



TOILETPAPER

MURALES

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TOILETPAPER STREET



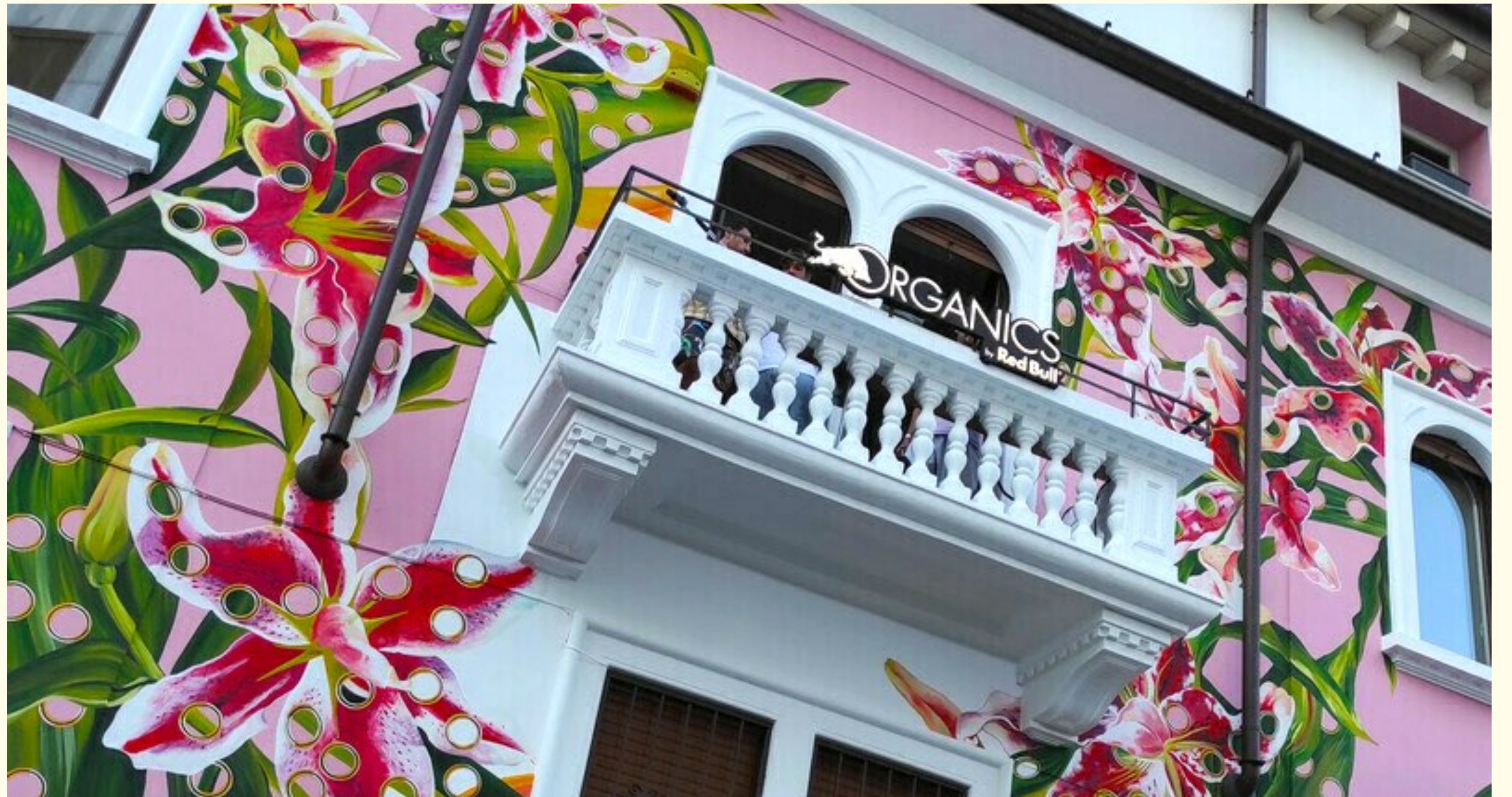
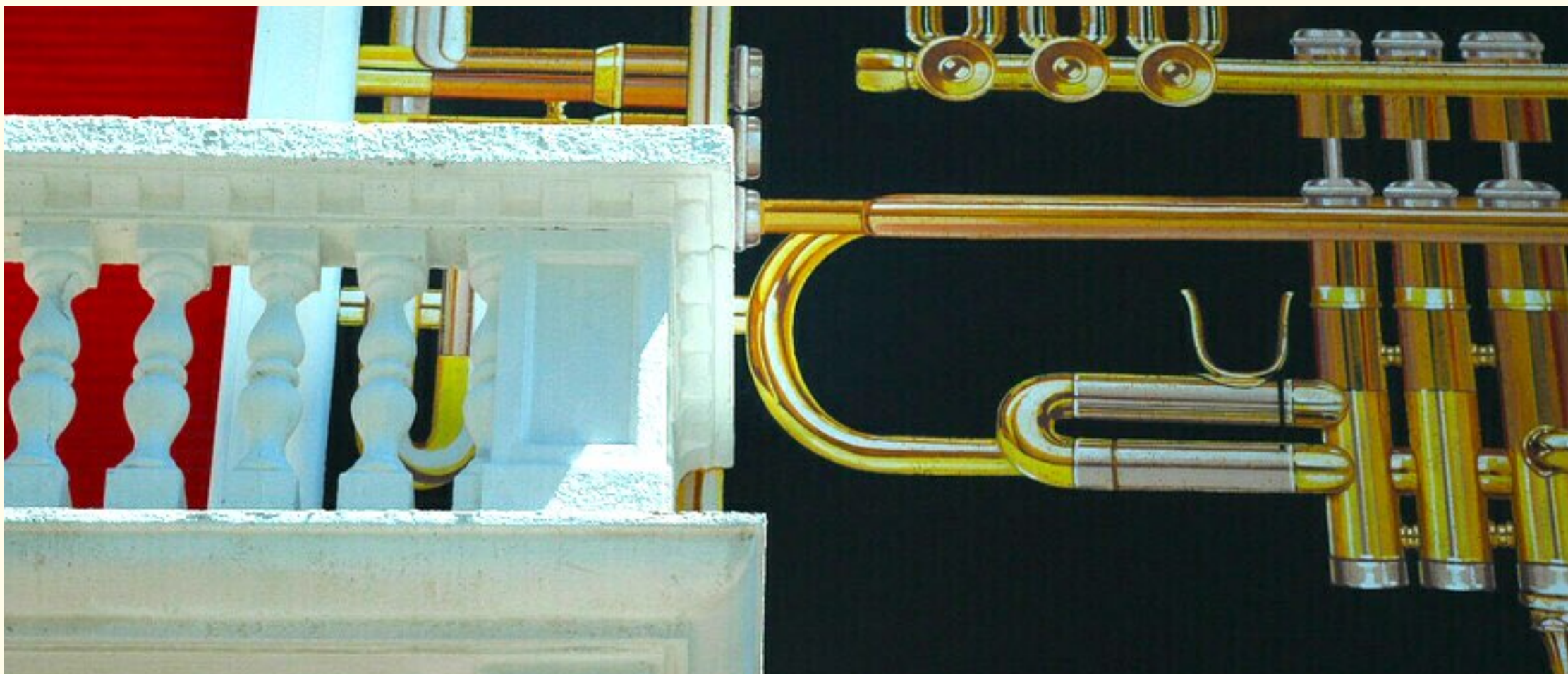
Red Bull, known for originality, and irreverence, joins TOILETPAPER on their mission to democratize art, sponsoring a public permanent art installation for the city of Milan, for the occasion of Milan Design Week 2022

