

## **SCALE**

**Urban WallArt Munich**, 26 June-01 July 2017

Opening: 30 June 2017, 8 pm, members of the press, 6 pm

Siemens Campus Süd, Munich

Artists:

Arzy (ES), Axel Void (USA), DAIM (D), jana&js (AT/FR), Loomit (D), Daniel Man (D), Okuda (ES), Os Gemeos (BR), Sainer (PL), SatOne (D), Stone Age Kids (D)

**Scale stands for setting the bar, magnitude, a spectrum - these statements reflect the central core of this exceptional art project taking place in Munich in June. This event taking place on the grounds of the former Siemens Campus in the Hofmannstrasse will showcase works of 15 street art artists for one entire week. The artists, including some of the most internationally acclaimed in the field, will cover several hundred square meters of wall space on the adjacent buildings with enormous murals.**

Such a focused concentration of high-caliber artists on one location, simultaneously given access to an “open air work space” consisting of gigantic, exposed surfaces for open interpretation raises the bar, as it is one-of-a-kind in the region to date. This project incorporates both teamwork and a sense of belonging within the global street art community. Extraordinary artists from Germany, Austria, France, England, Poland, the USA and Brazil will meet up and work together. They will be able to gain inspiration, exchange ideas and play off one another. However, each artist will be allocated a defined surface area for the realization of their own visual images. In this manner, the project will provide artists a platform for interaction while at the same time allowing freedom of individual expression.

The former Siemens grounds, comprising a vast extent of space, are ideal for the expression of the murals. The space between buildings is not limited by narrow, inner-city “street canyons”, to the contrary, there is ample space to step back and allow the impact of the images to play out.

Urban art conquers public space, works with and within the visual outer layers of the city; it invades the urban setting full of impulsive vitality and often with a poetical melancholy. The art documents realities and fantasy worlds without academic confinement thus initiating an involuntary exchange with each inhabitant of the city. In this manner, it is possible for each visitor to experience the formation of the works of art, and the atmosphere on site – in short, a concentration of artistic creativity at immediate proximity. Considering the enormous dimension of the works, one is not only allocated to the position of outside observer. One will have to be on the move in order to experience the works of art in their true entirety, allowing you to become an active participant in the creative process.

The PAT ART LAB, a new project realized by PATRIZIA Immobilien AG is host, initiator, and festival sponsor. PATRIZIA Immobilien AG has provided availability of the building surface

area as well as the financial means for the realization of the project. With the establishment of the large format art experience SCALE, which is to take place in alternate European cities in the future, PATRIZIA aims, by means of its PAT ART LAB project, to promote art in public spaces while at the same time reviving existent real estate properties. In addition, a spirit of donation is tied to the concept of SCALE: prints of the resulting murals will be sold from which all revenues will be donated to current development projects taken on by PATRIZIA KinderHaus-Stiftung, a Children's Home Foundation [www.kinderhausstiftung.de](http://www.kinderhausstiftung.de).

Planning and execution of the festival for PAT ART LAB is carried out by a group of team members affiliated with the artist Daniel Man, who signifies himself as moderator and intermediary eager to utilize the strong communicative dynamic of street art: "Where you find enormous, paintable walls and the means for artistic realization, it only takes one initial spark and the edifices will levitate, burn, dance..."

The list of artists was compiled through close collaboration and consultation between the artists and the curatorship. In this way, the artist line-up was virtually developed "from the inside out" and reflects the longstanding and in some cases close bonds between the artists involved. As an example, Loomit was the first German graffiti artist who had contact with the Brazilian hip hop scene, in turn enabling OsGemeos to come to Germany as early as the 1990s. An additional unique feature of SCALE is the connection between those artists, who were part of the graffiti movement at its inception, and continually developed their trade (such as Loomit, Os Gemeos, Stone Age Kids, Codeak, DAIM) and young artists (such as Sainer, Aryz, Okuda, JANA & JS), who employed street art from the outset as a form of urban intervention in an illustrative and socio-critical manner.

Planning and execution of the project is carried out by Daniel Man with assistance from fellow artist and colleague Melander Holzapfel as well as from cultural event manager and wife Angelika Man.

Information on the artists and current program updates can be found at:

[www.scale-munich.com](http://www.scale-munich.com)

Press inquiries: Please send requests for personal interviews, film appointments and/or registration for opening night on June 30 to

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