



**PAINT ME!
COMMUNITY STREET ART CHARITY EVENT**

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DIB Project 2: What is Home?
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PHASE/ 01. Research and Design Analysis

Conducted Interviews with Londoners to ask what the concept of *Home* means to them.

Based on their responses, many stated the following:

- Home is a creative space
- Strong sense of community
- Family and Friends
- Activities outside of the home is more important
- Home is a place where they can feel included
- Home is a place of Security



"Paint Me!" Is an exhibition and charity event intended to broaden the definition of graffiti for many, while encouraging artists to express themselves in a productive and cooperative way. In its brevity, the event appeals to contemporary ideals of "spontaneous and natural" art. Having it be time limited ensures that the majority of our impact will be on the regulars of the area, who (we feel) are most likely to both participate and be empowered by our sentiment. Many people use graffiti as a way to express sentiments they feel aren't being spoken of enough in public, in their art they find a safe space to speak their minds. We consider this freedom and safety to be a "home" for many, when even their living spaces may feel constrictive. By making the pieces available in the charity auction afterwards, we hope to bring that safety and freedom into the homes of others while providing that same safety for those the charity will benefit.



What is Leake Street (Banksy Tunnel)?

- Leake Street is a well-known area of London that allows graffiti artists to paint without a permit.
- While most places have criminal penalties for people who spray-paint, the Banksy Tunnel is unique in the way that law enforcement tolerates the graffiti here.
- The brick walls of this area are covered in countless layers of vividly colored paint.
- The artwork is not long lasting - Murals may last for a few days, a week, or maybe even months, but they rarely stay long because other street artists will paint over them to display their own work.

How did Banksy Tunnel become popular?

- The Cans Festival in May 2008 increased this tunnel's recognition.
- Banksy created a number of new murals before the festival began, alongside many other stencil artists from all over the UK.
- The new artwork stunned festival goers when the tunnel opened to the public a few days later.
- The tunnel had a designated area for guests to make their own artwork.
- Banksy not only helped the Cans Festival succeed, but he significantly increased traffic in the tunnel and established what is now known as the "Banksy Tunnel."

Who is Banksy, anyway?

- Banksy's real name and identity are unknown
- Renowned street artist, political activist, and director who is based in England.
- Banksy has painted murals and messages all around London to draw attention to particular issues.



Millennials/Gen Z - These youths grew up during the "punk uprising", and most are familiar with street art or street art culture. They are often on Leake Street to meander through the art, or visit the clubs/cafés within.

Art Enthusiasts - More informed individuals, who have either come from elsewhere to visit the "Banksy tunnel" or are regulars coming to look at the newly added pieces. This crowd views Leake Street as a sort of breeding ground for graffiti and modern art as a whole. They are our main customers for the final product.