A talented team of painters was invited to transform Via Balzaretti into a vibrant and colorful public art space. They painted three more facades of the street with some of the most iconic TOILETPAPER images, next to the existing one of TOILETPAPER HOME.

This project aimed to engage a broader audience and make these images available to the city.



TOILETPAPER STREET



PISCINA COZZI



With a width of 30 meters and a height of 10, the “Be Water” installation dominates the space and is reflected in the waters of Piscina Cozzi in Milan.

An evocative mural that covered one of the internal facades of the first Italian indoor swimming pool, designed in 1934 by the engineer Luigi Lorenzo Secchi.

Perhaps a reference to art nouveau in a pop key, or perhaps inspired by Millais' Ophelia, this representation of a woman immersed in water, with an enigmatic gaze turned towards the pool guests, is certainly in line with the style of TOILETPAPER.

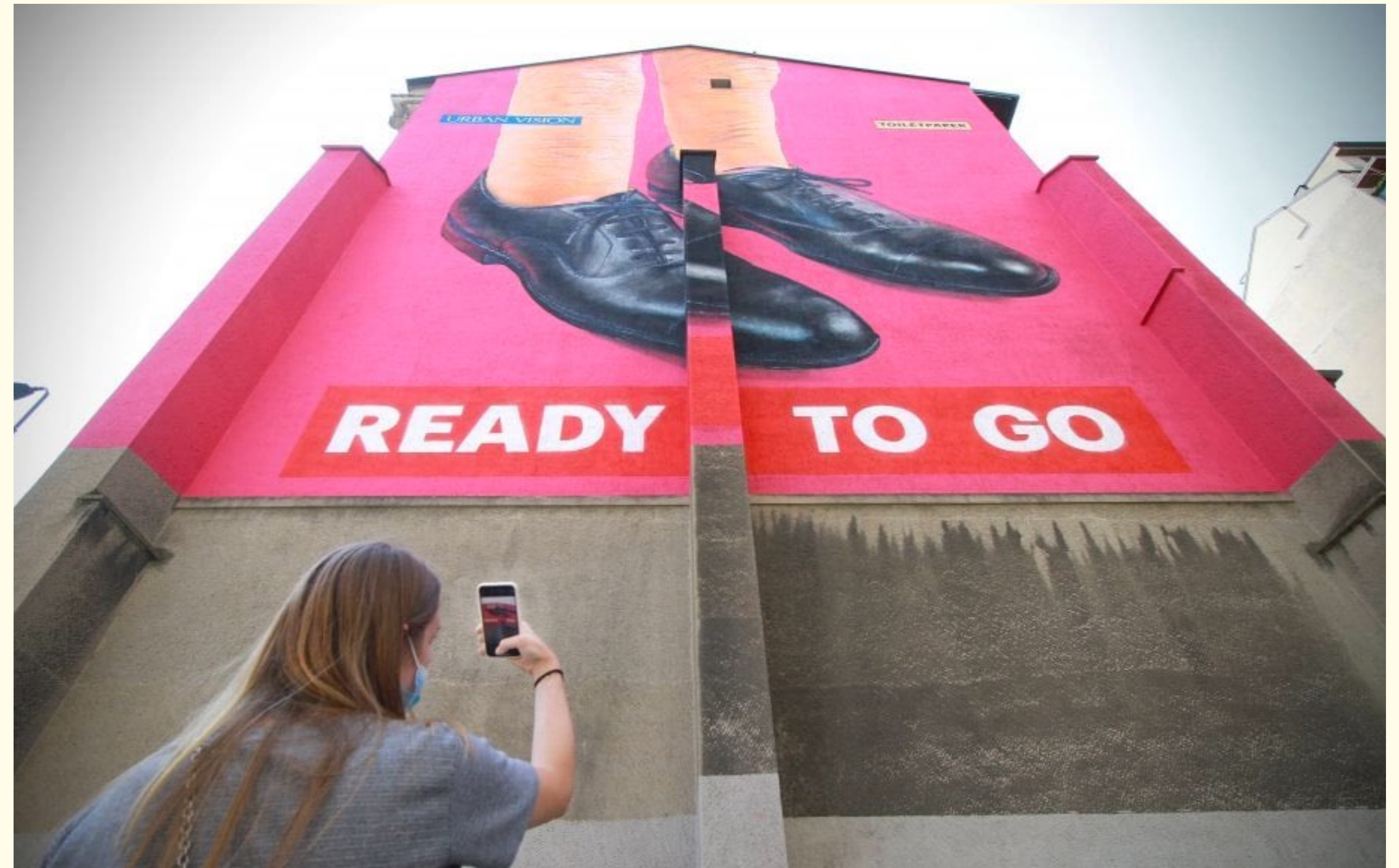
URBAN VISION



In Via Mascagni, two axes from Piazza Tricolore in the city of Milan, a large blind wall has been transformed into a "work of art". This is the artistic homage of TOILETPAPER magazine together with Urban Vision.

The 200 sqm mural appeared on the side and blind façade of a beautiful Art Nouveau building in viale Bianca Maria 37 which also overlooks via Mascagni.

Two large fingers inserted into two shoes as if to simulate the legs of a man, stand out on a lilac background and below, highlighted in red, the writing: "Ready to go - ready for departure". The author is Nicholas Perra who wanted to wish good luck for the restart of the country which needed get back on its feet after the coronavirus health emergency.



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