

TAXI Presents STREETTEASE @ Bugis

taxi The
hottest four-
letter word.

656.100.ARTS, www.designtaxi.com



For Immediate Release

SINGAPORE, 30 September 2005

STREETTEASE @ Bugis is TAXI Design Network's inaugural street design event. It is all about design for the masses, and where else to hold it but the street? Streets are unique in their construction and culture, and its inhabitants are affected and defined by it. In this first edition of STREETTEASE, Bugis Street is THE SITE we want to leave our imprints on. We are want to capture what Bugis is all about and literally splash it across its walls! So what is STREETTEASE about in three sentences?

"Linking the street to design."

"Connecting designers to the masses."

"Bringing masses to the street."

These three key words are the epitome of TAXI's concept. We are a design hub that links creative talent with needs, connects the design community and brings the latest design news to the front. STREETTEASE, therefore, is TAXI's way of bringing people and place together to enjoy design in a casual and fun way. Let us elaborate!

LINKING THE STREET TO DESIGN

Bugis Street is Singapore's first street shopping location that attracts young and old alike. As a trendy and hip space, it caters to the diverse needs of the youth. With traffic of almost 1 million a month, Bugis is always bustling with activity. This collaboration between TAXI and Bugis Street Management gives designers a chance to "tease" & hype up the space. Hence the word STREETTEASE! They basically get their hands down and dirty to create visually stunning images across the walls, inspired by the daily on-goings at Bugis Street!

CONNECTING DESIGNERS TO THE MASSES

TAXI wants to connect the professional to the general public. The workshops, lunches and parties are all part of that vibe that we want to create in the local design community. Art Collectives like Black Convoy & Together with You will get to interact and network with the creative industry in an informal & friendly environment. They also want to pass on their knowledge, inspiration and expertise to those who want to learn more about design. Any one and every one who likes their visuals will get their dose at Street Tease!

BRINGING MASSES TO THE STREET

We have brought the street to design, and also the designers to the masses. But to complete the circle, we need to bring the masses down to the street. That is why everything is taking place at Bugis Street! The exhibitions are specially held at the third floor, an open and raw space very much like the way our streets are. We want people to come down and appreciate design as a visual art and we want them to enjoy it freely on the streets. So we want you to help us, by creating hype about everything that is going on at Bugis!

EVENT INFORMATION

Black Convoy Exhibition
Together with You Exhibition
Visual Arts Gallery Exhibition
17th – 23rd November 2005
5 New Bugis Street, 3rd Floor
Singapore 188869
Daily 10am – 6pm

Open to Public
15 Singapore Dollars Only

Black Convoy Design Workshop Series
17th, 18th, 19th, 20th November 2005
Daily 10 am – 5pm
5 New Bugis Street, 3rd Floor
Singapore 188869

Full Pass (Students) – Exhibitions + 4 Workshops
99 Singapore Dollars Only
Full Pass (Adults) – Exhibitions + 4 workshops
199 Singapore Dollars Only

Early Bird Full Pass (Students) – Exhibitions + 4 Workshops
75 Singapore Dollars Only
Early Bird Full Pass (Adults) – Exhibitions + 4 workshops
120 Singapore Dollars Only

Please purchase before 15 October to obtain Discount
First 150 to sign up will also get goodie bags!

Street Tease After-Party
20th November 2005
8pm Onwards
Cocco Latte



ABOUT THE EXHIBITIONS

Black Convoy Exhibition

Black Convoy is a UK based illustration and art collective formed in 2004 to facilitate collaboration with artists and designers, from every conceivable creative discipline, worldwide; and to promote and make publicly accessible UK visual arts and design. The exhibition showcases the best of May/Mcfaul, the founders of this eclectic and vibrant collective.

Together With You Exhibition

This exhibition is the collaborative effort of several Chinese artists in various locations across the globe. Unique in its construction, the project is posted from one artist to another until the finished work is posted back to the originating city. The work has since traveled far and wide, to places like Guangzhou, Paris and Toronto. Finally here in Singapore, we at TAXI are proud to present "Together with You".