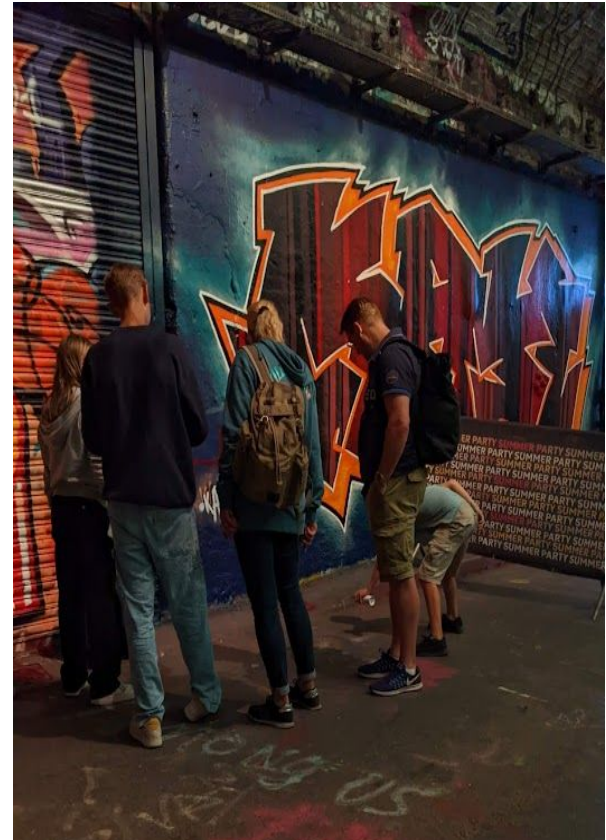
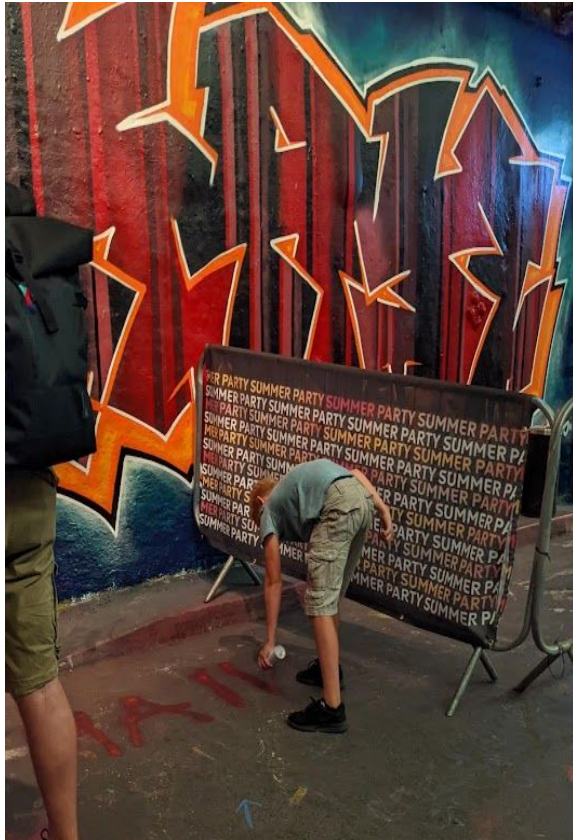
Street Artists - Regulars who come to use the tunnel as their canvas, artists will be the main contributors to our final pieces. Many people use this tunnel as a place of free expression, since they can paint without judgment while surrounded by like-minded individuals.

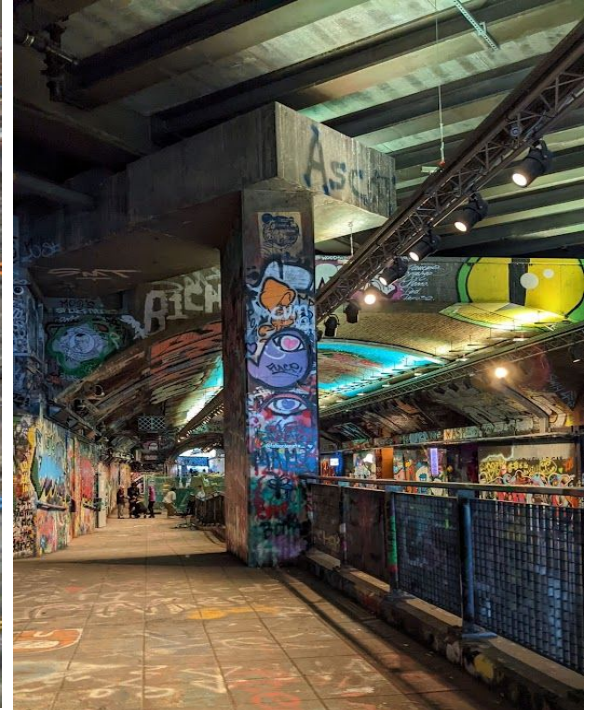
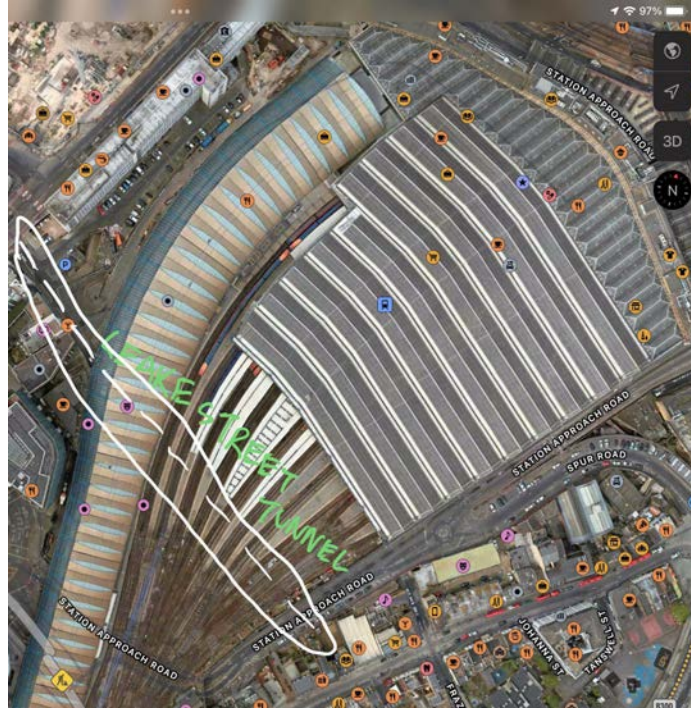
Passer by - While uncommon, passers-by in Waterloo sometimes stumble their way into the tunnel. This group also includes those who came for a specific club or occasion, and were not aware of the uniqueness of Leake Street. Since this site is near the train station, many will wonder through the area not knowing the pop up.





