

Fadings



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Graffiti, with its unique aesthetics and unconventional values, has had an increasing influence on several areas of visual communication for a very long time. Fadings presents the work of 24 graffiti artists whose commercial success has been based on their graffiti experience, including 123Klan, Flying Fortress, Viagrafik, Hixsept, and Atalier. To give the reader an understanding of each artist's creative process, the book presents a selection of projects from briefing stage through development of the creative concept to final execution. Fadings is split into three sections: the first, From the Scene, presents a detailed profile of each artist (five to eight pages each); the second, Into the Scene, presents interviews with art directors and companies who use graffiti as a commercial visual language; the third, Clash, features work by innovative, upcoming artists from the scene. INCLUDES A CD-ROM WITH FONTS, ANIMATION, MOVIES AND THE FADINGS "SOUNDTRACK"

作者介绍:

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