

• MODULE 3 =  
• Message



# BEN EINE

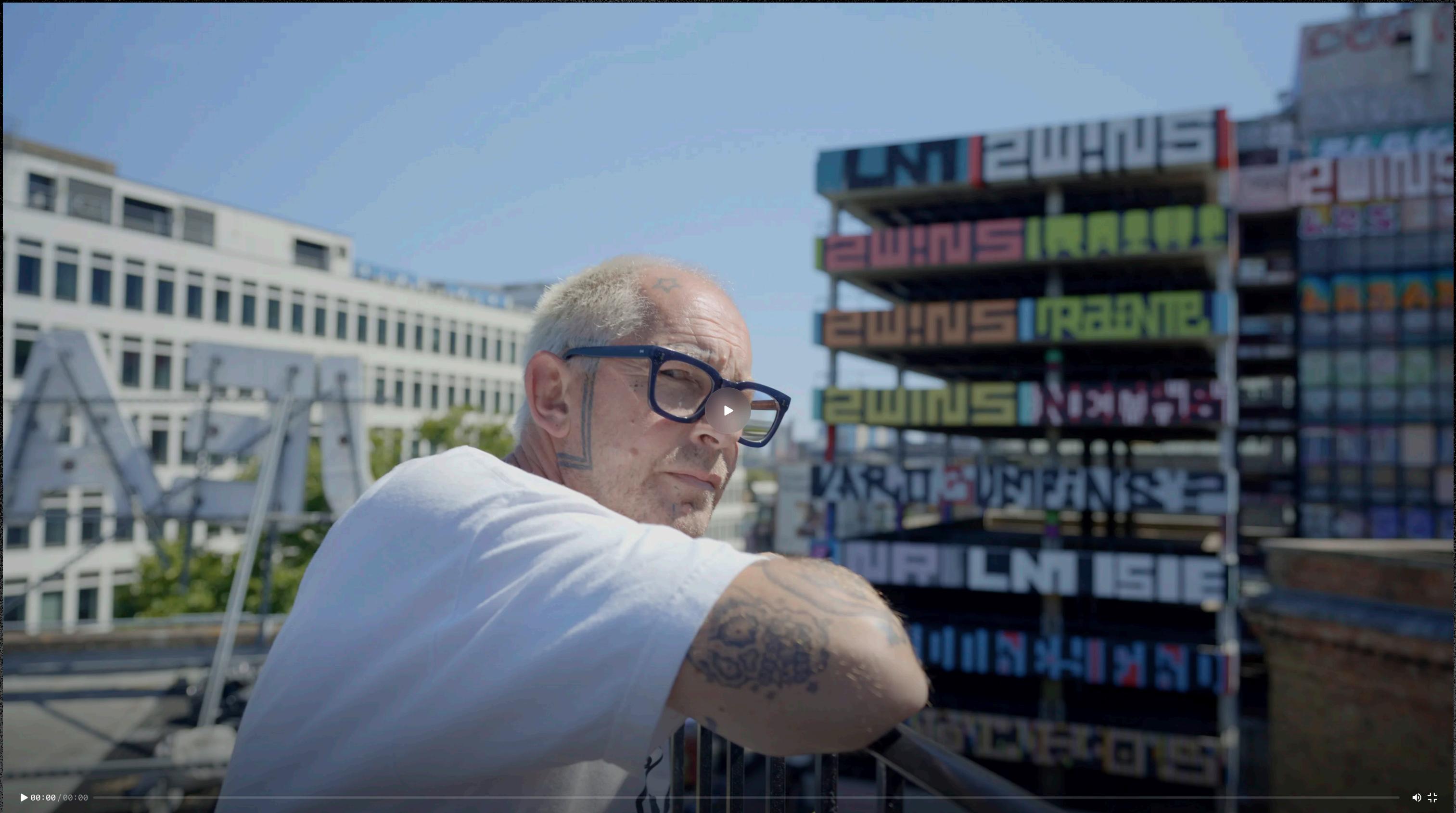
create!



create!

Film by toy green films

‘Being Ben Eine’ is a street art documentary exploring the graffiti roots, bold typographic murals, and urban art culture that shaped one of the UK’s most legendary street artists.



[www.toygreenfilms.com/films/being-ben-eine](http://www.toygreenfilms.com/films/being-ben-eine)

create!

