

STRAAT

For Immediate Release

'Start This'

(New Work From Cornbread the Legend)

STRAAT museum, in partnership with Paradigm Gallery of Philadelphia, will host a solo exhibition from graffiti legend and pioneer, Cornbread. The exhibition will contain original artworks created in his home city of Philadelphia and originals created in Amsterdam. 'Start This' marks the artist's first solo museum exhibition in Europe.

The exhibition opens on Saturday October 9th, 2021 with a reception at STRAAT from 5 - 8 pm. The exhibition will continue through Sunday December 12th, 2021. The artist will be in attendance for the opening reception which is open to the public as part of a regular museum admission ticket.

For those not able to attend the opening evening, the exhibition is also open to the public as part of a regular admission ticket during normal STRAAT museum hours.

A special press preview presentation will be held the day of the exhibition by RSVP between 3pm and 5pm. Artist interview opportunities or further press inquiries can be directed to STRAAT gallery curator, Hyland Mather at galler@straatgallery.com



STRAAT
NDSM PLEIN 1, 1033WC AMSTERDAM, NL

HOURS OF OPERATION:
WEDNESDAY - SUNDAY 10:00 - 18:00

WWW.STRAATMUSEUM.COM

About Cornbread

Darryl McCray (American, b.1953), better known by his tagging name "Cornbread", is a graffiti writer from Philadelphia. He is widely considered the world's first modern graffiti artist, starting with a distinct, non-gang related, tagging style in 1965.

'Most people make the assumption that New York City birthed graffiti. While the Big Apple certainly made it famous, the credit actually goes to a Philadelphia legend, CORNBREAD, whose unique tag resonated through the City of Brotherly Love beginning in the late '60s.' - Alec Banks for Rock The Bells.

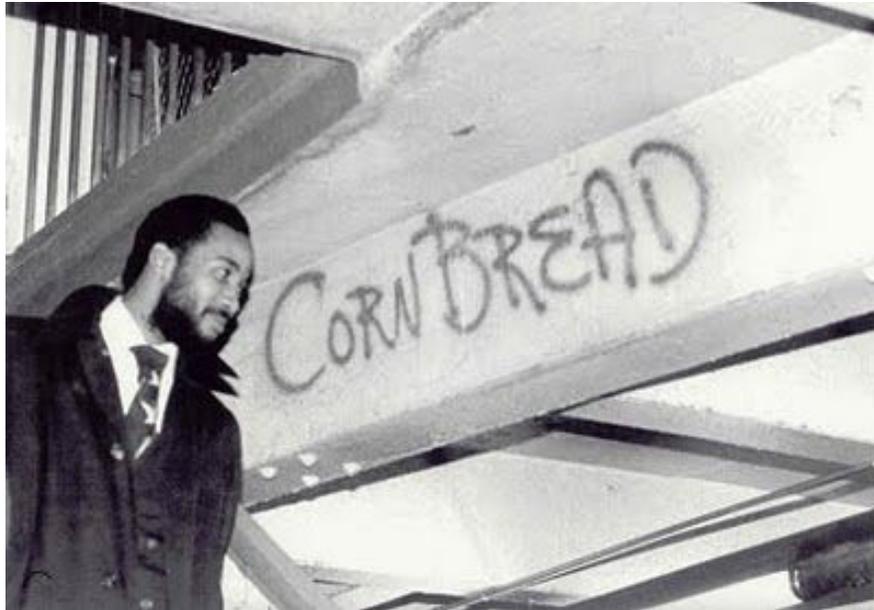
After a stint in a juvenile corrections center, where he garnered the name Cornbread from the chef who, despite Darryl's repeated requests, refused to make the stuff, the legend was born. His first big 'campaign' was 'Cornbread Loves Cynthia'. This was a bold declaration of love for a girl in his class at Strawberry Mansion Junior High School. He wrote it everywhere along their walking route home. This later became the inspiration for ESPO's world famous mural series of 'Love Letters' along Philadelphia's famous Market-Frankford train line.

In 2007, documentary filmmaker, Sean McKnight, made a film called *Cry of the City Part 1: The Legend of Cornbread*. In August 2013, McCray was honored at the Graffiti Hall of Fame in East Harlem for his contribution to hip-hop culture. His work is included in the seminal exhibition 'Beyond The Streets' curated by Roger Gastman.