A family spray painting and drawing - this is what it would be like!





Leake Street, also known as the Banksy Tunnel is a community tunnel originally organized by Banksy in 2008 to showcase local street artists.

No “Brandalism”

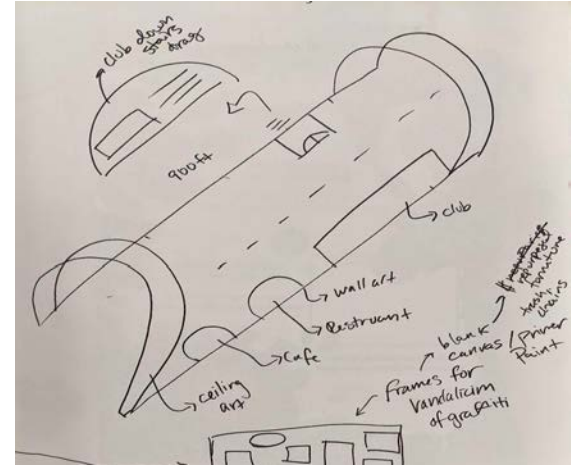
The city should not be a one way conversation – By having a street art exhibit, this allows for a two way conversation between the people and the amount of marketing that we are surrounded by. Street artists should come out and showcase their work for charity

Create common property and art for communities, much like the original intention of the museum of the home.

Art should not be the particular property of someone who could afford it.

Word of mouth. We live in a world where every other post on instagram is an ad. London is filled with advertisements and ulterior motives.

PHASE/ 02. Concept and Design Proposal



The types of furniture items that will be on display and re-used to paint over for our event:





**Banksy art donations to hospitals in
2020**

Previous graffiti festivals focusing on street artists work. Successful due to anonymity.

BYOP: Bring Your Own Paint!

“Paint Me!” will be advertised as a "Bring Your Own Paint" event where attendees are expected to bring their own supplies. We anticipate that those attending will purchase supplies and/or share their existing supplies with others.

Since there is a high chance that provided supplies will be stolen, spray paint won't be provided for this event.

There will also be security on sight to make sure that the household art items left to be painted on won't be stolen during the event.