**“The meaning changes depending on where the letters live.”**

**“Put the same word in a gallery and on a shopfront it becomes two different works.”**

BEN EINE

VANDAL

create!



# BEN EINE **VANDAL**

create!

This is one of Shoreditch's longest-standing murals a thirty-metre word painted in Eine's Vandal font, a blocky, aggressive, urban typeface designed to hit hard.

But the real punchline is the irony.

Graffiti has always been unfairly associated with danger, crime, and “scary” neighbourhoods. Eine flips that stereotype by writing the word **“SCARY”** in giant letters, six metres tall, right in the middle of a trendy arts district.

He once said: “Most graffiti is just a tag... by a kid expressing himself because there’s nothing better to do.”

So he wrote **“SCARY”** to mock the fear.



BEN EINE

VANDAL

create!

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z

VANDAL

BEN EINE

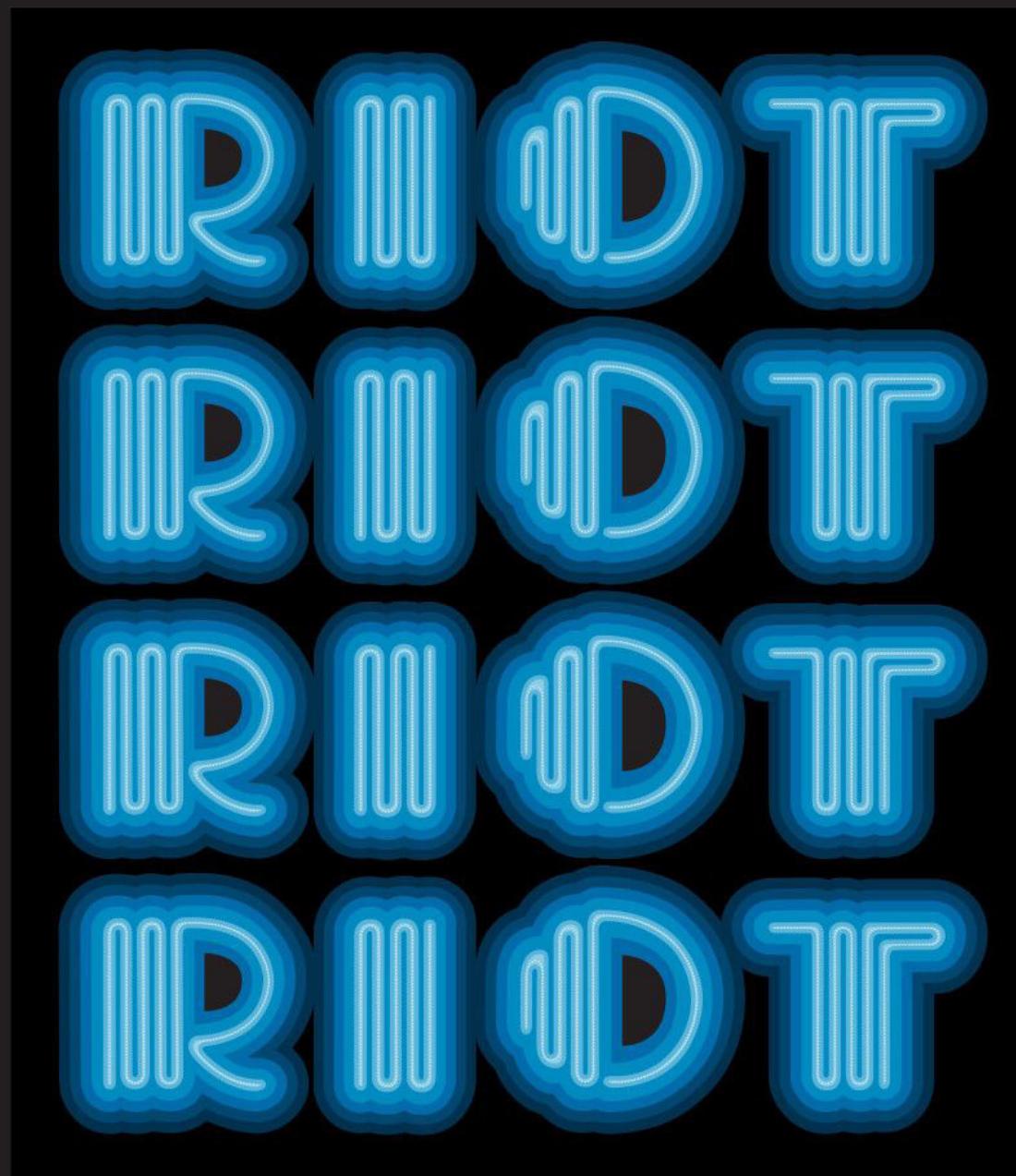
VANDAL

WHAT  
IS YOUR  
MESSAGE

# BEN EINE

# NEON

create!



