by WantedDesign, Tweak, Made Art Boutique, Seed People Market, FIDM Museum Shop, Columbus Metropolitan Library, E.A.T. Gifts, Trove Store, Love Locked, Lundeen's, Arts and Letter, City Papery, Museum of Nebraska Gift Shop and many more.

Tarik works on multiple projects at once in his studio, describing himself as a 24/7 creative artist. He keeps multiples net screen canvas in his studio, operating from one project to the other. Since

Tarik builds all of his net screen frames from scratch, adding multiple layers of texture that can take days to fully dry, so he works on various projects at once. While one canvas dries, he paints on another, then adds touches to his sculptures and many more. What started early in his career as just net screen paintings, today has transformed into interior design pieces. He begins adding LED lights at the very start of his artistic career, which later on led to his interest in experimenting in creating light fixtures all the way to chairs and couches.

Although Tarik is not even 30 years old yet, he has created thousands of artworks, ranging from paintings all the way to interior design pieces. A wide variety of his work can be found on his website. Tarik currently works and lives in New York City.

Social media links for Tarik Mendes:

Website www.tarikmendes.com

Instagram <https://instagram.com/tarikmendes>

Twitter <https://twitter.com/tarikmendesart>

Pinterest <https://www.pinterest.com/tarikmendes>

Facebook <http://www.facebook.com/tarikmendes>

Youtube <https://www.youtube.com/channel/UCeEg9tb3sqW-Jo9jdl6dAcw>

Vimeo <https://vimeo.com/tarikmendes>

Flickr <https://www.flickr.com/photos/191207914@N06>



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