The VisualArts Gallery Exhibition

The VisualArts Gallery, an ongoing exhibition by TAXI Design Network, gathers some of the most acclaimed designers on the contemporary creative scene. The objective of this gallery is to raise design awareness through the dynamic collaboration of various creative disciplines. The exhibition showcases 12 original masterpieces from all major disciplines from Graphic Design to Fashion Design, Industrial Design to Commercial Advertising.





ABOUT THE WORKSHOPS

Black Convoy Design Workshop Series

The workshops live off the streets, find inspiration in the streets and will happen in them. The priority is to complete a circuit where nothing is ever finished. All work feeds into the next through a 360 degree process with no start and no end. The participants will never feel that they have missed out - they will learn as they go along and add more to their design experience each day. The end-product will be a street space 'teased' with wall-graphics evolved over the course of four days through interactive learning. It will be a fluid, engaging and experiential Street Tease.

Workshop 01 – Introduction to Black Convoy: History, Goals and Experiences

The first workshop will touch on the establishment and goals of Black Convoy as an art collective. The artists will draw on their experiences with the creative industry and share with participants the challenges they have faced and insights they gained in their interactions. Black Convoy will also discuss the state and future of Illustration in today's evolving world, and present participants with an audio visual slide-show of their recently concluded London Show.

Workshop 02 – Specifics of Exhibition Management & 3D Character Design

Black Convoy will use their London show as a case study for the benefit of the participants. Design, curation and planning aspects for the show will be touched on in efforts to educate participants on the entire process. Participants will then proceed to create art with objects they have found in the streets with directions from the members of Black Convoy. Discussion on the Aesthetic and Value of 'Lo-Fi' in Contemporary Illustration will also take place.

Workshop 03 – 2D Character Design, Interactivity & Imagination

The workshop will center on the practical knowledge & application of character design. With guidance from Black Convoy, participants will create digital 2D characters and combine it with work produced in Workshop 02. Participants will be supplied with a DVD of Black Convoy Graphics & Artwork and are encouraged to bring digital samples of their own artwork to incorporate into the Street Tease project. With the help of imagination, participants will then remix and recreate all existing work to construct a huge wall-graphic for the finale!

Workshop 04 – Black Convoy vs Singapore: Street Teased!

Black Convoy will demonstrate the specifics of organizing an art show as discussed in Workshop 02. A practical experience, participants will learn how to curate and display works within a designated space. To make things more interesting, Black Convoy and participants will work hand in hand to develop the wall-graphic further with 3D graphics and additional materials. When that is done, the Street Tease @ Bugis is perfected.

ABOUT THE ARTISTS

Black Convoy

Black Convoy is a UK based multi-disciplined art/design collective formed in 2004 of the who's who of UK contemporary Image-making and design. Lead by internationally renowned Image-makers McFaul and Richard May the group engineer projects and workshops and stage global events and exhibitions designed to foster artistic experimentation and collaborative crossover. With illustration, image-making, animation and design at the core, and all points that these activities merge, Black Convoy address concepts with a uniquely British twist, pushing and prodding at the boundaries of image-making within contemporary media.

Together With You

Together with You is a club comprising of 12 Chinese artists including PERK. The name is meant to represent a family - one that means audacity, vividness & colour. Each of these 12 artists have their own distinctive style across various disciplines but they are bonded together by their common love for design.

ABOUT TAXI DESIGN NETWORK

TAXI Design Network is the key resource destination for the global creative industry of today. It is a network, portal community, magazine, newspaper, and a platform that bridges diverse creative disciplines and promotes collaborative interaction to propel unlimited innovations and infinite breakthroughs. It supports the entire initiative in raising awareness in design by translating Design into a universal language to communicate to the mainstream cultures. With its dedicated focus on the design industry, TAXI penetrates into a wide spectrum of target audience ranging from world-class creatives broadcasting their portfolios, to emerging artists seeking inspiration, and to corporate decision makers outsourcing for important creative hires.

For more information, please visit <http://www.designtaxi.com/st>

For information please contact:
Isabella Chiam
Business Development Executive
(isabella@hillscreativearts.com)

18b Teck Lim Road Singapore 088390
(co. reg. no. 200304445W)
helpdesk 656.100.ARTS
656.227.2902
fax 656.227.0213
www.hillscreativearts.com
info@hillscreativearts.com