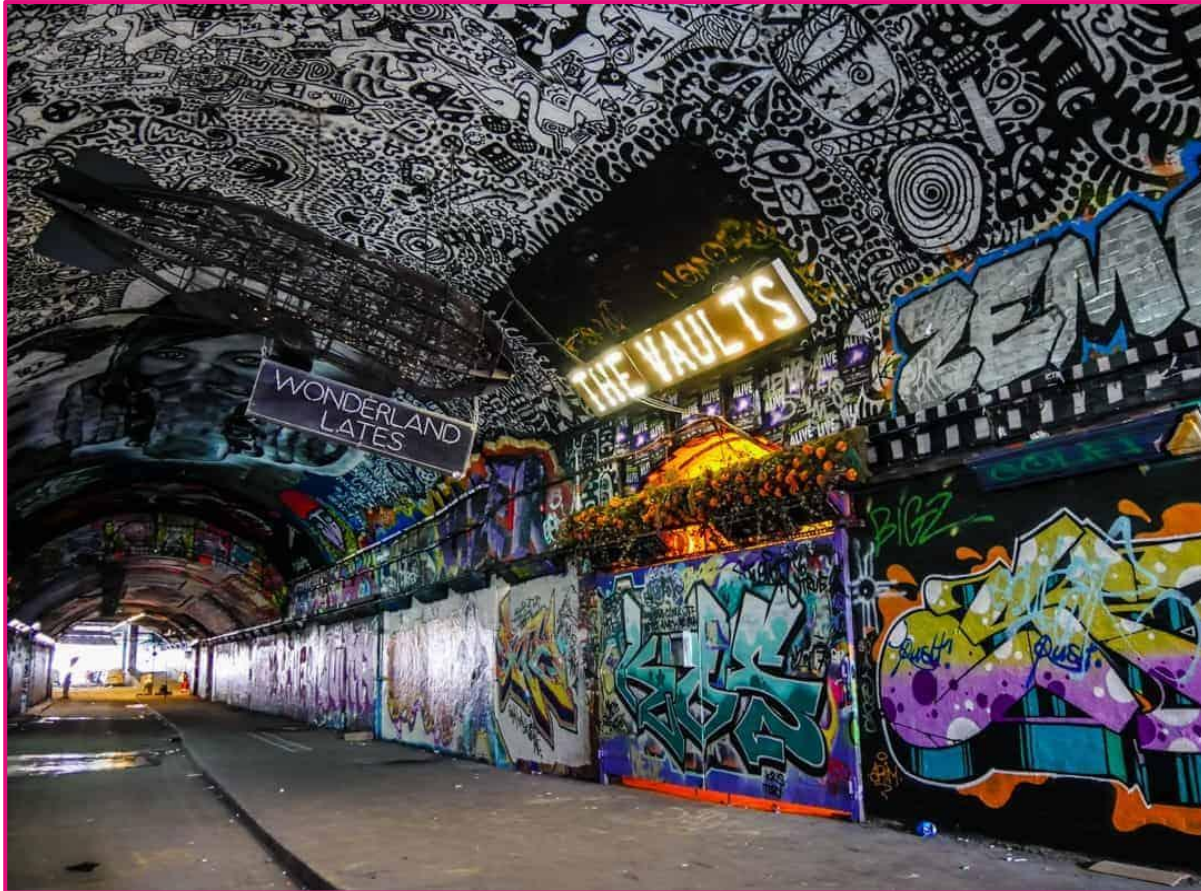
Additionally, security will be present to ensure that everyone can enjoy the event without any problems. “Paint Me!” should be safe for everybody.



