

# CALEIDOSCOOP.

The Dutch Pavilion - Wynwood, Miami Art Basel Week ,December 2013

Celebration Party - Friday December 6th, 2013 7pm

Open to the Public - Friday December 6th - Sunday December 8th

Mural Installations from November 28th - December 6th , 2013

250 NW 24th Street, Miami Florida 33142 USA

web: [thecaleidoscoop.com](http://thecaleidoscoop.com) | [facebook.com/caleidoscoopart](https://facebook.com/caleidoscoopart)

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## For Immediate Release:

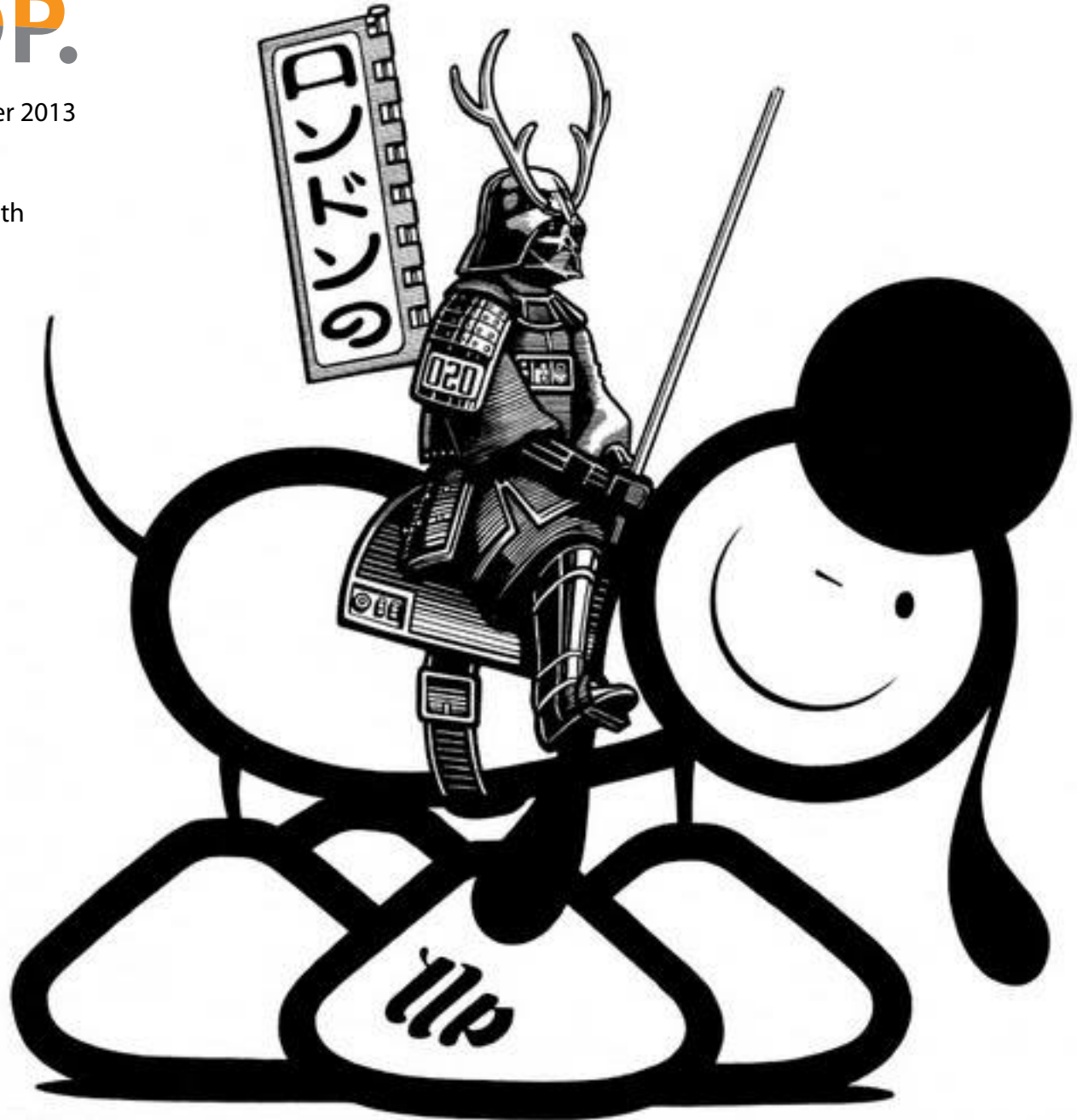
This December the Dutch are coming to Miami art week in force, and they are inviting some friends.

