

● MEDIA ALERT ● COVERAGE INVITED ● MEDIA ALERT ● COVERAGE INVITED ●

**-- MOTHER + ANIMAL BRING INTERNATIONALLY HUNTED GRAFFITI ARTIST'S
WORK AND CONTROVERSY TO BIG APPLE --**

--First-Ever Showing of Work--

NEW YORK CITY / DECEMBER 10TH

- Who:** **BNE**, a graffiti artist known the world over for challenging notions of art and commercialism, returns to New York City. The anonymous, never photographed artist known as BNE has conducted campaigns in cities like Tokyo, Bangkok, San Francisco and of course, New York. Some city officials consider what BNE does to be vandalism. BNE considers it an artistic statement and a cultural commentary.
- "While in Japan, I suddenly realized that other graffiti writers weren't my competition, it was corporations," said BNE. "Their ability to blanket the streets with advertisements is unparalleled, although it cost them a lot more than my campaign."*
- What:** The advertising agency **Mother New York** and arts and urban (city) culture hub **Animalnewyork** are organizing a showcase of some of BNE's most iconic work for the artist's first-ever show. An opening night event will unveil the work, and the space will be open for art lovers to view the work for a limited time after.
- Why:** The aesthetics and philosophy of graffiti art are expressions born out of artists' lack of space to express themselves and the driving need to do so. Graffiti art is entwined with hip-hop and has had as big an impact on global culture. Mother and Animal are bringing this showcase of BNE's work to New York City in order to expose the city to this artist's talents and to support the conversation about the treatment of "street art."
- When** **Thursday, December 10**
Press Preview: 6pm to 7pm
Event hours: 7pm to 11pm
- Where:** **Due to concerns for BNE's freedom, we will notify attendees of the venue at a later date.**
- How:** Media are required to confirm attendance in advance of the event and will be issued passes for entry. Media who do not have passes will not gain admittance.
- Related:** **Mother New York** is a modern creative company at the intersection of advertising, graphic design, packaging, interactive, experience/events, and product development. Mother New York is part of a 12-year old, independent global agency idea, which includes offices in London and Buenos Aires (Madre).
- ANIMAL** is a mix of underground culture, city-centric musings, and cultural epithets updated daily, providing compulsory reading for artists, writers, curators, creative peoples, (as well as editors, reporters, and brand people) . ANIMAL represents a new breed of media: interactive, transparent, dynamic, and connected to an eclectic flock of cultureholics.
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