

## Reverse Graffiti, GreenWorks Project, Curtis



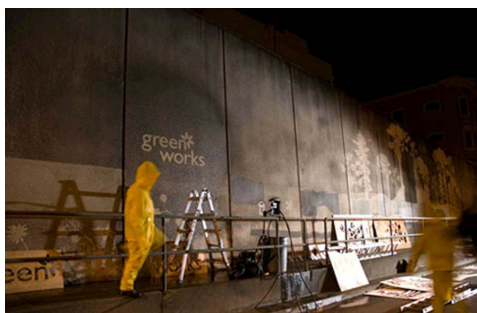
**Reading /B1** : repérer les éléments de présentation et d'interprétation d'une œuvre artistique.

**Source** : Inhabitat.com (blog) 18/6/2008 : Reverse Graffiti Project, Paul Curtis, aka. Moose, San Francisco

<https://inhabitat.com/reverse-graffiti-san-francisco/11817/>

You may remember Paul Curtis aka “Moose” from our coverage of **Reverse Graffiti in the UK** last year; we’re excited to announce that the Reverse Graffiti team recently teamed up with the eco cleaner brand GreenWorks to create a clean, green, 140 foot mural on the walls of San Francisco’s Broadway tunnel. The artist scraped through the grit and grime of the tunnel walls to reveal a stunning portrait of a lush San Francisco, transforming the dingy tunnel sidewalls into a flourishing forest of native plants, providing an inverse reflection of how the site may have looked 500 years ago.

San Francisco’s Broadway Tunnel sees over 20,000 cars, trucks and motorized vehicles each day. As a result, “Its walls are caked with dirt and soot, and lined with patches of paint covered graffiti from days gone by.” Curtis approached the project with dozens of stencils, a high-pressure stream of water, and eco-friendly cleaning solutions provided by GreenWorks.



We found it especially weird (but sort of sweet and inspiring) to see a giant traditional company like Clorox supporting renegade eco street art. Nevertheless, the fit between the sponsor brand (a cleaner company) and the project (a public street-art cleaning project) is undeniably perfect.

We hope to see more forward thinking companies like GreenWorks take the lead in supporting innovative public art projects in the future.

I - Have a look at the pictures, title and source. Try and guess what the text could be about ? Make hypotheses.

II- Read the text and focus on the transparent words. Do your hypotheses prove to be right ? Why (not) ?

III- Pick out the elements related to places / people / brand, art / opinion (verbs / adjectives / nouns), dirt / cleaning / environmental concerns and classify them in the following grid:

Places

People/ brand

Adjectives expressing art/ opinion

Nouns expressing art/ opinion

Verbs expressing art/ opinion

Dirt /cleaning / environmental  
concerns

IV- Try and organize your ideas (describe this piece of art and its goals):

V- Thanks to the context and your understanding of the text, can you guess what these words mean ?

Sombre/ haute pression/ gratter/ pochoir/ poussière et crasse/ saleté et suie

Scrape

Grit and grime

Dingy

Dirt and soot

Stencil

High-pressure