# BEN EINE

# NEON

create!

This one carries a totally different mood.

Painted on a house near the coast, the words “I SEE THE SEA” chosen by the homeowner, and Eine rendered it in his Neon font, which is bright, glowing, energetic like a sign buzzing to life.

It's a love letter to the seaside.

And for our purposes, a perfect link to Blackpool

“I See The Sea” is the closest Eine piece to Blackpool geographically, and its message echoes the feeling of arriving in a seaside town full of colour, noise, nostalgia, and excitement.



BEN EINE

NEON

A B C D E F G H I J

K L M N P Q R S

T U V W X Y Z

Y E O D

BEN EINE

NEON

WANDEL

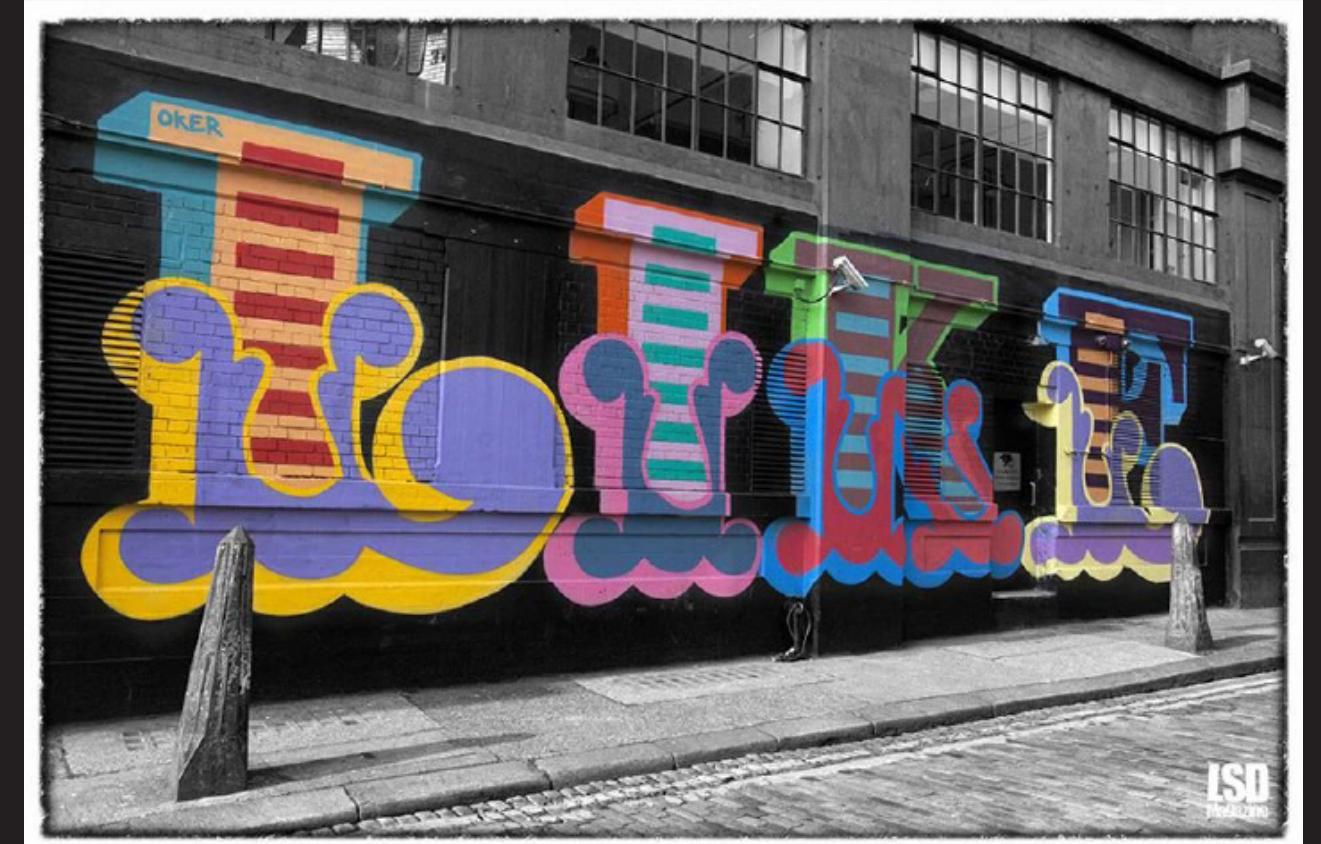
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WÄRME

