



## **PRESS RELEASE**

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### **Top international graffiti makes Brighton i360 hoardings work of art**

A team of top international graffiti artists covered 100 metres of hoardings with eye-catching images at the i360 site yesterday [9 August] after being brought together by local graffiti artist, Aroe.

As the day began there was a feeling of intrigue and excitement on the sunny promenade next to the Brighton i360 site as the graffiti artists gathered to get to work.

The local artists were Aroe, Gary, Jiro, AVK, Morf, Warg, Vodka, Rebus and Owed, as well as Rench from Reading, Alert from Nottingham, YesB from Essex, Aups from Folkestone and Twesh from Italy.

Said Aroe, "The public response to this event was overwhelming. Brighton is such a great city and has such tolerance of people who want to express themselves. This is such a forward thinking idea of the i360 and means that, through our graffiti art in Brighton and through social media where the images can be shared, the whole world can see what is happening here. I truly believe that some of the best paintings we've ever done have been created here today."

Alert, an artist originally from Nottingham, said, "It's good for the public to get first-hand experience of graffiti. To see how it's crafted and how each individual artist approaches their piece."

Where street artists use stencils or projections to aid the artist, graffiti is free hand and the artists even commented that they had arrived at the i360 site with little or no plan as to what they were going to write. Some of Sunday's final images include gorillas, an image of the i360 next to a big, futuristic doughnut hotel and a "Donnie Darko" inspired rabbit.

Passers-by young and old were fascinated by the graffiti artists. Gemma, aged 12 from Brighton, said, "It's nice to see, it makes you feel happy, watching people enjoying themselves. It's interesting to watch the graffiti because every artist has a different way of expressing their art. I feel excited about the i360 opening next year."

Gemma's mum, Chris, said, "I didn't know much about the i360, but coming here today has helped fill in the gaps. It looks like a fantastic project. I didn't realise there was going to be the restaurants or conference facilities for example. It's really good the local residents are going to get a discount and local children are getting a free educational visit, incorporated into the curriculum. It's all very exciting for Brighton."

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Said Eleanor, “One of the things I love about this city is the creative buzz. When Aroe approached us to paint our hoardings and brighten up some otherwise grey boards, this seemed the perfect way to tap into this creativity before we even open.

"It think the artwork they have produced is fantastic - really vibrant and interesting - and it is well worth coming to the i360 site on Brighton beach to take a look where you can also see the tower construction which is progressing rapidly and will be completed within weeks."

- Ends -

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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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