

Stephen Hobbs
&
Brendan Copestake

'Dazzle Scraper'

Artwork proposal

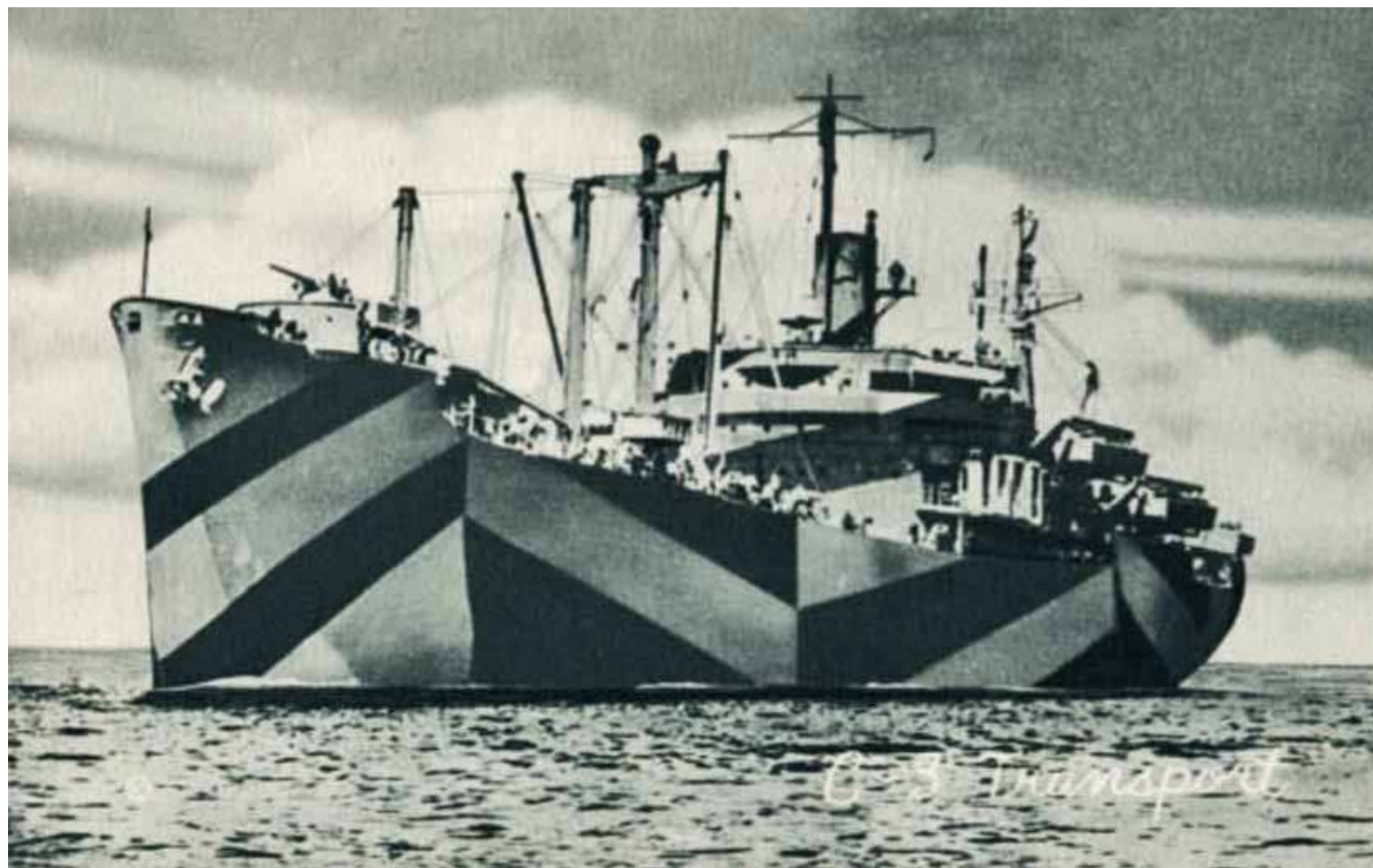
Coca Cola building
Newtown, JHB
2012

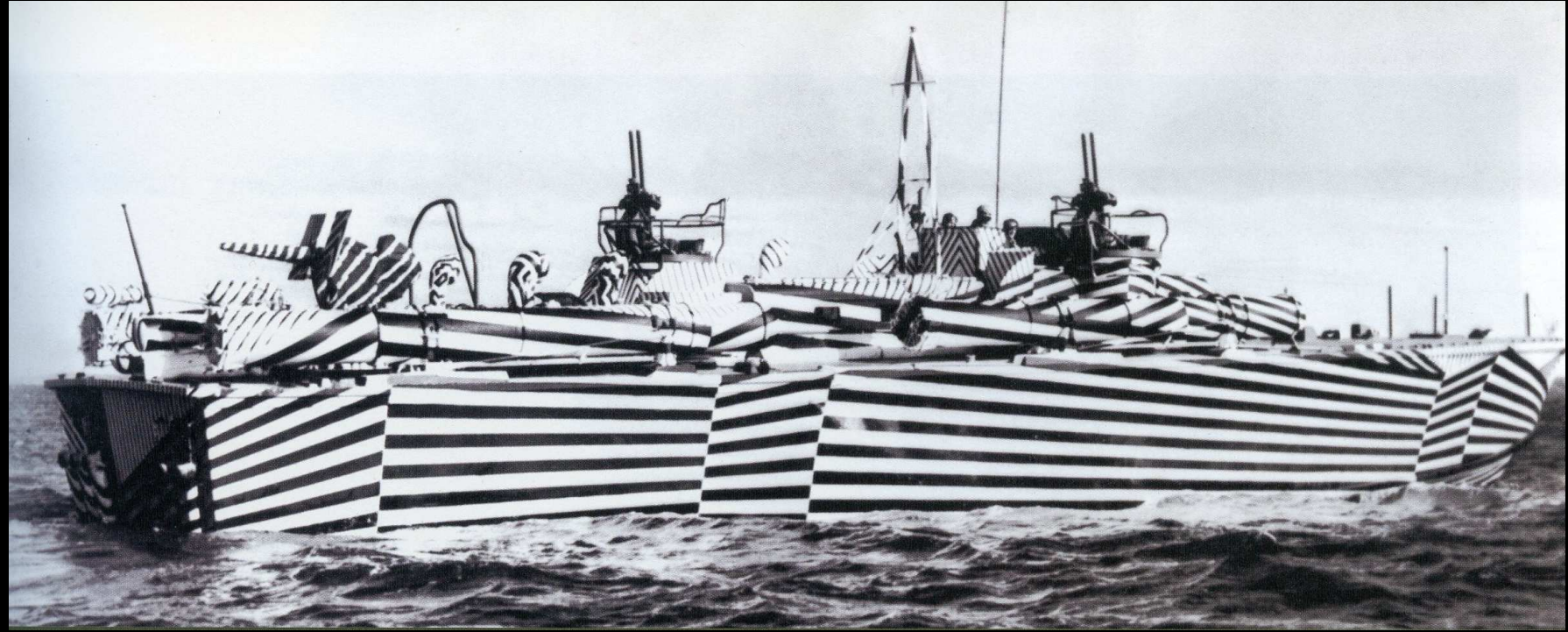


