

NEW BEDFORD'S MURAL ART PROJECT

SUPER FLAT

NEW
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FORD

#superflatNB

2018 Line-up & Fundraising Brochure



Superflat New Bedford is fiscally sponsored by the Community Foundation of Southeastern Massachusetts, a 501(c)3 organization. All donations are tax deductible

Superflat New Bedford

c/o the Community Foundation of
Southeastern Massachusetts

128 Union Street, Suite 403
New Bedford, MA 02740

Phone: (508) 996-8254

www.superflatnb.org

info@superflatnb.org

Superflat New Bedford is excited to announce its 2018 plans with a kickoff in Wings Court in conjunction with the 3rd EyE Open on August 18.

Wings Court has long been talked about as the perfect gallery for public art and murals. We hope to make that a reality this summer by bringing some top local and national street artists to kick off the 3rd EyE Open and install 3-4 murals in Wings Court the week of August 20.



3RD EYE UNLIMITED

But we need your help to make this happen! We have some top talent lined up that have the potential raise the profile of the

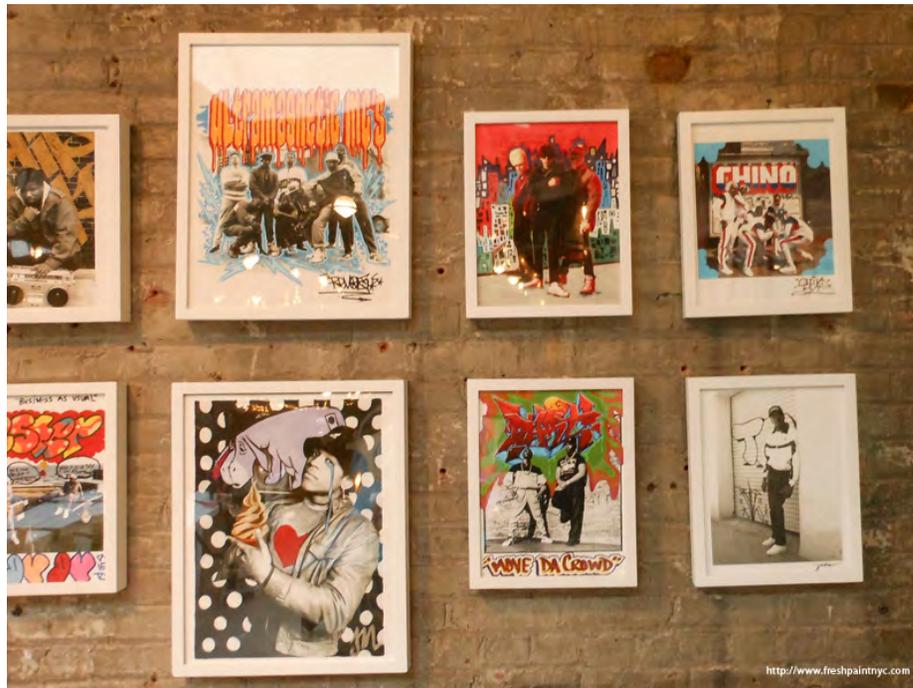
city and the region and create opportunities for youth to get involved. We'd like to introduce some of the artists who, with your help, we can bring to New Bedford in 2018.



Cey Adams and Janette Beckman

Cey Adams is a renowned street artist and original Def Jam creative and Janette Beckman an iconic Street Culture/Hip Hop photographer. They would bring their collaborative style and join New Bedford street artists to create a mural in Wings Court and create original site specific “Mash-Ups” from Janette’s photos with participation of the six primary members of Superflat NB. Both Cey and Janette were early artistic collaborators with top hip hop artists who evolved out of NYC and LA street culture during the 1980s.





The MashUp

Graffiti writing rose to prominence in New York City during the early 1970s and although it predates the other elements of hip hop, it has become the visual identity of the culture. By the late 1970s, it was not uncommon for graffiti writers to create promotional flyers for hip-hop performances, and eventually graffiti artists were creating graphics for album covers and designing apparel for performers.

This selection of work combines Janette Beckman's iconic portraits of influential DJs and MCs with the work of many of New York's best-known graffiti artists.

The series, entitled The MashUp, was conceived and curated by artist and designer Cey Adams. Adams selected the participating artists, and Beckman let each artist choose a photo from her archive to reinterpret in their own distinct style, creating new works of art.

