



STUDIOFORMA ARCHITECTS
PRESS RELEASE JAN 2016



STUDIOFORMA COLLABORATES WITH SWISS GRAFFITI ARTIST SAM OIBEL 1

Zurich, Switzerland – STUDIOFORMA commissioned Swiss Street & Hip Hop Artist Samora Bazzarabusa a.k.a Sam Oibel1 to apply an interior mural adorning the entrance and balustrade of their Zurich office.

STUDIOFORMA's design office is located in the middle of Zurich's multicultural milieu, "Kreis 4". A hub for Switzerland's creative breed of architects, graphic artists, fashion designers, music and clubbing scene and a tightly-knit immigrant community from Africa and South America.

The result is a black and white mural of respectable size: A contemporary wall paint displays numerous whimsical and happy faces. The bold imagery is covering almost 20 m² of the office wall and serves now as a witty show stopper for the office staff and their environment. It welcomes visitors and employees with a cheerful vibrancy and grasps the attention of passers-by through the office's large window front.

The architectural elements of the given space, the oblong and curved 20-meter stair rail, was harmoniously incorporated into the picture. The subtle integration of comical hearts and crowns resemble signature images of New York's pop art and graffiti legends like Basquiat and Keith Haring. The monochrome yet playful tonality clearly depicts the artist's accurate painting technique and his distinctive tribal cartoon style.

Alex Leuzinger, Founder of STUDIOFORMA who refers Jean-Michel Basquiat and CJ Hendry among his favourite painting artist says, *"It makes sense to develop a fresh workplace our young and international design team and to simultaneously please our largely nuanced neighbourhood. Sam's black inked artwork of the Happy Faces remind me on a cartoon.*

I was surprised when I eye-witnessed the Making-Of. Sam applied the ink in a free-flow directly to the wall without any prior sketching or outlining. Happy Faces energizes me and my staff and transformed our blank office walls into cheerful and uplifting spaces for everyone and every day to see."

STUDIOFORMA PRESS CONTACT:

MARIAM SALEH • +41 44 296 18 79 • SALEH@STUDIOFORMA.CH • WWW.STUDIOFORMA.CH/PRESS

ABOUT STUDIOFORMA

STUDIOFORMA is a premium architecture company specialised in designing high-end solutions for residential and commercial projects.

Since founding in 2002, the company is assigned to create the corporate interior design for global fashion, jewellery and watch brands and is furthermore responsible for the design of private houses in some of the most prestigious residential areas in Switzerland.

In 2015, STUDIOFORMA launched DESIGNLAB the company's creative design studio. Clean and perfect lines are the building blocks of DESIGNLABS sophisticated, futuristic style. The artistic discipline is to create timeless elegance and formal consistency with an understated yet contemporary style aesthetic for brands, products and spaces.

STUDIOFORMA has been named "Best in Europe 2015/16" in the Interior Design Apartment category in the finals of the International Property Awards Summit held December 2015 in London. The International Property Award is the largest and most prestigious property competition in the world.

www.studioforma.ch

www.sfdesignlab.com

ABOUT SAM OIBEL 1

The Graffiti-Artist, Rapper, Illustrator and Street-Wear Designer Samora Bazzarabusa was born in Zurich to a Ugandan mother and a Swiss father, the renowned cartoon animation artist Rolf Bächler.

Sam started his career as Rapper and MC in Switzerland, releasing several albums and making TV and club appearances. Influenced by his mother's African roots, gifted with his father's drawing talent and driven by his love for street culture, he decided to dedicate his skills and assets to professional street-artistry.

Today Sam Oibel1 is an established artist who swiftly moves through disciplines that vary from drawings and traditional canvas paintings to large-scale murals and the design of his urban clothing line. His iconic, comical images are strongly influenced by his African roots and by his passion for hip-hop culture.

Another crucial source of inspiration for Sam's energetic paintings is Keith Haring. The American street art legend and social activist who died in 1990 was a close friend of his family and repeatedly visited the childhood home of Sam.

www.oibelart.com

STUDIOFORMA PRESS CONTACT:

MARIAM SALEH • +41 44 296 18 79 • SALEH@STUDIOFORMA.CH • WWW.STUDIOFORMA.CH/PRESS