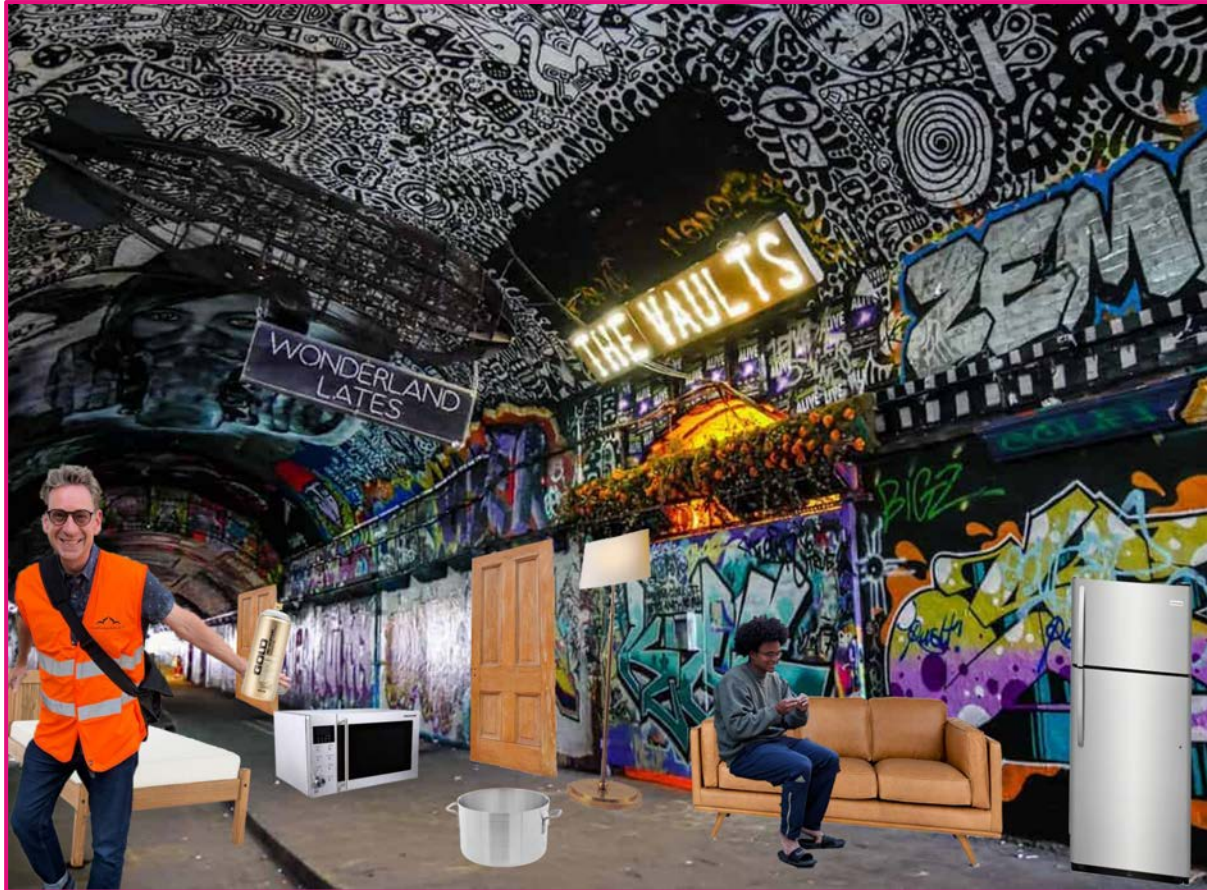
The public will be informed on the marketing flyers that they must graffiti at their own risk.

PHASE/ 03. Detailed Design Solutions

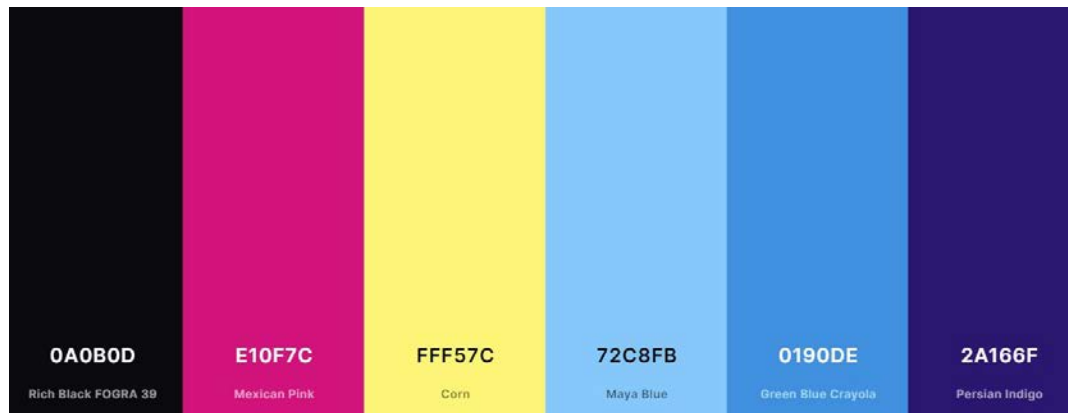
**Banksy Tunnel
Before the
Event:**



Banksy Tunnel
During the Event:
(feat. Tim & Kenyan)