In a massive open lot in the heart of Wynwood Arts District, artist hosts: The London Police, Niels 'Shoe' Meulman, and Haas&Hahn - Favela/Philly painting will be assembling an international entourage of artists to muralize this 12,000 sq foot outdoor space. A space generously provided by the 250 Wynwood development team .

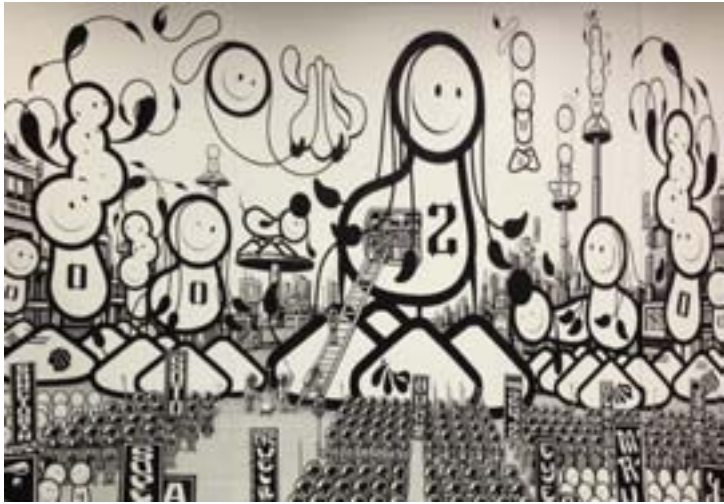
Historically, the Dutch are renowned for both their ability to cooperate, and their keen eye for art and design. Caleidoscoop will showcase both of these reputations.

This program is supported as part of the Dutch Culture USA program by the Consulate General of the Netherlands in New York, Catapult 13 in Miami, and Made Creative Amsterdam.

Hoi!  
Caleidoscoop Team



# The Hosting Artists: The London Police | Niels 'Shoe' Meulman | Haas&Hahn - Favela/Philly painting



## The London Police

One of the world's most beloved Street Art duos, the London Police boast an unmistakable illustration style. It is hard to deny the joy that this duo brings to the genre and the light hearted nature with which they've garnered their global fame is due in equal parts to the genuine good humoured nature of their street work, and their undeniable care and craftsmanship with their gallery works. Exhibited extensively in the U.S., Europe and Asia, The London Police are legends in their own time, and have guaranteed their importance in the Street Art genre for all time. Beyond that, they are almost universally respected by their peers in a genre notorious for a 'we eat our own' mentality, which speaks volumes about their character beyond the wall and canvas.



## Niels 'Shoe' Meulman

One of the Netherlands most successful and renowned graffiti artists, 'Shoe' has created world wide recognition for his contributions to graffiti culture through his highly recognizable and infinitely imitated 'Caligraffiti' style. A term which he both coined and championed through the development of this calligraphic style of graffiti writing and the release of his monograph 'Caligraffiti'. Forever savvy with regards to partnerships and branding, Shoe, has helped to transform the perspective of graffiti writers globally by demonstrating that smart alliances with companies and projects in the design, architecture and fashion realms can play an important role in the career of an artist whose original statements were criminal by nature and rooted in the seedy gardens of the urban landscape.



