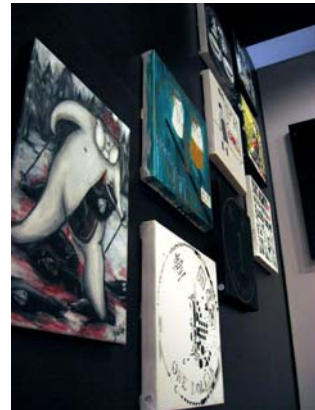


ST/ART vs ēpöch: URBAN ART ASSAULT

29 June 2007, Hong Kong - The ST/ART collective have been invited by ēpöch coffee bar & desserterie to present their collection of urban art. This initiative, the second in the ART@ēpöch showcase, provides a unique fusion of inspiring urban art and a refreshing space to hang out.

The artists created individual pieces using multiple formats to demonstrate their distinctive styles on canvass, T-shirts and ēpöch's shop-front windows. The huge ēpöch window panels have been swept with a flowing design of over 200 vibrant stickers. Each of these was painstakingly hand illustrated using sprays, acrylics and markers. The ST/ART vs ēpöch collaboration will run for three months until the end of September. All canvasses and T Shirts on display are for sale.

ART@ēpöch is an ongoing art showcase that aims to bring the work of local artists to a broader audience. It is also an exploration of how art can be infused into a working shop-scape in innovative and unexpected ways. The inaugural exhibit, an interactive projection piece entitled "The Moving Mao" received rave reviews. We are excited to be working with the ST/ART crew on the second exhibit, which looks to push ART@ēpöch in a different but equally exciting direction.



ABOUT ST/ART:

ST/ART is a loose collective of about 15 of Hong Kong’s most prolific street artists. It is an initiative of Hong Kong graphic design studio ChinaStylus and is designed to document, foster, educate, encourage and legitimize the growing Urban Art culture in Hong Kong & Asia.

Through showcase demonstration events, exhibitions, specially commissioned collaborative artwork and documentary media, the ST/ART collective aims to challenge perceptions of traditional “graffiti” and legitimize genuine urban art – while at the same time questioning the value of the established commercial ‘art’ scene.

ABOUT ēpöch coffee bar & desserterie:

Located in the burgeoning dining, arts and cultural district of Star Street, ēpöch coffee bar & desserterie is a unique concept that brings together divine desserts (new summer desserts and pastries coming soon!), authentic Italian coffee and great music. A desire to explore new directions and boundaries has led to the creation of ART@ēpöch.

ēpöch coffee bar & desserterie

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