Street Color Palette



HELVETICA typeface

Helvetica 60 Regular

abcdefghijkl

mnopqrstuv

wxyzABCD

EFGHIJKLM

NOPQRST

UVWXYZ£&

0123456789

(., “” ;: !?)

Helvetica 22 Regular

abcdefghijklmno

pqrstuvwxyzAB

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NOPQRSTUVWXYZ

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Helvetica 36 Regular

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ABCDEF

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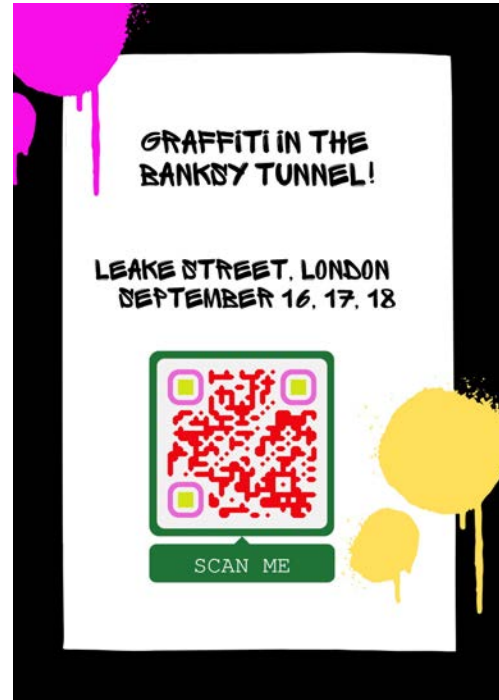
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PHASE/ 04. Design Documentation and Intent