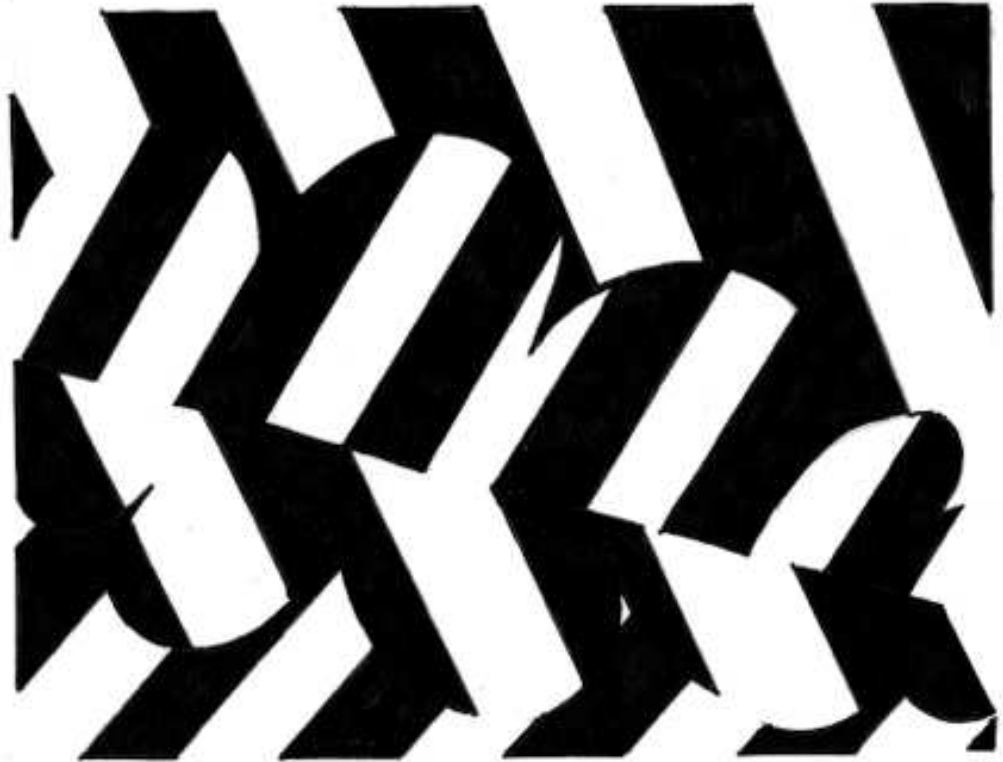
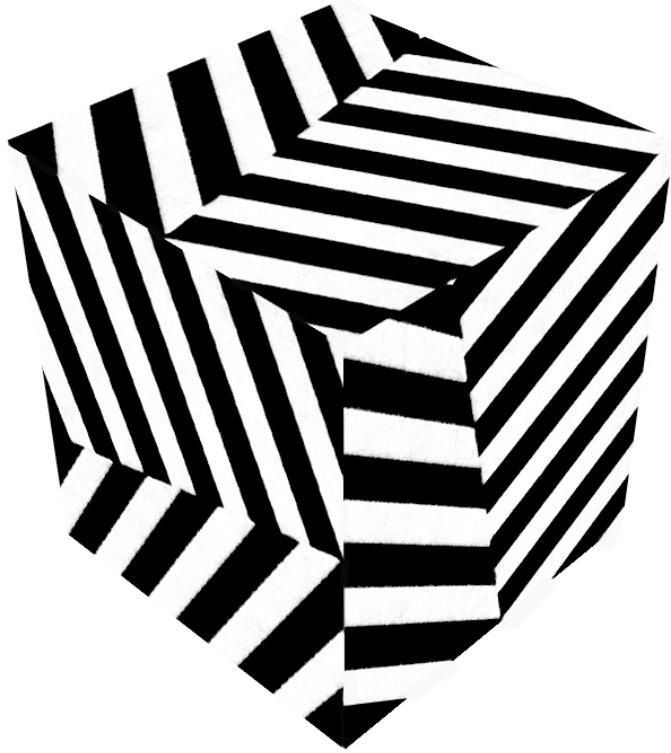


'**Razzle Dazzle**' pattern was used during WWI on battle ships to make it difficult for the enemy U-boats to determine which way a ship was travelling by using geometric shapes to break apart the outline of the vessel.

(in those days they did not have missile guided torpedoes.)