BEN EINE

NEW GROOVES

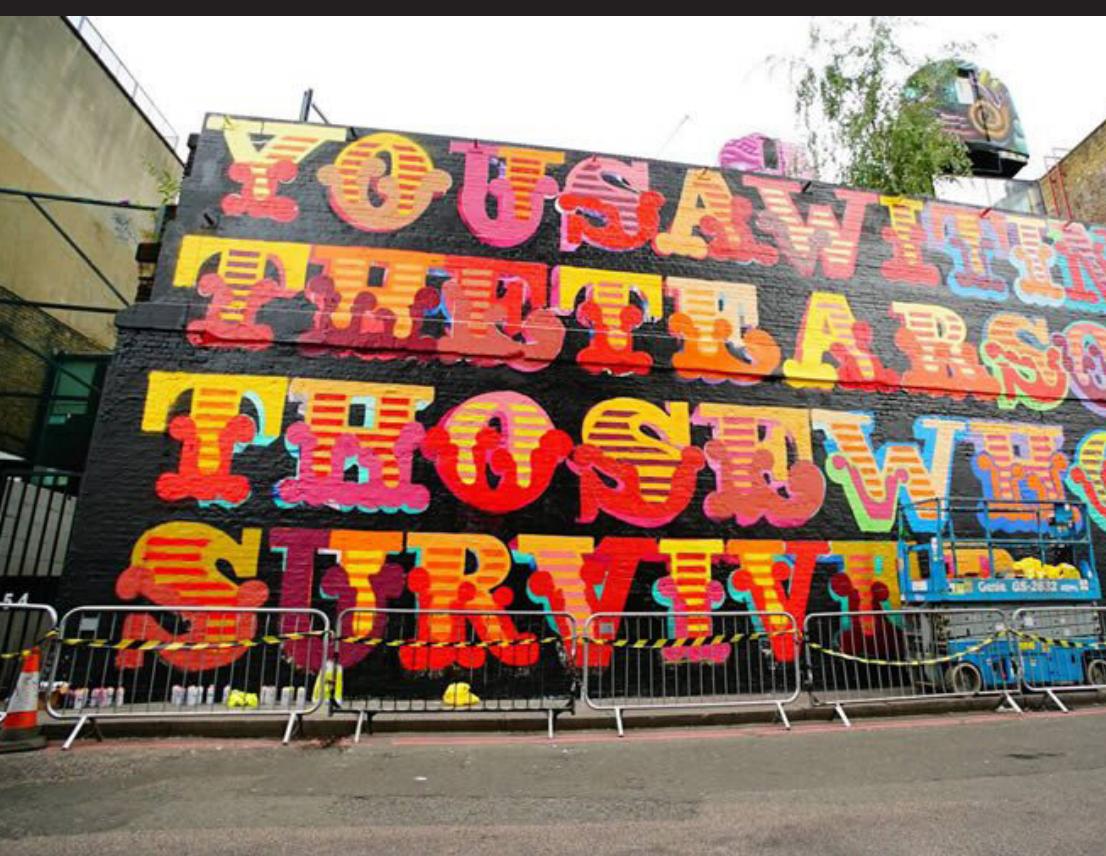
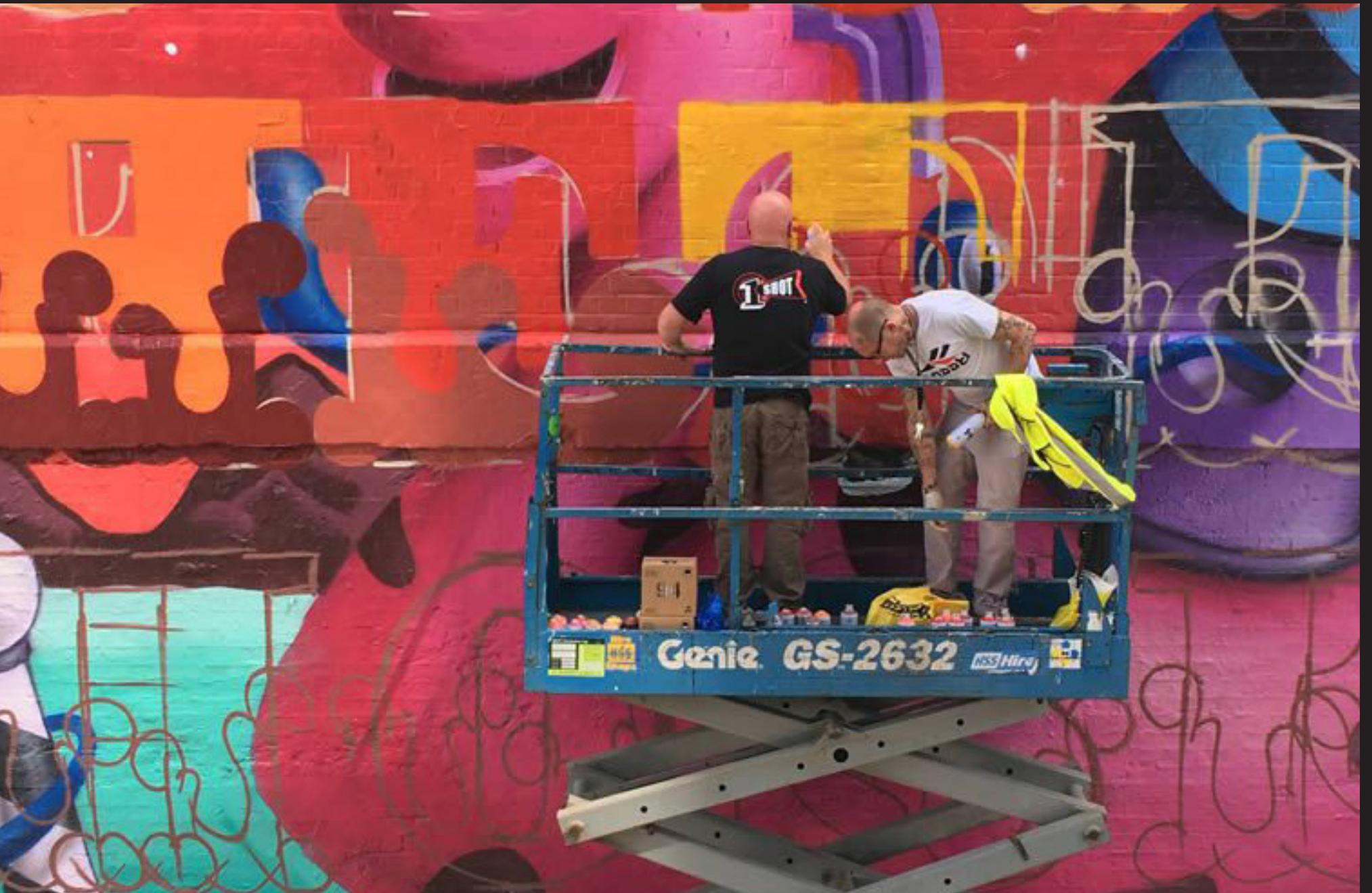
