

## **MEDIA ALERT:**

### **About Persona Art Project:**

Two brothers, Shayne & Ant Vervoort, are launching a Kickstarter campaign on September 22 to promote an exciting new art project coming out of South Africa -- [Persona Art Project](#).

The aim of this project is to tap into the massive reach that an international platform such as Kickstarter provides. South Africa has just scratched the surface in terms of crowd-funded projects. The Persona Art Project wants to be part of this community of creatives and utilize the process of crowd-funding to build support around grass-roots projects such as this, coming out of South Africa.

Persona Art Project consists of a series of artworks that are all wonderfully similar, yet beautifully different. Hand-drawn by artist and architect Ant, the idea began as a technical challenge - the ability to draw a character that looked good at the scale of a Google image search, but equally good blown up the size of a building. As final images, they look simple, but the process was very difficult," and it took Ant a year and a half to draw the first one.

The irresistibly quirky drawings use the universal icon of the bathroom figure - an icon that broke communication boundaries by distilling hundreds of translations into one visual message - as a template. Ant then adds personal effects that conjure up characters you'll recognise in an instant, by abstracting characters down to their essentials - those components that we love the most, that make them who they are. Think Ron Burgundy and his red velvet suit and killer mustache. Mandela with his salt & pepper hair and colorful shirts.

The first phase is a Kickstarter crowdfunding project which launches on September 22nd. The goal is to land the first crowd-funded art commission at Design Indaba.

"It's not just about raising the money - it's about developing a community that believes in the same things we do," Shayne said. "It's about developing a following behind the art movement."

"We are all so different and unique as people, and yet across countries and cultures, we have similarities that tie us all together," continues Ant. "That's what Persona is about: being wonderfully similar, and beautifully different."

### **How to get involved:**

- Follow Persona Project on [Facebook](#), Instagram (@personaartproject) and [Twitter](#) to be the first to know when the Kickstarter campaign launches (22 September). There may be some cool early bird specials for people who start backing the campaign during the first few days of launch.
- Check out and share [this video](#) to learn more about the history behind the campaign.
- There will be some cool tiers to back on Kickstarter, ranging from 1EUR up until 99EUR and reward examples include a social media package of digital images of the personas, through to 5 printed persona prints and a pack of persona postcards shipped to backers, just in time for those holiday-season gifts.