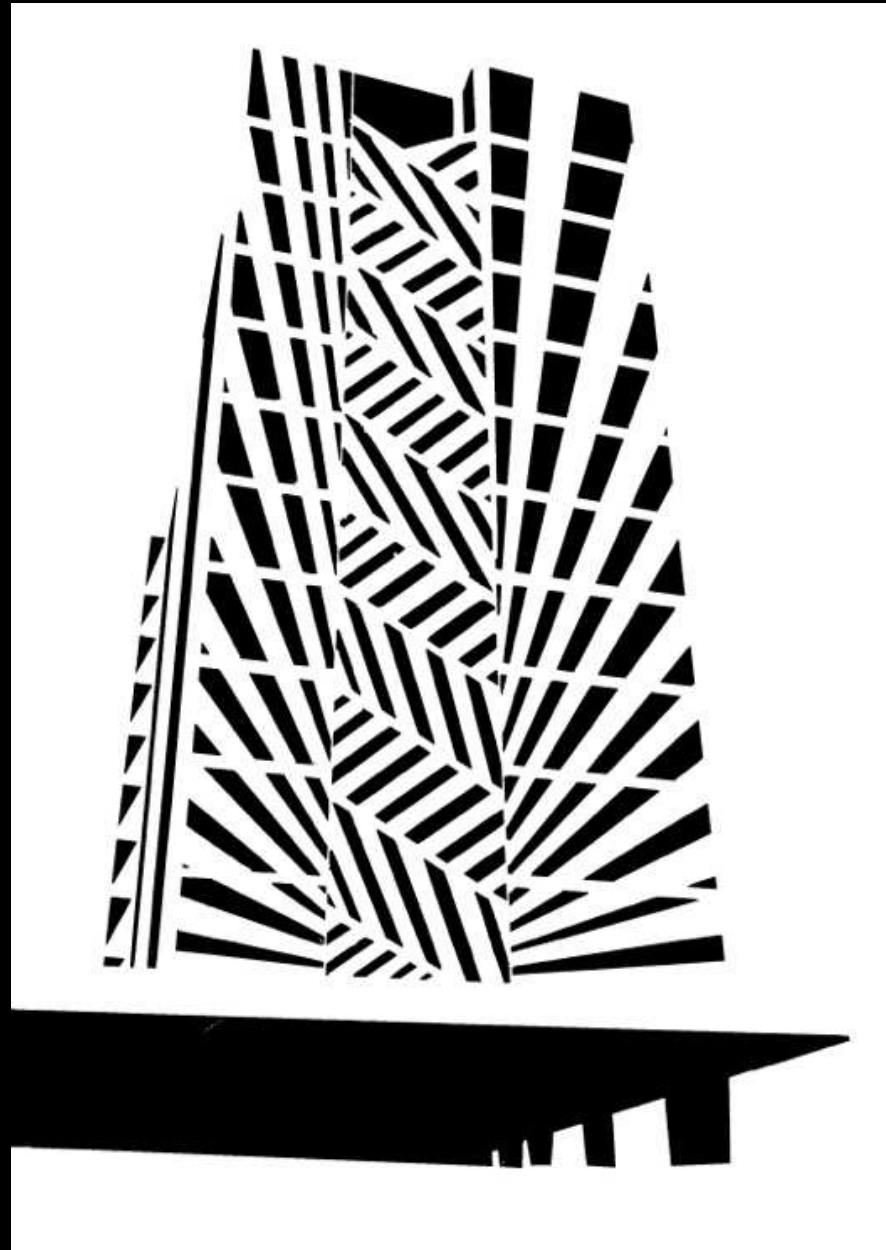






Hobbs has brought the pattern technique to the urban environment with the aim of 'dazzling' buildings.

