



PRESS RELEASE

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Top international graffiti team take on Brighton i360 hoardings on Sunday

A team of top international graffiti artists will attempt to cover 100 metres of hoardings at the i360 site this weekend [9 August] after being brought together by local graffiti artist, Aroe.

It will be the second time the site's hoardings are handed over to graffiti artists, with Aroe and his collaborators having already decorated part of the

site back in September last year.

On that occasion Aroe was joined by regular companions Gary, Rebus and Radios. Aroe, Gary and Rebus will return on Sunday August 9 from 11am to once again leave their indelible mark on the area but this time they will be accompanied by an array of other, equally-talented local artists including Jiroe, Vodka, Morf, Warg, Ster and Past, as well as Yes B from Essex, Rench from Reading, Nottingham's Alert and Europeans Twesh (Italy) and Relay (Germany) who both now live in the UK.

Said Aroe, "We're bringing a crack team of graffiti artists down to the beach on Sunday and we're all excited to have such a big new slate to work on."

Where street artists uses stencils or projections to aid the artist, graffiti is free hand and last time out Aroe, Gary and Rebus attracted quite a crowd. Aroe recently painted an artwork of a naked Kim Kardashian on the side of a house in Oxford Place in Brighton, and earlier this year painted a giant Homer and Bart Simpson in Hartingdon Road, Brighton.

Eleanor Harris, chief executive at the i360, decided to invite the graffiti artists to return after being impressed by Aroe et al's previous work – not just on the attraction's construction site but also elsewhere in the city.

Said Eleanor, "Brighton and Hove is an incredibly creative city and we want our hoardings to reflect that and not just be left blank. We had a really positive reaction last time and, when we put up some additional hoardings when the tower erection started this summer, Aroe approached us about painting those boards too.

"Being on the seafront our hoardings do weather more than in most locations, but we hope the new artwork will last until the i360 opens next summer. The graffiti as well as our infographics about the i360 are proving incredibly popular with passers-by.

"We have 100 metres of hoardings waiting to be covered and the artists have complete control over what they create. We cannot wait to see what they come up with."

- Ends –

Media enquiries: Paula Seager, Natural PR on Tel: 01273 857242 or Email: paula@naturalpr.biz
Twitter: @TheBrightoni360
Facebook: Brighton-i360
Pinterest: Brightoni360
www.brightoni360.co.uk

Brighton i360 is conceived and designed by Marks Barfield Architects.

About Brighton i360

At 162 metres high, and with an observation pod rising to 450 feet, the i360 will be the tallest observation tower outside London, a vertical cable car offering a new perspective on the fun loving seaside city of Brighton. Sited at the root end of the historic West Pier on Brighton's seafront, the i360 has a slender, elegant design, with a futuristic pod allowing 200 visitors at a time to enjoy the surrounding view as it slowly unfolds. The visitor centre incorporates a 400 seat restaurant; a shop; children's play zone; exhibition space; tea rooms; and conference and event facilities.

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