PAINT. me
COMMUNITY STREET ART EVENT
DONATED ART PIECES WILL GO
TOWARDS CRISIS.UK

QR CODE FLYER-1

QR CODE FLYER-2

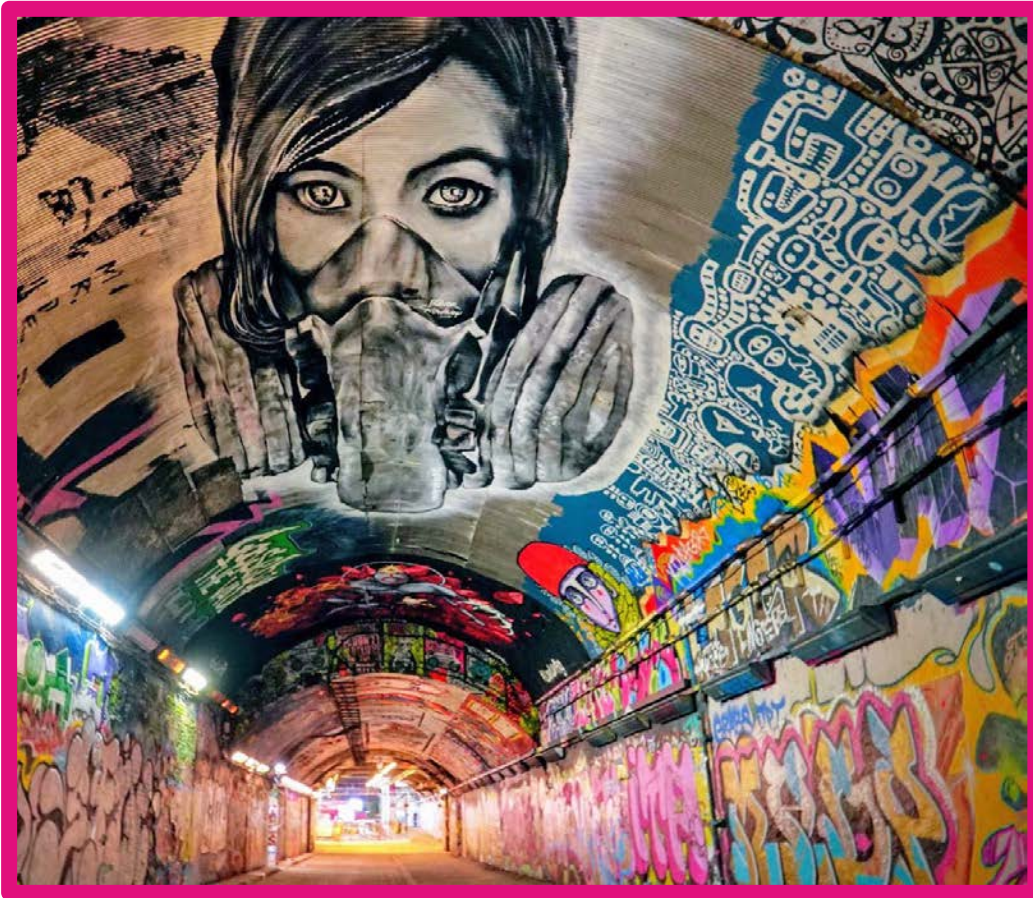


ITEM 1: BIG	CURRENT BID: 2405	BID: <input type="text"/>	<input checked="" type="checkbox"/>
ITEM 2: MEDIUM	CURRENT BID: 420	BID: <input type="text"/>	<input checked="" type="checkbox"/>
ITEM 3: BIG	CURRENT BID: 1337	BID: <input type="text"/>	<input checked="" type="checkbox"/>
ITEM 4: SMALL	CURRENT BID: 12	BID: <input type="text"/>	<input checked="" type="checkbox"/>
ITEM 5: BIG	CURRENT BID: 1738	BID: <input type="text"/>	<input checked="" type="checkbox"/>
ITEM 6: SMALL	CURRENT BID: 8008	BID: <input type="text"/>	<input checked="" type="checkbox"/>
ITEM 7: MEDIUM	CURRENT BID: 69	BID: <input type="text"/>	<input checked="" type="checkbox"/>

MY ACCOUNT

BIG: 36" x 36" x 5'
MED: 24" x 24" x 5'
SMALL: < 15"

ALL PROCEEDS GO TO CRISIS.UK



By partnering with Crisis UK, we're enabling the underground art community to more actively support the homeless, which is something many of them are already engaged in. By placing these art pieces in the homes of others, we're spreading the sentiment of our exhibition while placing the "safety in rebellion" it represents directly in people's living spaces. Since we will be donating several pieces separately from the charity auction, we'll be ensuring that this art is also accessible to those who might not have the means to make a donation. "Paint me!" Should leave a lasting mark on the art scene, and pave the way for similar spontaneous (and hopefully charity-centric) art exhibitions in the future.

Links:

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- <https://www.beerandcroissants.com/banksy-locations-london/>
 - <https://upmag.com/the-banksy-tunnel/>
 - <https://www.londonxlondon.com/leake-street-tunnel-london/>
 - <https://www.beerandcroissants.com/banksy-locations-london/>
 - <https://www.dailystar.co.uk/news/latest-news/who-banksy-net-worth-who-16799492>
 - <https://upmag.com/the-banksy-tunnel/>
 - <https://www.itv.com/news/granada/2022-07-22/is-this-a-new-banksy-mural-appears-on-side-of-home>
 - https://www.google.com/search?q=banksy+art&sxsrf=ALiCzsbNkXKI81Jp_EDV5y2ACGqKquVsgA:1659048788706&source=Inms&tbm=isch&sa=X&ved=2ahUKEwjy9yt1pz5AhUKCsAKHYJaCx0Q_AUoAXoECAIQAw&biw=1440&bih=789&dpr=1#imgrc=3QhYzy8wWavyXM
 - [Banksy - Wikipedia.](#)
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