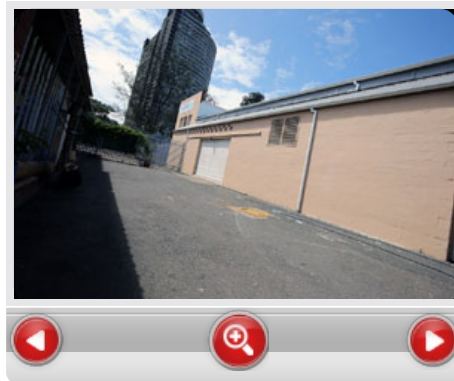


From bare to bold: KZN artists splash out at the BAT Centre

Watching paint dry has never been so exhilarating! Six of KwaZulu-Natal's talented urban artists showcased the craft during an unforgettable afternoon at Durban's iconic BAT Centre on Saturday, 27 February.

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"Proudly KZN" was the theme of the day and who better to illustrate this than artists who flag the provincial flag high in terms of talent and creativity.

East Coast Radio created industry hype around local art when it featured a selection of urban artwork in its 2016 calendar that was distributed to the station's key clients and stakeholders. Today's event provided a further platform to create awareness about the art form and the stories behind some of the province's talented artists.

"East Coast Radio is a proudly KZN brand, and we see ourselves as being a catalyst in acknowledging some of our city's unsung heroes," says East Coast Radio's Marketing Manager, Renée Burton. "The collective of artists that showcased the skills at the BAT centre today did just that. The role that the arts play in shaping both the city and the province at large, is often overlooked. We want to change that, starting today!"

Burton went on to say, "The emergence of street artists such as Banksy has elevated street art on the international stage, shattering the preconceived view that equates graffiti to vandalism. This is not just art – but a form of social expression that influences the narrative of popular culture. Street artists also draw attention to issues that need resolution on a larger socio-economic scale."

Cheered on by supporters and the curious, the artists – CJ, Sakhile Mhlongo, Robyn Perros, Silindokuhle Makhubo and Mook Lion – got to work, each serving up a unique visual feast, reflective of their individual personalities and techniques.

East Coast Radio's Bongani Mtolo, who broadcast live from the BAT Centre between 2pm and 6pm, interviewed some of the urban artists on air to draw attention to this vibrant slice of KZN's sub-culture.

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