

‘ Any time you mention the word graffiti the negative stereotypes come up ’

# Graffiti can be its own art form

There is more to graffiti than vandalism, according to a Mitchelton resident. Brad Schwede provides an insight into the world of graffiti as an art form. **Taryn Davis** reports.

A MITCHELTON artist sees graffiti as a positive art form rather than a destructive eyesore.

But Brad Schwede, a motion graphics designer, was quick to add the graffiti was on virtual walls on the internet, not on public buildings and spaces.

“I am extremely interested in pushing the styles of graffiti into the digital age as there are so many more options available in the digital world than in the real world,” Mr Schwede said.

“I think the new walls for graffiti are virtual anyway.”

Mr Schwede’s business Graffiti Technica explores and exploits graffiti design for corporate and artistic purposes.

“Of course any time you mention the word graffiti the negative stereotypes come up of vandalism and damaging property.

“You can’t hide from the heritage of graffiti, however I am not so much inter-

ested in having my work on a wall as I have had my corporate designs throughout my career on television and in magazines reaching a massive audience every week.

“The art of graffiti to a designer is not a scribble mess but an extremely intricate design that calls on so many aspects of design form a real understanding of typography to an awareness of colour, shape, style and lighting.”

Mr Schwede said he relied on graffiti designs for creative ideas for his work.

“I have always come back to graffiti designs when I am stuck with a corporate design that I can’t get moving, usually scribbling some work in my art book.”

“I decided to try to expand the style as I found keeping things in two-dimension very limiting and most of the time graffiti was trying to emulate a pseudo three-dimensional style anyway.” Visit Graffiti Technica [www.graffititechnica.com](http://www.graffititechnica.com).



■ Insight . . .  
Brad Schwede  
believes graffiti  
is art.