A 'dazzled' building





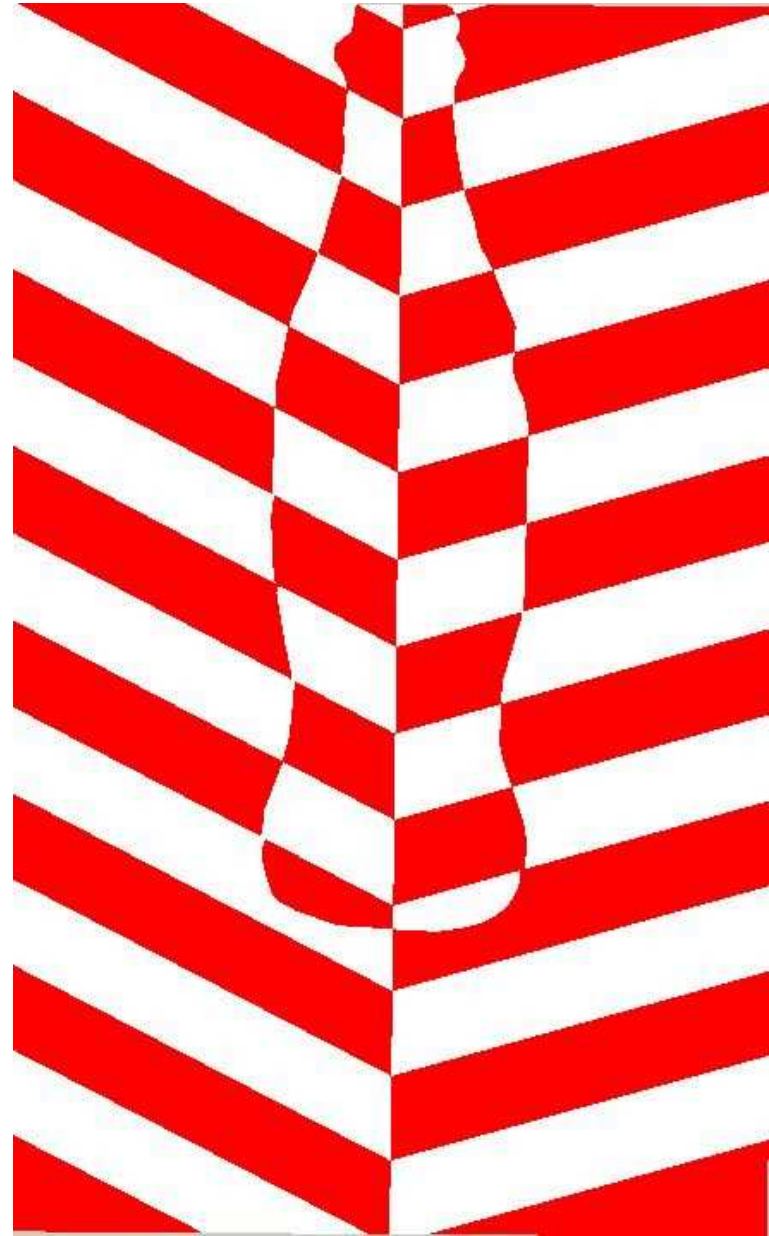
Outlet Project Room | pre-dazzle

