



URBAN ART EXPO+JAM

UNFRAMED

A TRIBUTE TO THE PIONEERS OF GRAFFITI & STREET ART

UN-FRAMED.NL

**GROUP TOURS,
CORPORATE EVENTS +
SPONSORSHIP INFO PACKAGE**

**21 - 27 SEPTEMBER 2018
HEERLEN, THE NETHERLANDS**

HELLO!

Welcome to the very first edition of the **UNFRAMED URBAN ART EXPO + JAM!**

This unique event is being organized to pay a tribute to the pioneers of Street Art & Graffiti and has the ambition to become an annual event. UNFRAMED intends to become a platform for sharing knowledge and information about Street Art & Graffiti; the artists and their artworks; the origin of Urban Art and the meaning of Urban Art in our society.

UNFRAMED offers artists, art lovers of all ages, traders, sponsors and other affiliated parties a unique opportunity to network with the pioneers of Urban Art and players from the scene. In addition, we present an exceptional collection of the most diverse works of art, mostly collector's items ... to view and buy.

UNFRAMED will take place in the interior and exterior spaces of C-Mill Next Door, the 'Graffiti Hall of Fame' in Heerlen the Kissel and will open its doors from 21 to 27 September.

On the following pages you will find more background information about the UNFRAMED Urban Art Expo + Jam and our Group Tour, Corporate Event & Sponsorship Packages.

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URBAN ART EXPO+JAM

UNFRAMED URBAN ART EXPO + JAM is a unique event that brings together street artists, art dealers and Urban Art enthusiasts of all ages to celebrate the impressive legacy of the pioneers of Street Art & Graffiti. The UNFRAMED line-up consists of real pioneers of these movements, but also of local and international, contemporary Graffiti & Street Art artists.

UNFRAMED URBAN ART EXPO + JAM presents an exclusive collection of Urban Art in all its forms. Explore the Expo, or sit back with a drink and enjoy the Live Graffiti Jam outside!

UNFRAMED URBAN ART EXPO + JAM offers various arrangements for educational programs, group tours and workshops to introduce and educate people about the history, backgrounds and techniques of these art movements, and of course offer more information about the UNFRAMED artists and their work. UNFRAMED also offers arrangements for corporate events and is a one-of-a-kind location for an exclusive and extraordinary company outing!

21 - 27 SEPTEMBER 2018

THE LINE UP

UNFRAMED URBAN ART EXPO + JAM brings together an impressive selection of artists from the Graffiti & Street Art scenes, oldschool and newschool; from the real graffiti pioneers from New York, up to more contemporary Street Art artists.

The UNFRAMED line-up consists of a very diverse group of artists who will each exhibit their work at the Expo. Some of them you will also be able to see live in action during the Graffiti Jam!

FEATURING:

**SKEME • T-KID 170 • PART ONE • SLAVE
SOFLES • SWET BOOGIE • TASSO • ATOM • MSER
CMP ONE • ERPS • ORUS • OPAK • DAVE BONZAI
AROE • CES53 • DESHAMER • NEON • MILK • FUME
MISTER • MR WANY • PONGO3D • SKORE79 • DATER • KATRE
CHAS • POWE+NASH • FISH • SEYAR • TRANE • EYONE • CP5 CREW
WUZE • BOHER • CASROC • TWIK • KONT • RAST • SOKAR • LOLA
MEGA, ROMEO + ETRS • SIGN • MR JUNE • SENC • ALPHA • WEIK
YASJA LIGTELIJN • NILK ONE • MOE • JDL STREETART • RUBEN CREEMERS
DAVE DE LEEUW • SURE • EPOSE ONE • NOAH • WYZ76 • PEIN • LAZY65
EMTE • PARTNERS IN CRIME (ROCKO+OUPS) **AND MANY MORE****

CHECK OUR WEBSITE & SOCIAL MEDIA FOR MORE INFORMATION!



UNFRAMED EXPO LOCATION

The UNFRAMED location, C-Mill Next Door, contains an impressive, open expo space with a total capacity of 2000m².

The exterior of the building has been well-known since 2013 as the official 'Hall Of Fame': a legal wall for graffiti artists to work on. The Live Graffiti Jam will be taking place on the exterior of the Expo building.

