



A Sydney festival transforms the inner city into an open-air gallery for the world's best street artists – and demonstrates a new perspective on graffiti art.

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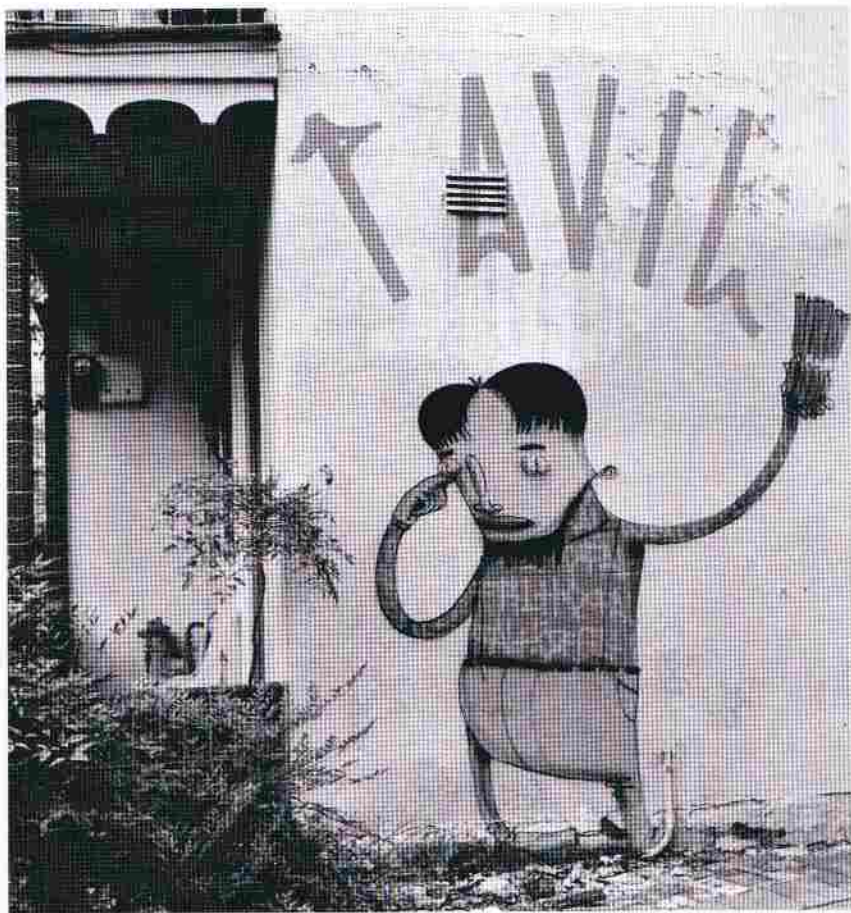
FOR SYDNEY'S 2010 postcode, the writing's on the wall – in a graphic display of street art, that is. Billboards, walls, garage doors – even cars – in inner-city Surry Hills, Paddington and Darlinghurst formed canvases for graffiti art during The Area 2010 Street Art Festival last December.

The 10-day festival, “demonstrating the power of the image”, was organised by ideas company Nonstop Partners and sponsored by Sony Ericsson (to promote a new mobile phone that takes and transmits pictures). The event transformed the streets into a veritable outdoor gallery, with 14 world-renowned street artists painting live. “The festival pushed the boundaries of what street art is all about. There's been >

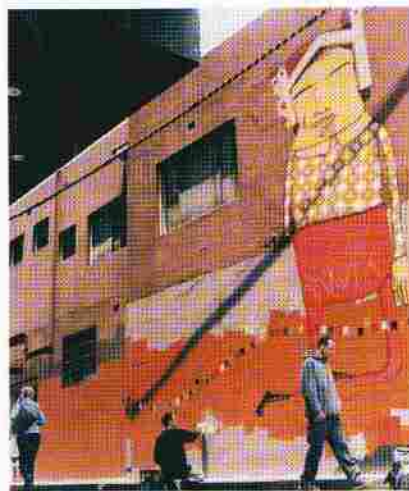
ART



Urban art in Sydney's 2010 postcode area. PREVIOUS PAGE: a work by Melbourne artist Kano in Paddington's Grand Pacific Blue Room, one of a series of his works titled *Objects of Beauty and Sadness*. The stair image was created using a stencil; aerosol and brush were used for the rest. THIS PAGE, LEFT: a work by Australian artist Dmote and London artist Mr Jago on a wall of Kinselas nightclub, Darlinghurst. BELOW: the quirky, graffiti art of Os Gemeos (twin brothers from Brazil) behind Crown Street in Darlinghurst. LEFT, CENTRE: Os Gemeos creating a work on a wall in Goulburn Street Surry Hills and, BOTTOM, beside Crown Streets Maltese Cafe.



In contrast to traditional graffiti, the event showcased a precise and graphic artform.



< a wider acceptance of different street art styles," says Melbourne artist Kano.

International artists included London's Mr Jago, Os Gemeos from Brazil, and New York's WK Interact. "We selected artists that could represent the diversity of street art and prove that it doesn't really reflect the senseless tagging that we see all over the city," says Nonstop's managing partner Graham Ritchie.

The result was anything but predictable. In contrast to the graffiti of the eighties, the event exposed precise, graphic and individual art. "I use the techniques I learnt in the street, but apply it in a different way – using a brush or stencil – to create works with more meaning," says Kano.

The event also launched Gallery 2010 in Darlinghurst, which displayed works by the festival's artists and which will continue as an art exhibition space.

Those who missed the event can still view the street art retained in the area, such as Kano's vibrant painting in the Grand Pacific Blue Room in Paddington, and Os Gemeos's colourful, quirky images around Surry Hills and Darlinghurst.

"Sydney's ready to embrace this kind of activity and celebrate its creative identity," says Ritchie. "The festival is the first of its kind in Australia, and we're already planning another for 2003." **JULIA NEKICH** Enquiries, Nonstop Partners, (02) 8302 2111; or visit the website [www.area2010.com](http://www.area2010.com).