## Haas&Hahn - Favela/Philly painting

The Favela Painting project started in 2005 when Dutch artists Haas&Hahn had the idea of creating public artworks in favelas in Rio de Janeiro. Not just to beautify, but also to create a dialogue with their surroundings. After several successful projects, the image of a square painted in a design of radiating colors yielded worldwide fame and transformed Rio into 'one of the world's 10 most colorful places', according to CNN. The artists get invited worldwide to teach, to speak about their work, consult cities on community art projects and look at possible locations for future projects. Recently, they successfully raised enough money through an extensive crowd-funding campaign to return to Rio in 2014. There, they hope to plaster and paint hundreds of houses on one of the hillside favelas - creating the largest social artwork ever.

## The Project Partners:

Catapult 13  
250 Wynwood  
Made Creative  
Andenken Gallery  
Kallenbach Gallery  
Unruly Gallery  
Haas&Hahn - Favela / Philly painting  
The Consulate General of the Netherlands



The promotion and organization of Caleidoscoop is made possible with the efforts of a number of helpers. Largely the brainchild of Made Creative, a Dutch non profit, and Catapult 13, a Miami based design firm, Caleidoscoop has the long term goal of being an annual event in Miami to showcase the extensive Art and Design talent of the Netherlands.

For this first edition, the concept is focused on the contributions of Street Art and Graffiti culture from the Netherlands, and as such the projects for this first edition of Caleidoscoop are based largely around the transformation of a huge lot filled with mural walls in the Wynwood district of Miami. It took the gracious support of the 250 Wynwood development team to provide this hallmark location. In 2014 this very lot will be transformed into an 11-unit live/work residence and the first residential development to break ground since 2006. For now it provides the perfect backdrop for collaboration and culture. The motivation behind 250 Wynwood of "creating a neighbourhood so people can keep creating and growing" pays homage to the theme and spirit of Caleidoscoop and enables a perfect partnership.

In order to align the idea with top notch Dutch talent, Made Creative and Catapult 13 called in the help of some of the Netherlands most respected galleries in the culture: Kallenbach, Andenken, and Unruly Gallery.

To assist in making Caleidoscoop a reality, the Consulate General of the Netherlands in New York is contributing with the specific purpose to produce an "off fair" environment to demonstrate the ways in which cultural collaborations and contributions of the Dutch can be made during the highly-profiled December Miami Art Basel week.

# Event Program:

Mural Painting  
Opening Event  
Exhibition Space

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## Mural Painting

The space 250 Wynwood is providing is so large, that it would be utterly selfish of the hosting Dutch artists to paint all the walls themselves in the limited time line...so in typical Dutch fashion the idea is that these world class hosts will reach out to other globally recognized street and graffiti artists who are in Miami for the important art week. Together the Dutch artists, and their invited peers will transform the yard, and the street facing walls that surround it, into a garden of murals from some of the best mural painters in the world. Mural installation begins on the 28th of November and concludes in time for the opening event on the 6th of December.

## Opening Event

On Friday, December 6 a culmination of the collaborative work of the Dutch artists and their peers will be celebrated during the official unveiling of the murals. In true celebratory form the evening will feature DJs, libations and an artful-minded community. There will also be a live painting 'battle' between some of the best street art and graffiti artists in the game.

## Exhibition Space

The hosting artists and the participating galleries will showcase original artworks in a stand alone tent structure in the interior of the giant outdoor yard, provided by 250 Wynwood. The exhibition will kick off on the evening of the opening celebration and run through the 8th of December.

## About 250 Wynwood

Located on the 250 block of NW 24th street, 250 Wynwood is a dynamic six-floor residential and retail space. Estimated to begin construction in January 2014, in one of the fastest growing neighbourhoods in the United States, 250 Wynwood is the first residential development to break ground since 2006. An intimate 11 units will be available; three one-bedroom, six two-bedroom, one single-floor 2,000 square foot penthouse and one two-floor 2,500 square foot penthouse. 250 Wynwood also features retail space on the ground level including one space that is restaurant equipped. Designed by New York-based architect Laith Sayigh of DFORMA and configured for live/work requirements, the residences feature 10 ½ foot ceilings, glass exteriors, secure parking and private roof gardens. More info at [250wynwood.com](http://250wynwood.com).



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