



Part 1: 29 June–02 July 2011
Part 2: 06 July–09 July 2011

MAY 2011

EVENT LISTING

Secret Wars at New Designers

Date: Thursday 7 July 2011

Venue: Business Design Centre, Islington, London N1

Time: 6.30pm

Entrance: £14 on the door or £9.50 + £1.50 in advance.

Box office and booking line: www.newdesigners.com 08448 480140

NEW DESIGNERS DRAWS THE BATTLE LINE - IT'S "SECRET WARS" ON THURSDAY 7 JULY



Graffiti artists, graphic designers and illustrators wage a black and white war at New Designers at a high energy, up-beat and spontaneously creative late night event on Thursday 7 July at the Business Design Centre, London N1. 'Secret Wars', presented by creative agency Monorex, comes to London's most exciting graduate design exhibition to pitch pen against paint, art against artifice, graphics against graffiti.

New Designers alumni will battle it out against graduate designers representing the cream of the crop of the college and university graduate exhibitors. In front of a large and vocal crowd of critics and two guest judges, the artists have just 90 minutes to create an artwork on the battle wall – the winner determined by decibel reader. The atmosphere is Electric, Garage and House, thanks to some top DJs. Thursday Late Night Part 2 is sponsored by Beck's.

'This special Secret Wars event gives new artists a chance to collaborate and for the visitors to see something different,' says Andrew Kelly of Monorex. 'Our aim is to create awareness for the hugely talented designers who are launching their careers at New Designers so that the audience sees

something completely different that hasn't been done before at the show – indeed at any show. It's going to be a great talent spotting platform and it's a different medium for promotion.'

Rolf Harris eat your heart out!

- Ends -

Notes for Editors:

Secret Wars is the World's premier live art battle – working in similar ways to Fight Club, Secret Wars battles are set up and promoted through word of mouth. The event is a cross between a live art exhibition and illustration battle. Established and up and coming artists will take on opponents from the art world to see who can create the better work of art. Secret Wars began back in 2006 and has pushed the boundaries and raised the bar for artists and promoters alike. The event is huge in underground art and graffiti circles, so the winner of the Secret Wars competition will be sure to gain loads of notoriety.

New Designers is the premiere showcase for the most exciting design graduates as they emerge from the UK's design courses to start their professional careers in numerous creative industries embracing fashion, interior design, multi-media, furniture, products, architecture, graphics and more. Come and see the very best of this year's graduate design in one great exhibition. The popular summer event gives a snapshot of the hottest ideas, the latest trends and creative minds as some 3000 dynamic new designers come together and present their impressive work at the Business Design Centre.

For more information about New Designers please contact:

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For more information about Secret Wars see: www.secretwarseuroleague.com

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