

Tractor and Converse create Twitter graffiti

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What do you get when you combine a graffiti artist, a canvas and social media? @Converse_Africa in collaboration with Tractor Outdoor have implemented South Africa's first live graffiti exhibition with creative suggestions being spurred on via the #clashwall #CT Twitter hashtags. The event, located at the famous yellow Clock Tower at the V&A Waterfront ran from the 28th February till the 3rd March 2014.

A local street artist was on hand bridging the gap between outdoor and social media by creating the concepts that were suggested by inspired twitter fans. People were then encouraged to snap pictures and share them amongst social media platforms.

The project was an immense success with many locals coming out to see the concept as it came alive from a drab canvas to an inspiring piece of artwork.



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