

Skore & The End-to-End Project

Recently, Skore (a member of SIN Cru's Sinstars graffiti crew) took part in the End-to-End Project: Adidas and Foot Locker gathered some of the best graffiti artists in the world to work together on a totally original concept - a unique collection of footwear, clothing and accessories that takes their artwork from the sketchbook to the streets: the End-to-End Project.



A big part of graffiti culture is the social aspect. Meeting up with other writers and painting alongside them opens your view to other cultures and styles, which in turn help develop your own styles. To bring this globally acclaimed group of graffiti writers together for the first time ever was the perfect start for this project. Being able to sit and develop their designs with the Adidas footwear and apparel designers was a unique addition.



The resulting range of products is the perfect collaborative effort between graffiti and design. It's clear when looking at the final items that there has been a mutual respect from both sides of the process. For Adidas and Foot Locker to unite and work on this project with the writers has been the first project of its kind - and the results are incredible.



Over a period of three days, the chosen artists worked day and night, in a custom-built environment, to create the artwork for this distinctive collection. In gathering the artists together under one roof, this approach created a new process in developing graffiti-based product.



The set-up was designed so that all needs were catered for. A large warehouse in East London's hip Spitalfields area was completely gutted and fitted out to make the perfect situation for a week's worth of creativity.

The walls were painted pure white, with large canvases placed in the centre, allowing the writers to completely cover their working spaces without any constraints. A selection of spray paint cans, in a full range of colours, different nozzles, markers, paintbrushes and every other type of artistic device were made readily available: if anything extra was required, it was fetched immediately.



By removing the boundaries of normal painting situations, the artists were able to focus on what they do best: producing incredible artwork. Add to the mix a lounge area with large plasma screen (for watching the World Cup soccer matches), a pool table and full computer lounge set-up, including scanning and photographic facilities and you have a world-class workshop.



Skore's contribution to the UK graffiti scene is immeasurable. For the past 20 years, he has been a staple part of the subculture, participating in every aspect of the artform.

His development of lettering styles combined with his technical skill and original flair has kept him as a primary influence for many graffiti writers worldwide. He is currently creating the definitive archive of London's graffiti history as a personal project, due for completion in 2008.



The collection launched in March '07 with the All City and the Burner Collections, made up of signature clothing and footwear designed by each artist, showcasing their own individual talents and styles.

A month later, in mid-April, the Kings Collection hit stores, crowning the project in fine style. Here, and for the first time ever, some of the most highly-regarded graffiti artists worked together to design footwear and clothing with remarkable results.



Skore 204 steady pimpin' in NYC!!!

photos courtesy of Skore



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