The UNFRAMED Expo + Jam location is very easy to reach by public transportation due to its convenient location at Heerlen de Kissel train- and busstation.

There are parking facilities available on the Voskuilenweg in very close vicinity of the UNFRAMED Expo location.

**HALL OF FAME
HEERLEN DE KISSEL
VOSKUILENWEG 61
6416 AH HEERLEN
THE NETHERLANDS**



GROUP TOURS

**MONDAY 24TH - THURSDAY 27TH OF SEPTEMBER
FROM 10:00AM - 17:00PM**

YOUTH:

INCLUDES:

- An extensive guided tour of the Expo of 1 hour
- Meet & Greet with oldschool graffiti-legends from NYC

EXCLUDED:

- Transportation to the Expo-location

8€
per person

SENIORS:

INCLUDES:

- An extensive guided tour of the Expo of 1 hour
- Meet & Greet with oldschool graffiti-legends from NYC
- Coffee & Cake

EXCLUDED:

- Transportation to the Expo-location

12€
per person

CORPORATE EVENTS

Looking for that special location for a unique company party? UNFRAMED Urban Expo + Jam offers a one-off opportunity to rent the entire expo location for an exclusive company party. The Expo location is also known as C-Mill Next Door, an industrial hall of no less than 2000m², which has been transformed into an impressive Urban Art exhibition with an unprecedented art collection of the best international and national Graffiti and Street Art artists. All artists from the line-up will also be personally present at the UNFRAMED Urban Art Expo + Jam. UNFRAMED offers you a unique opportunity to network with big names from the art world, including first choice access to an exclusive range of exceptional artworks.

UNFRAMED offers two Corporate Event packages for company parties and / or events, for a minimum of 50 people, up to a maximum of 400 people:

CORPORATE PARTY:

(from 18:00pm - 23:00pm)

- Extensive tour of the expo of 1 hour under guidance of several guides
- Meet & Greet with oldschool graffiti-legends from NYC
- DJ with music of your choice
- Appetizers, cold and hot snacks (between 18:00pm - 22:00pm)
- 5 beverages per person

47.50€
per person

CORPORATE PARTY DELUXE:

(from 18:00pm - 23:00pm)

- Extensive tour of the expo of 1 hour under guidance of several guides
- Meet & Greet with oldschool graffiti-legends from NYC
- DJ with music of your choice
- Appetizers, cold and hot snacks (between 18:00pm - 22:00pm)
- 3-Course Dinner
- 5 beverages per person

72.50€
per person

Let us know if you have any additional wishes concerning catering options, music, or additions such as: dance groups, live painting or a graffiti workshop? UNFRAMED would love to hear your ideas!

SPONSORSHIP PACKAGES

UNFRAMED Urban Art Expo + Jam is still looking for sponsors to help us take the event to the next level and ensure that UNFRAMED can become a permanent platform for Urban Art.

Are you the sponsor we are looking for? UNFRAMED offers the following sponsor packages:

SILVER:

- 5 Tickets to the exclusive VIP Night
- 20 beverages
- Exclusive guided pre-VIP Night Expo Tour
- Pre-expo first choice access to the UNFRAMED art collection
- Company listing on website (including link to website) and other promotional material

1500€

GOLD:

- 10 Tickets to the exclusive VIP Night
- 50 beverages
- Exclusive guided pre-VIP Night Expo Tour
- Pre-expo first choice access to the UNFRAMED art collection
- Access to the VIP Area, including the appetizers, cold & hot snacks buffet
- Company listing on website (including link to website) and other promotional material
- Customized UNFRAMED sponsor-video for social media promotion

3000€

SPONSORSHIP PACKAGES

PLATINUM:

- 25 Tickets to the exclusive VIP Night
- 100 beverages
- Exclusive guided pre-VIP Night Expo Tour
- Pre-expo first choice access to the UNFRAMED art collection
- Access to the VIP Area, including the appetizers, cold & hot snacks buffet
- Company stand inside the UNFRAMED Urban Art Expo space (in consultation)
- Company listing on website (including link to website) and other promotional material
- Customized UNFRAMED sponsor-video for social media promotion

from
5000€

Sponsors who support the UNFRAMED Urban Art Expo + Jam by supplying paint materials, scaffolding, exhibition materials, etc., will be assigned sponsor packages in mutual consultation, depending on the size and value of the services provided.

