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Autor: Whystyle

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In 1997, at the height of Rome's graffiti movement, its protagonists (the artists known as Joe, Pane, Nico, Scarful and Stand) were casting around for a cover for the second issue of their magazine, Hateful. When they decided to tweak the iconic graffiti logo for the early hip hop movie Wild Style and ask "Whystyle," the phrase stuck with them. Several years later, when they were ready to take a break from decorating Rome's building walls and subway cars, they united their efforts under the name Whystyle, an art and design collaborative. Their work still makes environments and characterizes spaces; it exports graffiti's aesthetic to sculptural media such as found objects with a steady, deeply informed critical distance. Over the last five years, Whystyle has curated and organized events in art, design, photography, fashion and urban culture, and taught at the University of Architecture and Design in Venice. This is their first book.