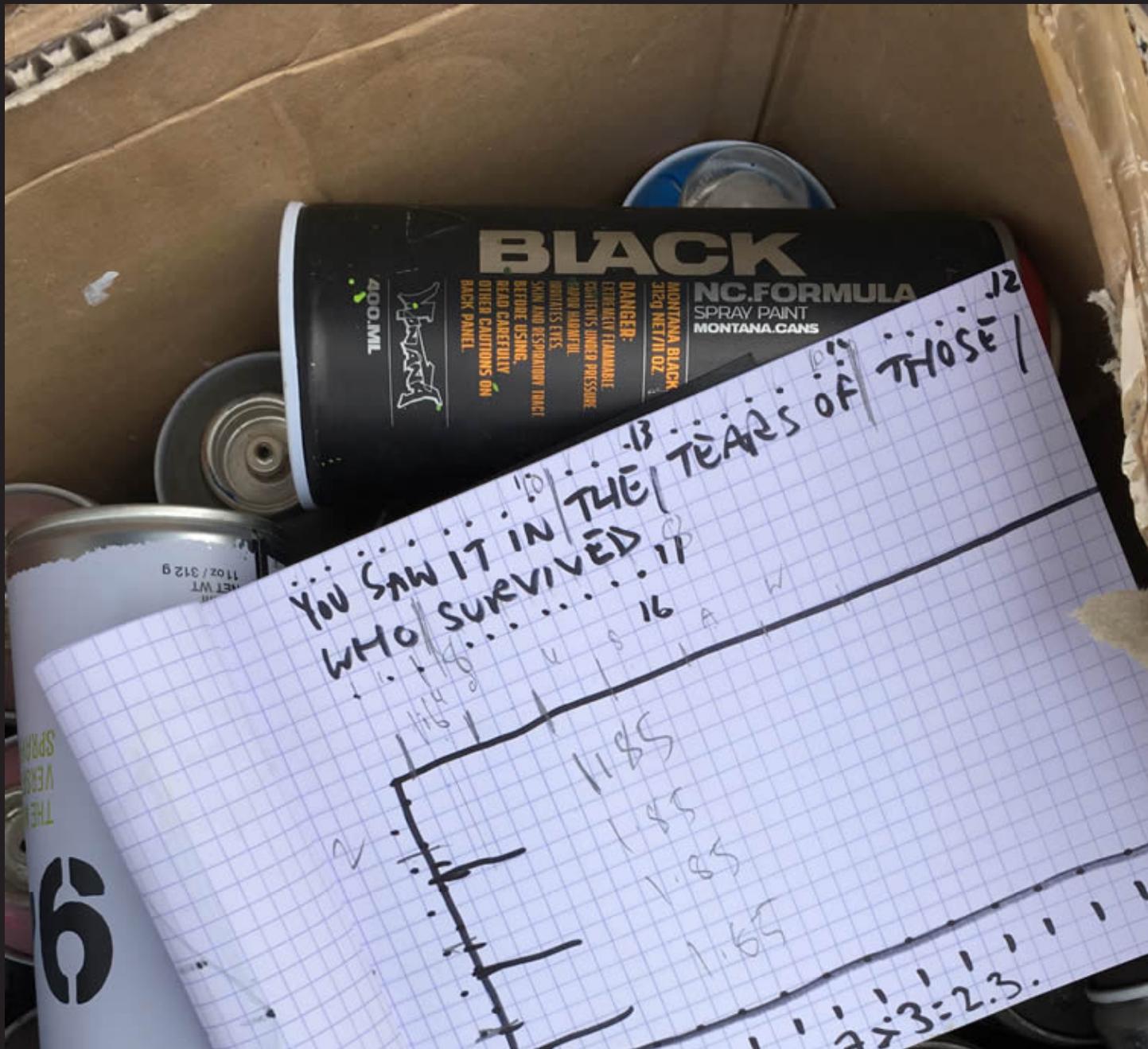
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# BEN EINE

