



FOUNTAIN OF YOUTH IS FOUND IN A SPRAY CAN Graffiti Artist Helps Seniors Redefine Ageism



December 5, 2016 | San Francisco, CA – In August, legendary street artist ManOne and co-founder of Crewest Studio (aka Crewest) teamed up with the Institute on Aging in San Francisco to produce an innovative, first-of-its-kind graffiti art workshop to explore the effects of art and creativity on aging. Dubbed the “Crewest Anti-Aging Graffiti Art Program for Seniors,” over the course of three days, ManOne worked with dozens of senior citizens, many of them dealing with ailing health issues like Alzheimer’s, to teach them about self-expression, the history of street art and how to actually create with spray-paint. The workshop culminated in a dynamic graffiti art mural painted by the group of seniors on a 10’ x 6’ wall at the Institute on



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Aging's headquarters.

When it came time to brainstorm and decide on the theme for the mural, many of the seniors said the mural would exist long after them and would become part of their legacy. Crewest co-founder Scott Power recalled, "The participants were all between the ages of 65 to 96 years old, many of them in ill health, staring down the barrel of their mortality, and all they wanted to talk about were positive, life affirming things. Family. Community. Love. Peace. Social justice."

Ultimately, the concept for the mural's message that emerged from the senior's creative brainstorming session was "One Love," so they decided to call the mural "One Love."

The entire workshop and mural painting was captured in this charming video:
https://www.youtube.com/watch?time_continue=278&v=EHSbIcHicUg

Since the video was filmed, the mural has been commemorated with a permanent plaque featuring the names of all the artists. Additionally, the Institute on Aging plans to hold the graffiti art workshop annually. And, Crewest is working on efforts to roll the workshop out to seniors across the country.

About Crewest

Crewest is a creative communications agency and leader in contemporary culture. We operate in the space where contemporary culture intersects marketing and communications. We help brands develop media-friendly, multi-platform, multi-channel cultural programming people can easily experience, like and share across social media. We aim to create good will and respect for our clients with cultural authenticity, artistic integrity and social relevance. Our consulting and creatives services include: Trends & Insights, Brand Strategy & Design, Marketing & Advertising, Original & Custom Content, Art & Culture Events and Art Licensing. www.crewest.com. www.Crewest.com

About Institute on Aging

Institute on Aging (IOA) believes the future should be something to look forward to, at every age. We bring together pioneering experts, seasoned champions and hands-on caregivers to make growing older better for Bay Area seniors and their families. As the leading advocate for older adults and those who care for them, we offer a broad spectrum of services and support to help seniors maintain their independence as long it is safe to do so. www.ioAging.org

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