NEED TO KNOW MORE?

Contact us for more information!

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ARIAN@GETTINGUP.NET

URBAN ART - WHAT EXACTLY IS IT?

The term "urban" means "of the city" and is derived from the Latin word urbanus. Urban Art is associated with art made by artists who live in (large) urban areas and who use their urban surroundings as inspiration and canvas.

Urban Art in its purest form is graffiti. The term graffiti comes from the Italian word "graffio", which means "scratching". Graffiti is often associated with gang-related markings of territories and a means of getting attention or conveying a message. Graffiti is one of the first visual and simplest forms of human expression. Early examples can be found in the public seating areas in the Colosseum in Rome, and in the corridors of the Pyramid of Cheops in Cairo, where the graffiti is scratched into stone and is still legible to this day. This is where the terms "graffio" and "graffiti" originate from. Of course, techniques and materials have developed and changed over time, but the foundation of the art remains the writing of a message in public space.

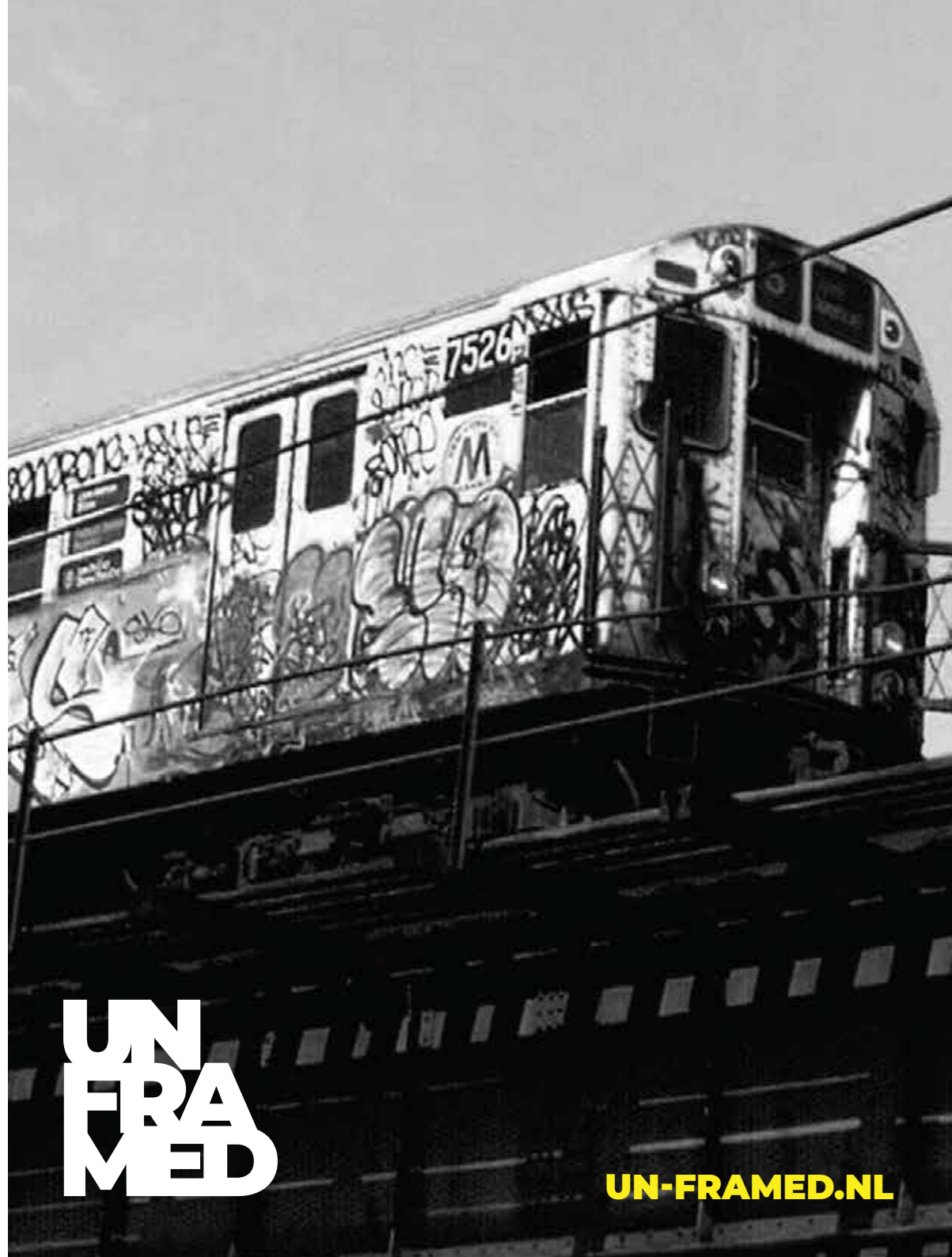
The Street Art movement began to be recognized as a real art movement in the 1970s and has its origins in the substantial international graffiti community that began to use the urban environment and public transportation as a platform for their art, most of the time illegally. Graffiti and Urban Art are often a social commentary in the form of text art, carried out in the most diverse types of writing and methods such as wheat paste posters, stencil art and stickers. Graffiti and Urban Art are traditions that go far back in human history and are still used today as a personal outlet, as an art expression or as a social and political protest.