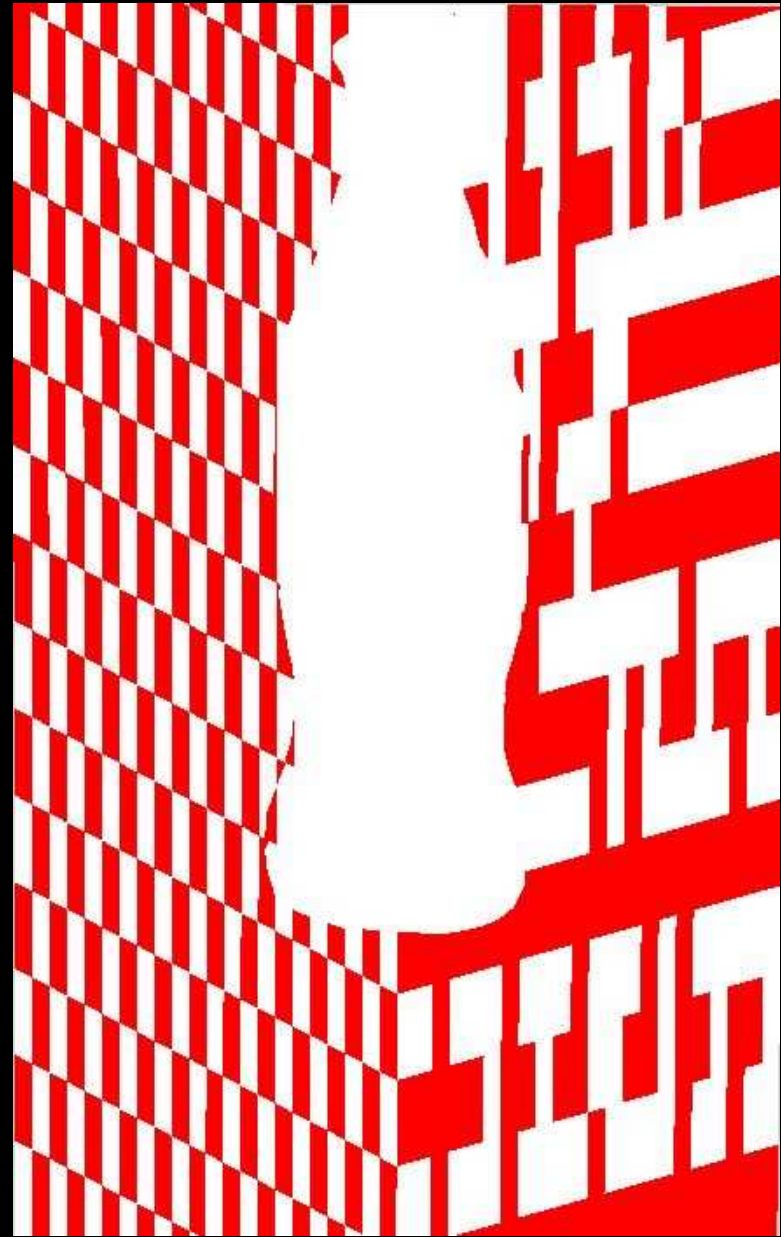
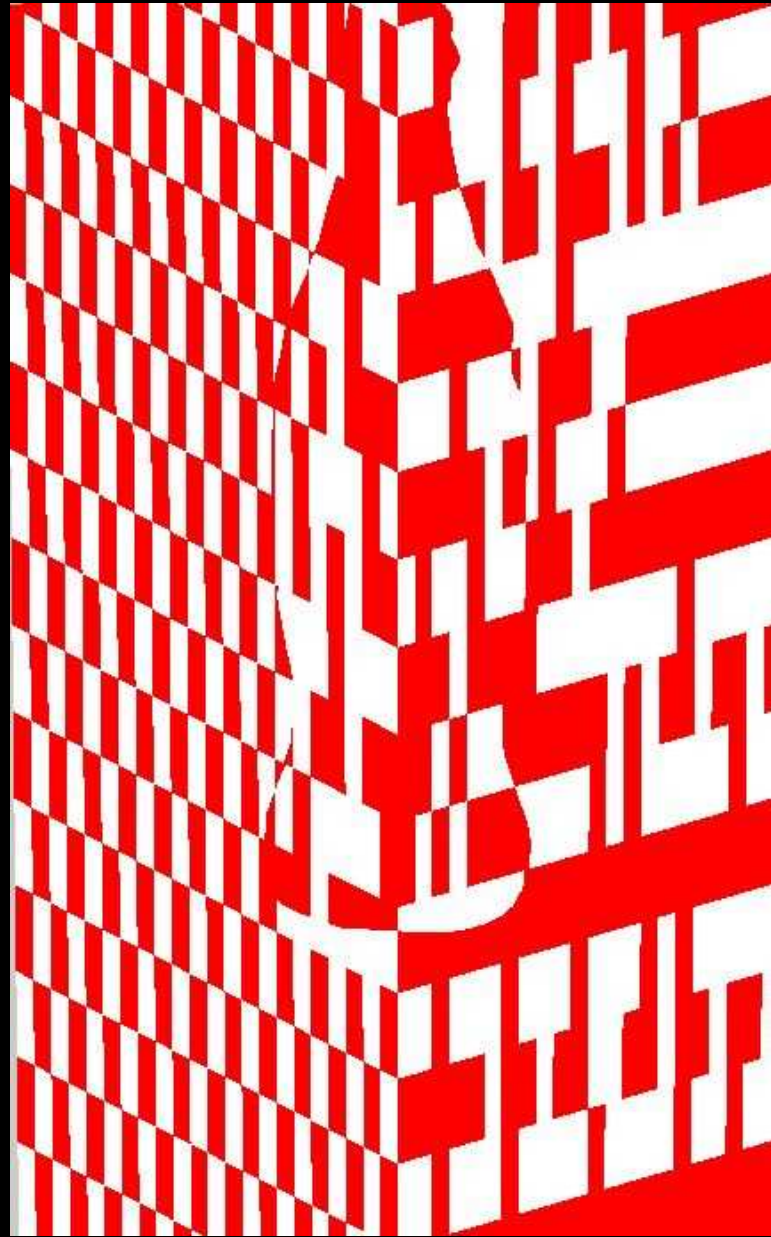


