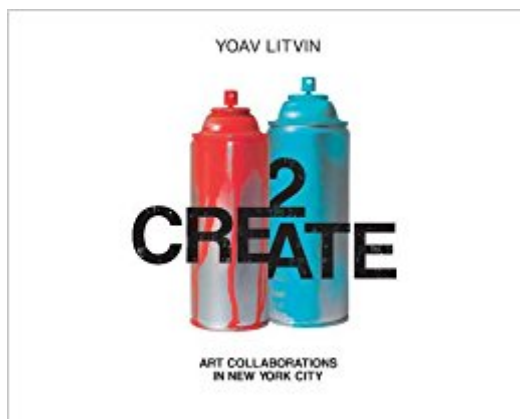


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# 2Create: Art Collaborations In New York City



## Synopsis

This beautifully designed book showcases the work of nine pairs of New York City's finest graffiti and street artists, delving deep into their backgrounds, techniques, and collaborative processes. Each duo consists of artists with unique styles who come together to create a larger-than-life work of street art in a neighborhood in New York, the birthplace of modern graffiti. Witness the immense creative potential of collaborations that have produced stunning examples of classic graffiti, collage work, screen printing, and murals. Each chapter provides access to a mysterious underworld, leading readers to secretive meetings of creative minds out of which ephemeral, yet nonetheless remarkable, works are born and later transferred onto walls, rooftops, trucks, and subway platforms. The combination of revealing interviews and colorful action photography produces a narrative arc of relationships formed between individuals from diverse backgrounds and creative upbringings that follows the artistic process from creative spark to collaborative masterpiece.

## Book Information

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## Customer Reviews

Yoav Litvin is a New York City-based scientist, photographer, and writer. In his work, he is interested in promoting creative and progressive causes with a focus on documenting urban culture, arts, and peoples.

I really love 2Create. At first awareness you will notice aesthetically that the book itself is a beautiful piece of design. I found it visually engaging right away. As college professor of art and a working artist and graphic designer I'm always on the look-out for new content that will

inspire my students and also inspire new projects for my courses. I'm a big promoter of artistic collaboration both inside and outside of the classroom. I have had the opportunity to collaborate with many artists over the years, and continue to do so (including an ongoing series with one of the artists featured in the book.) What happens when we open ourselves to working with another artist? I find that energy immediately expands, it doubles and instantly allows for us to access our intuition. I find all too often that many academic books today are trying to cover too many areas in efforts to make a book accessible for diverse cross disciplinary applications. This often misses the mark. I feel that immediate use value plays a huge role in the application and longevity of a book. Create puts its focus on inspiration, creative energy and use-value in the form of a story. The stories of artists creating bridges between each-other's work. I found myself present in the narrative of each artist duo as they shared their sentiments and process both on and off the streets. The synthesis of wonderful colorful photography, narrative interviews & process format makes the fluidity of the read engaging and fun. The book delves into some of my favorite NYC street and graffiti artists, some of which I never considered to be complimentary in style, but their projects and process show us otherwise. As a teaching tool I feel that the book is perfect for the classroom as an emphasis is placed on the creative process and exactly what happens when two energetic forces come together to fuse those energies. We see the works being made in process and how it gets applied. We take from the illustrations how two artists can come together to craft new visions and consider new places and spaces for their work. It's refreshing to see so much collaboration going on here in NYC and beyond. The reader will find that it is hard not to want to collaborate with another artist after reading the interviews and words coming directly from the artists. I'm using Create as a main resource for several of my classes this semester forward!

I enjoyed reading this book even though I do not live in NYC. The interviews with the artists and on how they collaborate was interesting. Some collaborations were more successful but they all seemed to work well together. It was interesting to read how many of them began their art careers. They also describe the process of collaborating what techniques they use. The text is accompanied by lots of wonderful photographs. This was an easy to read book and gives a nice overview the street art in NYC

The subtitle of this book is misleading. It reads "Art Collaborations in New York City" which sounded really fascinating to me. But what it really is is graffiti artist collaborations. Still potentially really

interesting, but not what I was expecting. Given that this book is about graffiti artist collaborations in New York City, it strikes me that the potential audience for this book is incredibly slim, though it may have more interest from a sociology perspective than from an art interest. We get a little background on each artist and each talks briefly about what it was like or what it means to collaborate. The book is lavishly illustrated with photos of the artists at work and their final collaborative project. This is interesting at first, but while the artist backgrounds may differ, it becomes repetitive as it doesn't seem to bring about anything new. I will also state that I have a little problem with the nature of the art itself. I've seen some incredibly beautiful graffiti art, and I would argue that in many cases, the graffiti enhances an area. But at its core, it's still vandalism. We are reminded of this by the fact that some of the artists will not let their faces appear in the book. Whether it's by hiding behind masks, or having the photos pixelated, some of these graffiti artists can't be identified. Some of the final projects are really interesting. The collaboration of "Icy" and "Sot" is fascinating and powerful (especially given that they are not native Americans), and the collaboration between Dasic Fernandez and Rubin 415 shows how graffiti can really enhance a community and strike a powerful message. The collaboration between "bunny m" and "SQUARE" was more of what I was expecting to see ... two distinct art styles colliding to make one work of art. This is the sort of book that you might pick up and thumb through if you see it on a table, but it's not the sort that I can give a high recommendation to run out and buy. Looking for a good book? 2create by Yoav Litvin is an art/sociology book about collaborating graffiti artists and has some interesting art and artist perspectives, but doesn't have a lot of appeal to those outside the New York City community. I received a digital copy of this book from the publisher, through Edelweiss, in exchange for an honest review.

2Create: Art Collaborations in New York City by Yoav Litvin et. al. is a free NetGalley ebook that I read in early October. Mesmerizing and sublime, Litvin collaborates the collaborators and allows them to tell their stories as individual artists (where they grew up, their influences), partnerships (how long they've worked together, how their art is alike and different), the planning process in-studio, and New York's borough walls as their canvas.

Yoav's take on collaboration is simply beautiful. The stories in the book show how  $1+1>2$ , and the pictures are beautiful and strengthen the feeling of that special edge a joint creation has.

Amazing book!! Wonderful shots and Wonderful work by the artists... a must have. Awesome design

work on the book...

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