

## Plascon supports mural art for Toffie Pop

To produce a series of inspiring city-wide street murals, stretching from Woodstock through to Khayelitsha, in support of the third annual [Toffie Pop Culture Conference and Festival](#), Plascon has sponsored eighty litres of brightly coloured branded paints.



Toffie Pop engaged with NPO, [A Word of Art](#), founded by Ricky Lee Gordon, to create the murals. Gordo directed teams of artists in residence on three projects facilitated by his outreach directors Juma Mkwela and Willard Kambeva.



### Participating artists

These murals were created by teams of international artists and designed in direct collaboration with individuals and organisations from each community. Participating artists include Andrzej Urbanski (Germar Elicser Elliott (Canada), Indigo (Canada), PENS (Germany) and Catherine J Howard (US). The various locations for the artwork include the Vukani Nursery School and Educare Centre in Khayelitsha and private residences on William St and Cavendish St in Woodstock.

"The group is delighted to be able to add mural design and creative use of colour to the Toffie conference festival and, more importantly perhaps, to the broader canvas of the city of Cape Town itself as it leads up the [Design Capital 2014](#).

"The Toffie festival provides a wonderful opportunity to engage with the best designers, artists, musicians film directors, magazine editors and publishers from around the world, and we are excited to be a product partner to this event," says Lauren Shantall, Plascon's group PR and communications manager.