

# Hoxton Hoarding Project

Jason Lowe  
HigginsonHurst  
VNA  
Big Antidote  
North

050000

Busaba Eathai



Phil Carver





**Jason Lowe**

**10th April - 28th April**

**Who is Jason?**

A free lance photographer /film maker specialising in every aspect of global food culture.

**Where have you been?**

All over, but still not Japan.

**Where are you going?**

Japan hopefully, and in the near future Syria, Turkey and the Lebanon.

**As an award winning photographer what advice do you have for new photographers starting out today?**

Build a passion for what you do, know your subject well, don't be in a hurry, the more experience you get the better your work will be, There is no rush.

**What does Busaba Eathai mean to you?**

A synthesis of all things Thai, on a plate. If Thailand is the ingredient then Busaba is the dish.

**What dish would you recommend?**

I love the curries.

**How would you describe Hoxton?**

I have lived in Hoxton for 15 years, and love its edgy mix, of inner city seediness and the rapid change of smartening up.

**What will Hoxton look like in 5 years?**

One thing that stops Hoxton from over gentrification is the fact that there was so much damage during the war hence there isn't too much Victorian architecture for families to take over, it will retain its mix of an urban industrial feel with jazzed up street frontage, in my opinion.

**What does the Hoxton Hoarding Project mean to you?**

The project is a great way of joining the local community with future development, everybody benefits and making hoarding interactive has to be a progressive step.

[www.jasonlowe.eu](http://www.jasonlowe.eu)





# HigginsonHurst

28th April - 15th June

What is HigginsonHurst?  
An illustration agency that represents the nine most exciting and important illustrators working today.

Where have you been?  
Having sprung from the fruits of the two directors work; Print Club London (Kate) and Cure Studio (James); HigginsonHurst had a great start in life. We have already worked with some incredible clients; shown work in Somerset House and made the cover of Design Week. Not bad innings for a 4 month old agency!

Where are you going?  
We've got a development plan for each illustrator to help them realise their ambitions and we are working flat out to do everything we can to make it happen.

What advice would you give to anyone trying to get into illustration today?  
Talent is nothing without persistence.

What does Busaba Eathai mean to you?  
Good food and good times with friends. Its been really exciting seeing the work on the hoarding and we really applaud them for being so open with their brief - they really have got the best out of us.

What dish would you recommend?  
There are alot of us - and we all have our favourites so the group menus are absolutely fantastic!

How would you describe Hoxton?  
We have grown up around the Hoxton scene - and this will always be our home - it is the place that you notice and get noticed and we love it for that.

What will Hoxton look like in 5 years?  
There is alot of money coming into the area now - it wouldn't surprise us if it looked a little cleaner - but we are hopeful that it will hang on to the special thing that makes it so exciting.

What does the Hoxton Hoarding Project mean to you?  
A great project that allowed proper engagement between artists and brand. We hope we get the chance to work with Busaba again.

[www.higginsonhurst.com](http://www.higginsonhurst.com)





VNA

15th June - 5th July

What is VNA?

VNA is a London-based, quarterly art magazine featuring street art, graffiti, photography, illustration and just about anything else we like and want to share with the world.

Where have you been?

We started small as a black and white 'zine' and over the years, as our popularity has grown, we've developed a crack team of experts and drunks, and have finally become the fully blown magazine VNA was destined to be.

Where are you going?

Onwards and upwards... Bigger, better and as dope as we can make it.

What advice would you give to anyone trying to set up their own magazine today?

Find a group of like-minded people and just bounce ideas off each other, then go for it, life's too short not to give it a go.

What does Busaba Eathai mean to you?

Damn fine Thai food in damn fine surroundings.

What dish would you recommend?

The Thai Calamari ...every frickin time!

How would you describe Hoxton?

Busy, creative and covered in street art (well it would be if the council stopped removing it)

What will Hoxton look like in 5 years?