Sean Corcoran
Curator of Prints and Photographs Museum of the City of New York





Example of Cey's work mocked-up for Wings Court;
Note: this is not the mural proposed for this location

Jeff Henriquez

Jeff Henriquez is a Brooklyn based full time artist currently working in the photo realist painting style. He received his BA in art in 1999 from Bradford College in Bradford, Massachusetts. Since 2000 he has been practicing and improving his painting techniques and delving into virtually every visual art medium ranging from ceramics to silk screen printing to tattooing.



Jeff got his start in the gallery scene with huge monochrome portraits of the homeless, and displaced. The emotion and pain captured in the faces of his subjects created strikingly dramatic and profound works that could hold one's attention even from a distance. Successful showings in D.C. at The Museum of Contemporary Art and La Casa de la Cultura in Boston led to shows in Atlanta, Georgia, Saint Petersburg, Florida, Miami and eventually, New York city.



Indie 184

Artist Indie184, (born 1980) is a native New Yorker, has been active in the graffiti culture for over a decade and a half. Determined to express herself to the world through art, she quit business college to teach herself how to sew, paint and produce graphic design. Influenced by abstract expressionism and pop art, her paintings are raptures of color and textures fused with of her original graffiti and street art, imagery, and designs juxtaposed



with personal messages. Indie's art has been exhibited in galleries and museums worldwide, including El Museo del Barrio in New York City and Völklingen Ironworks Museum, in Saarbrücken Germany. You can find her graffiti pieces in the streets from the South Bronx to Paris. Her current endeavors also include designing the latest collection for her streetwear brand Kweenz Destroy. Indie's graffiti was featured the recordbreaking Rockstar Games' Grand Theft Auto IV video game. Her most recent collaborations have been with M·A·C Cosmetics, Marvel and Netflix. Catch her creating her latest work in the streets or painting in her studio. Indie184 is Rimmel London's New Chief Artistic Officer.



With SUPERLAT New Bedford poised to make a splash in 2018, there will be even greater opportunities to come the following year. SUPERFLAT NB will be launching a full-blown initiative to bring high-profile street art to the city in 2019 and open up new opportunities for area youth and local artists.

Bringing these artists to New Bedford in 2018 will allow us to pursue new funding opportunities in the fall and launch a full fundraising campaign to bring the work of up to 20 new local, national and

international artists to the New Bedford— and Fall River—in 2019. It will also allow us to establish an enterprise program to connect local muralists, painters and street artists to commercial opportunities and grow our connection to local youth organizations by providing more avenues where youth can contribute to and learn the skills necessary for the production of murals and temporary public art.

Our goal is to raise \$35,000 by the end of July. With your generous help, we can bring more top-quality art to New Bedford, create more jobs for local artists and the region, and together take another big step in making the arts a thriving part of New Bedford's economic future.



Sponsorship Levels and Benefits

Sponsorship brings many rewards, including the knowledge that you're helping to build a robust regional arts economy by expanding opportunities for artists, raising the region's profile, and producing highly visible and engaging pieces of public art. As a sponsor at the following levels you will also receive several other benefits

\$5,000

A \$5,000 sponsorship will help pay the artists for two murals

You will also receive

- An original piece of 4'x4' artwork*
- Three Superflat NB t-shirts
- A stencil of your name/organization on a mural
- Your name or logo on all promo material and advertising
- Mention in all publications and outreach material
- Six mentions in social media posts

*An amount of \$250 will not be tax deductible to cover the value of the artwork

\$2,500

A \$2,500 sponsorship will help pay for spray paint for up to three murals

You will also receive

- Two Superflat NB t-shirts
- A stencil of your name/organization on a mural
- Your name or logo on all promo material and advertising
- Mention in all publications and outreach material
- Four mentions in social media posts

\$1,000

A \$1,000 sponsorship will help pay for a boom lift

You will also receive

- A Superflat NB t-shirt
- Your name or logo on all promo material and advertising
- Mention in all publications and outreach material
- Two mentions in social media posts

\$500

A \$500 sponsorship will help pay for meals and lodging for one artist

You will also receive

- Mention in all publications and outreach material
- Two mentions on social media posts

Logistics

Due Date

We ask that sponsorships commitments and ads/logos be submitted by Friday, August 3, 2018 to allow sponsor's name and logo to appear on marketing and social media materials. We will receive sponsorships up to the 2018 festival event and beyond for 2019 programming. The sooner we receive your sponsorship the more exposure we can provide.

Logos

Please send logos to Dena Haden at dena@superflatnb.org. High-resolution, vector-based illustrator, EPS, and/or PDF formats are preferred.

Partnership

We ask that sponsors send at least 2 e-blasts to your company's mailing lists regarding Superflat New Bedford's events and the 3rd EyE Open, list your involvement on your website, and share your involvement with Superflat NB on social media.