


Session Seven: The Writing on the Wall


Soullmage

"No Image Without Soul."




OUTLINE

- Urban Art
- Company History
- Innovative Approach
- Making An Impact
- Expanding The Vision
- Questions



URBAN ART

- Urban means "from the city"
- The term Urban Art is known as "street art"
- Art originated by artists who are inspired by the city and their environment
- It's the reflect of the streets and how one perceives their surrounds
- There are several styles of Urban Art but the most popular/familiar amongst them is Graffiti



COMPANY HISTORY

- Founded in 2000 in Rexdale, Ontario @ the Elmbank Community Centre
- Started out as a graffiti eradication program by the Toronto Police and the City of Toronto
- A group of students from various high-schools in the GTA were selected to participate in the program
- The program evolved into a company after a years work
- Key partnership with the City of Toronto and Toronto Police have helped the group paint several murals across the GTA
- Involved in the "Clean & Beautiful" program to help eliminate vandalism
- Types of work: Mural/production work across the GTA, Custom art work, Art Workshops for the students, Body Art and Computer Graphics
- The company also has a small division of music talent which specializes in Hip Hop, R&B, Spoken Word, Sound Design and Movie Scores
- Over the years, the company has also done commercial work for names like Microsoft, Nokia, Honda and others




INNOVATIVE APPROACH

- Promote an art form that is often misunderstood
- Provide at-risk youth opportunities to showcase talent
 - Workshops
 - Government or commercial projects
- Channel the energy of urban art positively
 - Reduce gang activity and vandalism
 - Break down stereo types
 - Provide hope and opportunities for a bright and positive future



INNOVATIVE APPROACH



Art workshop at West Humber Collegiate

Art workshop at West Humber. Teaching the kids basic lettering techniques and how to transfer their designs onto a t-shirt.

INNOVATIVE APPROACH



Custom tribute tee of Jane Creba for Foot Locker on Yonge

Custom tribute shirt painted by Wong for Jane Creba, an innocent soul who was shot by Yonge Street. The shirt was designed out of love and support and was hung at the Foot Locker location at Yonge. Painted 2005.

INNOVATIVE APPROACH



Face-Painting for the kids in the Clowns play at Arnott Charlton

Charity work, face painting/makeup for kids at Arnott Charlton middle school in Brampton, painted over 40 kids in the Clowns play, helped out the teachers with the excessive work load. March 2009.

MAKING AN IMPACT

- Changing perception and working with the authorities
- City of Toronto's *Clean & Beautiful Program*
- Art workshops, Charity BBQs, Community Centers and Internships
- Commercial Projects



MAKING AN IMPACT



Spic & Span Laundry Mat Mural

Wall of Spin and Span Laundrymat. Was painted over to cover the vandalism and help brighten up the location and the street. The full mural is about 40ft x 8ft. Painted late 2007.

MAKING AN IMPACT



1 of the 4 walls at the Norseman Community Pool

One of the first projects in 2001, Norseman Community Pool. One of the four walls painted by 4 artists. All the walls had a water/ocean theme to it. This wall was about 40 metres long, and 12 ft high. Possibly one of the longest job we ever had. Done during the winter break of 2001 and took nearly a full week. The murals are still there till this date.

MAKING AN IMPACT



Honda CBR 1000 RR custom designed for the Power House Division

Custom painted Honda CBR1000 RR for Honda's Power House Division. The bike was featured at the Auto Show 2009, Rogers Center. Future projects with Honda are in the works and we definitely have more custom automobiles coming.

MAKING AN IMPACT



"Wall of Legends" at the Elmbank Community Center music studio

"The Wall of Legends" painted for the music studio in Elmbank Community Centre. The mural showcases all the great legends who have left a mark in the world and have helped change the face of music and life. Over 30 legends were painted. All ranging from Michael Jackson and Ray Charles to Mohammed Ali and Dr. Martin Luther King Jr. Painted sometime in late 2007.

MAKING AN IMPACT



Art workshop with students from North Albion Collegiate Institute

MAKING AN IMPACT



The Toronto Sun, 2005

One of many press we received, from 2003. The wall is from the play room at the Elmbank Community Centre. Man in the middle is Jason Cruickshank, main organizer and founder of the group. He helped pull kids out of high school and provided them with an opportunity to express themselves creatively and positively. We've also been covered in the Guardian, the Sun and on websites.

EXPANDING THE VISION

- An Art Exhibition
- Goals:
 - Help understand and bridge the gap between the art form and its perception
 - Provide opportunity for local artists to showcase their talent
 - Continue the exhibition in another city/province
- Means:
 - Show the public a fine collection of artwork by the Soullmage artists
 - Promote and host the exhibition in a prestigious venue
 - Hand select the young artists from various workshops and provide them the opportunity to express themselves in a positive manner



EXPANDING THE VISION

- Actions:
 - The funding will help cover the venue cost, promotion and supplies for the artists
 - The money generated from the exhibition will be used to host another exhibition in a different city/province
 - With measured success, the exhibition could possibly be entered in a respectable gallery in NYC



QUESTIONS