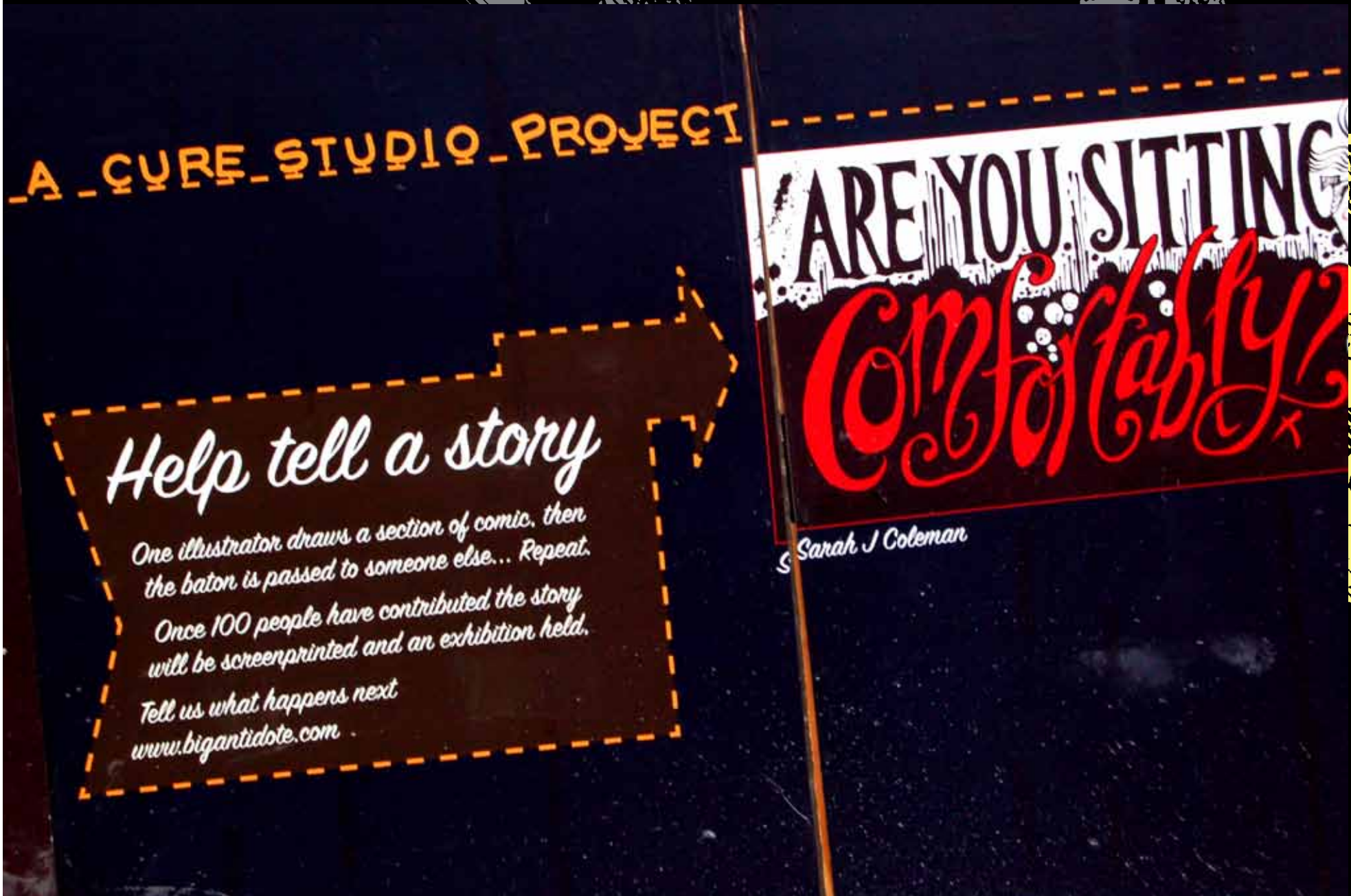
I'm guessing it's going to look pretty similar. Probably more overpriced flats but still with cool places to hang out.

What does the Hoxton Hoarding Project mean to you?

It was such a great opportunity to have photographs of some seriously good street art printed up on a large scale and put on display on one of the busiest streets in the East end. It was a pleasure to get involved in it and I hope we did the London street art scene justice.

www.verynearlyalmost.com





# antidote

**Big Antidote**  
5th July - 28 July

**What is Big Antidote?**

A pass-the-pen illustration project that will involve 100 illustrators telling a story. Effectively a grown up (kinda) game of consequences.

**Where have you been?**

So far the project has involved illustrators from London, Italy, Japan and Wales. A Polish illustrator who was visiting the UK saw the project on the hoarding and they were the submission that went up when the hoarding came down.

**Where are you going?**

Once 100 people have taken part - the project will be screenprinted (each page is just under a meter wide!) and an exhibition at East Gallery (Brick Lane) will be held.

**What advice would you give to anyone else trying to set up a collaborative art project?**

Do it. It is a great way to meet interesting people; always results in something you didn't expect and will 100% make you a happier and more rounded person.

**What does Busaba Eathai mean to you?**

An exciting vibrant restaurant that always feeds and drinks us well!

**What dish would you recommend?**

As a vegetarian it is always a pleasure visiting a Busaba. My personal favourite is Pad Thai Jay - which I doubt you could beat anywhere else!

**How would you describe Hoxton?**

It is our home and we love it.

**What will Hoxton look like in 5 years?**

Shinier, faster, brighter with furry bits in all the right places.

**What does the Hoxton Hoarding Project mean to you?**

An opportunity that we took with both hands; a great idea; a bundle of fun and something that made the trek to work every day more enjoyable.

[www.bigantidote.com](http://www.bigantidote.com)