# NEW OBVIOUS

create!



# BEN EINE

# NEW OBSCURE

create!

This piece is one of Eine's most emotional works part of a collaboration with writer Ben Okri in response to the Grenfell Tower fire of June 2017. The mural sits on the iconic wall of Village Underground in Shoreditch

Eine takes a line from Okri's poem:  
"You saw it in the tears of those who survived."

And renders it in his Circus font ornate, decorative, almost theatrical. The style feels intentionally at odds with the tragedy, creating a powerful tension: visually celebratory lettering carrying a line full of grief.

That contrast is the point.



BEN EINE

NEW OBVIOUS

create!

‘Grenfell Tower, June, 2017’ is a poem written by Nigerian writer Ben Okri.

It was like a burnt matchbox in the sky.  
It was black and long and burnt in the sky.  
You saw it through the flowering stump of trees.  
You saw it beyond the ochre spire of the church.  
You saw it in the tears of those who survived.



BEN EINE

ન્યૂ સર્કુસ

A B C D E F G H I J

K L M N O P Q R

T U V W Y Z

ન્યૂ સર્કુસ

BEN EINE

ନ୍ୟୁ ନ୍ୟୁ ନ୍ୟୁ

WORLD

YOGA

DAY

# What's Your Message

create!



# What's Your Message

create!



# What's Your Message

create!