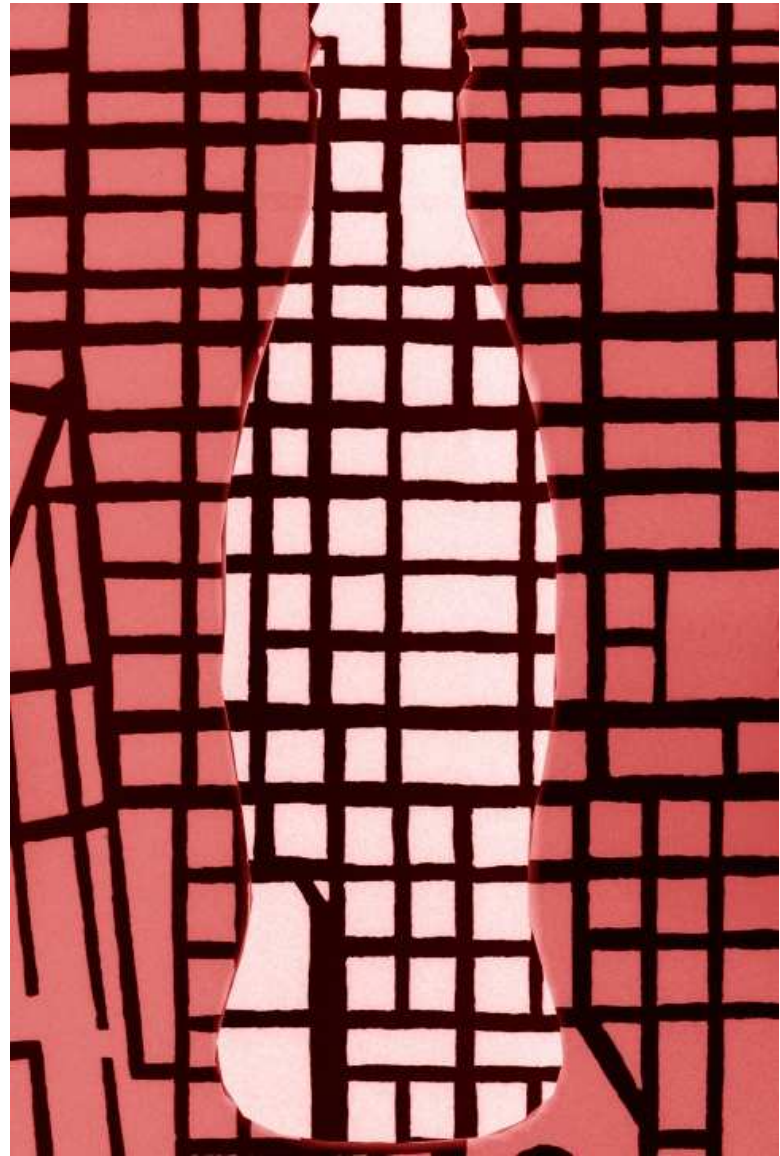
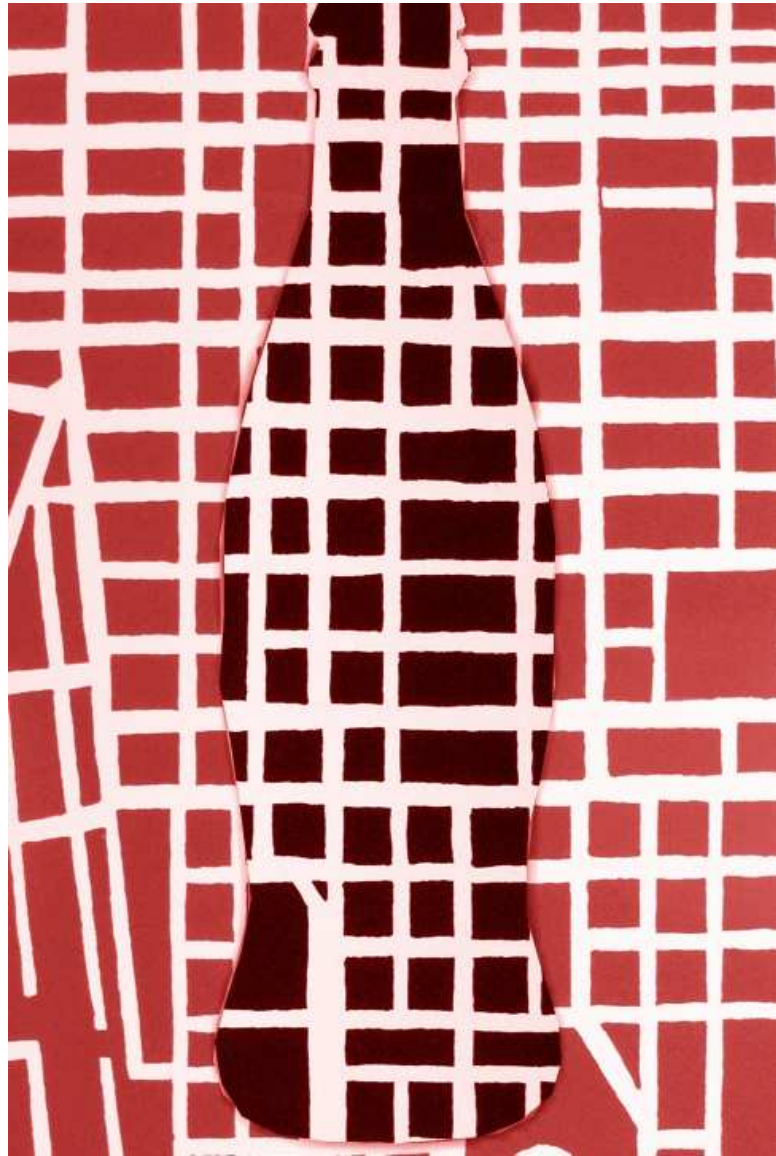
Outlet Project Room | dazzled

