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Mark Batty Publisher Presents: POSTER BOY: THE WAR OF ART
Notorious NYC street art vandals' best work collected in new book

New York, NY –July 7, 2010 – The street art collective known as “Poster Boy” tweaks corporate copy on subway platform billboards and posters, replacing it with incisive and playful puns and turns of phrase rich with innuendo and political punch. Poster Boy’s cut and slash mash-ups only exist in New York City, but the artful, funny appropriations of advertising and social commentary have received global attention.

The New York Times dubbed Poster Boy an “anti-consumerist Zorro with a razor blade, a sense of humor and a talent for collage”; the *Guardian* UK said of the work, it “is witty, web-savvy and economical...and the only materials it requires are chutzpah, imagination and a 50 cent blade.”

From overhauling a Snickers billboard to give Noam “Chompsky” props to a beheaded Calvin Klein Jeans model and collaborations with Princess Hijab, Decapitator and Aakash Nihalani, Poster Boy draws attention to the misleading nature of advertising by creating anti-establishment sentiments that passersby can’t help but notice.

As the Poster Boy manifesto states: “More important than the longevity and popularity of the art, or vandalism, is what Poster Boy stands for: understanding the difference between what is legal and what is right.”

Other MBP titles sure to appeal to the street art enthusiast include: *Name Tagging* and *Going Postal* by Martha Cooper; *Textura: Valencia Street Art*; *Protest Graffiti Mexico: Oaxaca*; *Bay Area Graffiti*; *Graffiti Japan*; *Urban Guerilla Protest*; *PEEL: The Art of the Sticker*; *Los Angeles Graffiti*; *Bathroom Graffiti*; *CBGB: Decades of Graffiti*; *Talk Back: The Bubble Project*; and *Stencil Graffiti Capital: Melbourne*.

About Mark Batty Publisher

Mark Batty Publisher (<http://www.markbattypublisher.com>) is an independent publisher dedicated to making distinctive books on the visual art of communicating, showcasing the visual power and innovation of contemporary culture in all of its varied poses. Today, the visual comes at us from more places than ever, and its dissemination is faster and more advanced every year. Books from Mark Batty Publisher capture this acceleration on the pages of every book. Affordable, well designed, thoughtfully created, and produced to last, MBP books are artful products that readers want to hold onto forever.

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Poster Boy: The War of Art

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