

ASBL URBANA

1000 Bruxelles

www.urbana-project.com

Rue de la Madeleine, 19



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PRESS RELEASE:

“The Future Is Europe”

Brussels, 17 July 2017

URBANA ASBL, in partnership with the real estate developer ATENOR, is finishing a new monumental fresco. The artist NOVADEAD has been working on over 530m² on the gable wall of the building located at Rue de la Loi 103, 1000 Brussels.

As part of its projects in the heart of the European District, ATENOR provided URBANA ASBL, an urban contemporary art company, with the finance and means to execute a huge fresco on one of Brussels most busy thoroughfares. Atenor has thereby seized the opportunity to embellish and animate the urban landscape in this strategic district, with a 30-metre high and 20-metre wide fresco with a surface area of 530 m².

“THE FUTURE IS EUROPE” is testimony to ATENOR's commitment to Europe and to European construction, with Brussels as its Capital.

Inspired by the leitmotif, the artist NOVADEAD accepted the invitation, conceiving a deliberately explicit and direct work.

Seeking to heighten the impact of the message, he has combined the effect of a sizeable font with the potential of the position of the gable wall that faces the oncoming traffic on the rue de la Loi. The background of the slogan portrays an abstract constricted urban panorama dotted with greenery, evoking the environment of the European District. A bird overlooks it all, symbolizing the values of peace and freedom.

Throughout June, the artist was thus perched high on the gable wall that faces the oncoming traffic on the rue de la Loi.

By implementing this project, URBANA and ATENOR share a desire to highlight the benefits of integrating art projects into economic projects and thus support culture through the crossover of different fields that a priori appear to be in opposition.

The artist NOVADEAD

Born in Liege, Julien Crevaels alias NOVADEAD is a self-taught artist who comes from the world of graffiti. Raised on comics and fascinated by the cosmos and the laws of the universe, he has developed a style that stresses the dynamics of movement and speed in retro-futuristic space time. Just like the Futurists and similar to the Rayonnists, NOVADEAD draws life from his painting by making visible the vibrations in never-ending rivalry that link a subject to its environment.

- Website: <http://www.novadead.com>

About URBANA

URBANA is a company that seeks to promote Urban Contemporary Art, with an all-encompassing offer covering a variety of disciplines such as Street Art, architecture and urban planning. The company encourages crossover between the various participants in order to create an effective, sustainable artistic exchange. One of its major objectives is to promote the execution of Murals in Belgium and support Belgian artists by giving them international outreach.

Practical information

- Place: rue de la loi 103, 1000 Bruxelles
- Website: <http://www.atenor.be>
- Website: <http://www.urbana-project.com>
- Facebook Page: <https://www.facebook.com/urbanaproject>
- Facebook Page: <https://www.facebook.com/www.atenor.be>

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