

TRANSMEDIA REVIEW

X ARTIST:

Weston Frizzell

X BIO:

Weston Frizzell is the collaborative identity of Otis Frizzell and Mike Weston's art production partnership.

X CHANNELS:

Facebook. Presence on range of gallery/Print re-seller websites.
Home gallery: <http://thearea.co.nz/Subversive> Auckland SuperCity
Logo campaign. <https://www.facebook.com/groups/109067232444463/>
Personal Fb Pages,

X COLLATERAL:

Logo. Stamp of logo. Perfectly imperfect stamp. Various photos.
Personal Signatures. Assorted billboards, exhibition posters/videos.

X ASSOCIATIONS:

The Lucky Taco - <http://theluckytaco.co.nz/>, <http://activist.co.nz/>,
Dick Frizzell, Tame iti, Otis frizzell, Mike Weston, MC OJ and Rhythm
Slave, Mr Vintage, Artrite, The area, Pop Art, Subvertising, Ponsonby,
Screenprinting, Warhol, NZ Counterculture, Stencilling, Spray Paint,
Street Art, Local branding, Art, Sell-out, Media, Conscious Consumers.

X VOICE:

Irreverant, Subversive, Honest, Real, Uncontrived, Witty, Humourous, Dry,
Promotional, Ironic, Authentic, Truthful, Playful, Educated, Open-mind,
Alpha, Confident, Conversational, Descriptive, Provocative, Multi-faceted,
Colloquial, Current, Collaborative, Satirical.

X ATTITUDE → TRANS/MEDIA?:

Subversive, Curious, Intrigued, Positive, Satirical, Impressed, Confident,
Observational, Humourous, Honest, Authentic, Facinated, Pop.

X PROLIFIC // FREQUENT USER?

Yes, Tonnes press/blog wider engagement. Active, Deliberate, Experimental.
Average FB Post Once per week. FB Likes: 1460 - Prolific personal use //
Use in other ventures e.g Lucky Taco Campaign aorund SuperCity logo,

X NOTES:

Nice Feel. Appreciate authenticity // honesty // irreverance //
confidence. Kudos. Not being dictated too by typical voice of
platforms. Cohesive. HONEST.

X EXAMPLES:

See: <http://mr1.li/m72z5dRB>