Among his greatest graffiti feats he is known for tagging a touring jet belonging to the Jackson 5 and sneaking into the Philadelphia Zoo to tag an elephant, an act later 'borrowed' by world famous Street and Conceptual Artist, Banksy. In a 2020 interview, Cornbread has this to say about the zoo action, "I was on the bus one day, reading the newspaper and it said 'Cornbread is shot to death,'" he said. "I knew I had to do something amazingly bizarre to let people know I wasn't dead. So I go to the zoo. It's a big tourist attraction. I watch the zookeeper shower the elephant with a hose, watch him tug on his floppy ears, and pat his side. The elephant is tame. I saw the zookeeper was not in danger. After three days of watching this, I go to the zoo early in the morning, climb over the fence, into elephant's enclosure. I take the top off the spray paint, start shaking. The balls start rattling. He turns around, he looks at me, doesn't pay attention. I paint 'Cornbread lives' right on his side."

More than half a century after the legend was born, Cornbread uses his platform and fame to advocate for young, local Philadelphia artists who share his passion for art. He works closely with Philadelphia's highly influential and successful city program, Mural Arts.

PARADIGM
Gallery + Studio



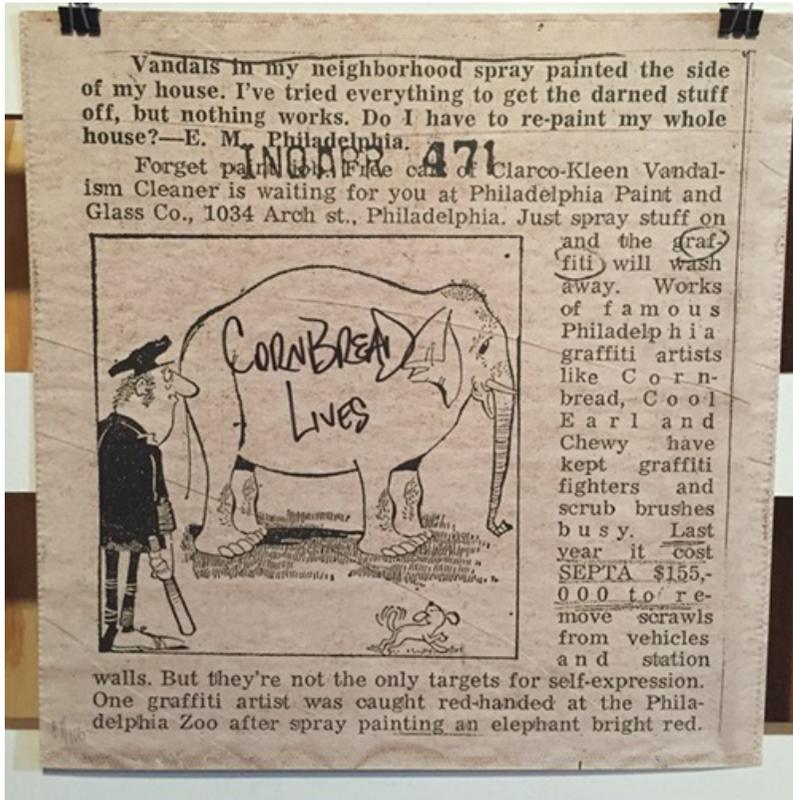
The Jackson 5 Airplane

"If you wanted their autograph, [you had] to go down to the Philadelphia International Airport. One of my objectives was to spray paint my name on the parked airplanes. But I knew that if I spray painted the Jackson 5's airplane, people would talk about it wherever it went. So the plane came in, and back then, you had the terminal, the ground, and the airplane. Back then, you could rush the plane and get autographs. The plane touched down. Michael Jackson was the first one to come out, and it was chaos. The entourage came down the steps. I ran up the steps to the side of the plane and wrote CORNBREAD. I went back in the terminal, waiting for this plane to take off. The plane refuels, sits, waits an hour and a half, then the propellers went off and the plane went off—its final destination was California. When it got to California, naturally it made the news: "Philadelphia graffiti artist spray paints TWA jet!" - Cornbread



Philadelphia Zoo

Painted Elephant / Banksy



Cornbread (1970), Philadelphia Zoo



Banksy (2006), 'Barely Legal' exhibition, Los Angeles

CRUMB (BREAD)

THE LEGEND