



## **GRAFF:** The Art & Technique of Graffiti

Scape Martinez

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Once viewed as merely a blemish on the urban landscape, graffiti today has evolved into a legitimate art form in its own right, influencing entertainment, advertising, fashion and other creative industries worldwide.

In this unprecedented book, master graffiti artist Scape Martinez shows how he does his thing, offering streetwise advice to help other "writers" create maximum-impact, legally sanctioned work. Step by step, he lays out the philosophies and realities of the genre. From picking a "tag" and developing letterforms, to the logistics of prepping a wall and working a spray can in a painterly fashion, *Graff* will help you find your style and leave your mark—large and loud.

- A breakdown of the fundamental elements of graffiti-style—letters, character, backgrounds—and how they work together and intermingle with arrows, symbols, quotes and tags
- From paper to wall, a start-to-finish approach for creating graffiti in various styles
- 5 on-site step-by-step demonstrations show the creation of various types of compositions, from throw ups to full-blown pieces

Complete with a glossary and a timeline tracing graffiti history, *Graff* is the bible for street artists looking to elevate their work, graphic designers wanting to expand their vocabulary, and anyone interested in giving their work an edgy, urban look.



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