STREET ART, OR URBAN ART has become a widely accepted artistic genre and is increasingly being embraced by the general public and art institutions. Some of the big names in contemporary art, such as Jean-Michel Basquiat, Keith Haring and Kaws, have become famous because of their creative output on the streets.

One of the most important effects of the rise of Street Art today, is the redefinition of the perception by the public of what art is. By bringing art to the streets, artists have freed their art from the confinement of the gallery walls, and are giving the public different insights into where and how art is to be viewed.

UNFRAMED wants to display the versatility of Urban Art by presenting a unique combination of Graffiti (old- and new-school) and Street Art in a one-of-a-kind location, of which both the interior and exterior will be used for the Expo and Live Graffiti Jam. UNFRAMED also offers wide arrangement of activities, including guided tours, graffiti workshops, art and dance competitions.

UNFRAMED has the ambition to become a permanent and dynamic platform for all forms of Urban Art, artists and Urban Art enthusiasts.



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vrijlaten a.u.b.

HEERLEN
WORDT
WAKKER

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HEERLEN = URBAN: unfinished, raw, open to experiment and explore more contemporary experiences, is innovative, young and creative in spirit. Heerlen is unique in the Euregio with its choice for an urban city brand. Heerlen adds something very essential to the urban quality of the Euregio. Heerlen has the ambition for innovation and the space to experiment. This is expressed by attracting events such as IBE, Pro Freestyle, Night in the Woods and now also with the UNFRAMED Urban Art Expo + Jam to Heerlen.

By strongly focusing on the urban profile, Heerlen focuses on the existing strength and identity of the region. Completely complementary to, and therefore attractive to, the inhabitants of cities like Sittard-Geleen and Maastricht, but also the Euregional interaction with Aachen, Cologne, Hasselt and Liège should not be underestimated, all knowledge economies with a large amount of students and creative industries.

Those who walk through the center of Heerlen in 2018 are constantly stimulated and surprised. A compact and therefore busy area where the shopping and catering industry is trendy, contemporary, but above all very diverse in character. Where the public space is a stage for events, experiments and encounters, in an urban atmosphere.

UNFRAMED Urban Art Expo + Jam fits seamlessly into that urban atmosphere and has the ambition to become a yearly recurring event to be able to create a platform for knowledge-sharing about Street Art & Graffiti; the artists and their work; the origins of Urban Art and the significance of Urban Art in society today and in the future.



**WOULD YOU LIKE TO KNOW MORE ABOUT
THE UNFRAMED URBAN ART EXPO + JAM?**

Check out our website www.un-framed.nl or follow us on social media!

**WOULD YOU LIKE TO LEARN MORE
ABOUT THE UNFRAMED PACKAGES AND POSSIBILITIES?**

Are you looking for a unique activity or location for your company outing or event? UNFRAMED Urban Art Expo + Jam offers various packages and activity programs for groups, from young to old. UNFRAMED would love to hear your ideas, so contact us to discuss your wishes!

STICHTING GETTING UP!

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SEE YOU SOON!

URBAN ART EXPO+JAM

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