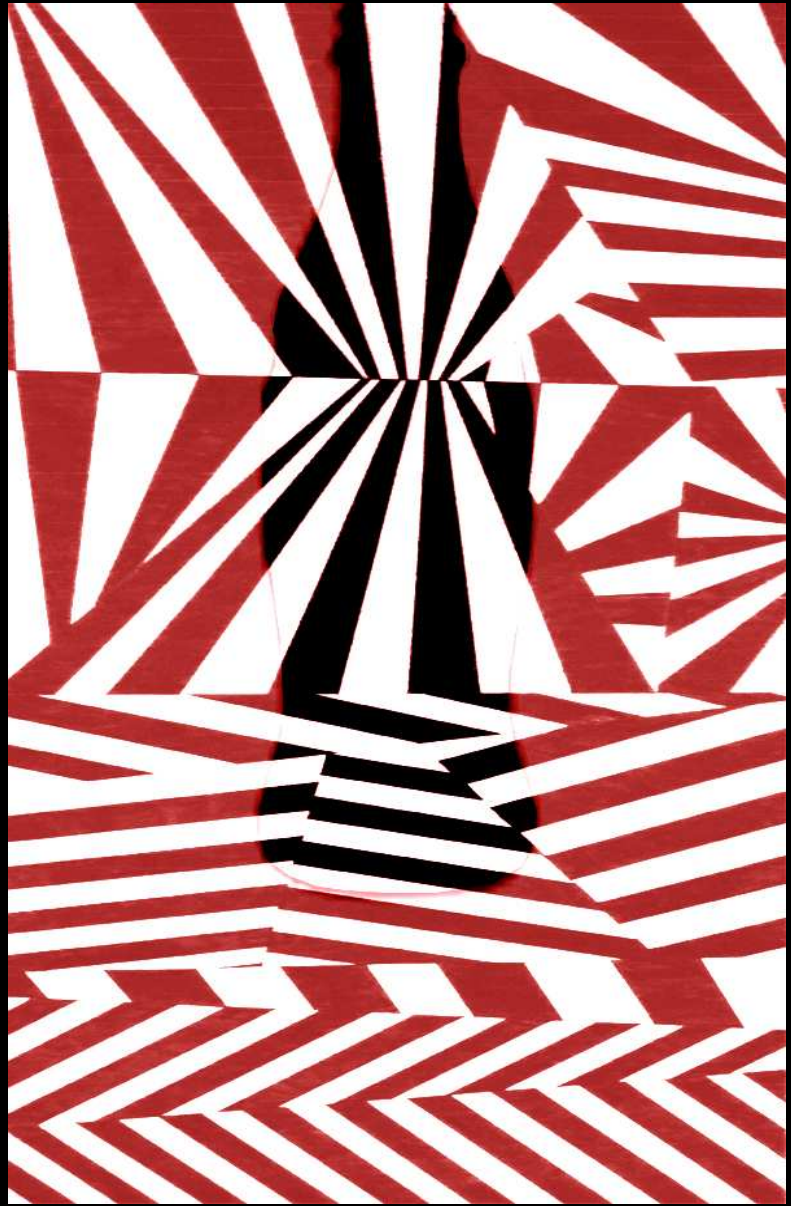
A quick study of the 'Coca Cola' building

















Next Steps

- Meet the artist
- Contract artist to work with Coca Cola advertising agency to develop artistic studies of the building
- Commission installation of building wrap

Stephen Hobbs is a respected and well-established member of the South African art community.

Based in JHB, Hobbs has exhibited extensively across South Africa and abroad, contributing immensely to the complex relations between art and society.

Brendan Copestake has been actively involved in the arts as a freelance project manager and consultant for close on a decade. He has recently opened a design studio, Parts & Labour.

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