

Street Art Commission

Phlegm Mural

Commissioned by
Ventnor Exchange and Lift the Lid

With additional support from
Down To The Coast



What's it about?

The 'Ventnor Giant' as the mural has become affectionately known by locals, depicts a giant creature holding the town of Ventnor on his back, as it slides gently into the sea.

The piece is a response to the geography, architecture and character of the town. It features many well known local buildings and landmarks including the Radar tower, Holy Trinity Church, Needles Lighthouse and even the Ventnor Exchange!

Alongside existing buildings are some from the past, including the 'hermit hut' that once belonged to Olivia Parkes, a well known character in the town during the 1950's.

Ventnor is a town defined by its relationship with St Boniface Downs, built into the side of the Island's highest point and the mural depicts the way buildings cling to the cliffs.

The 'Giant' itself is an amalgamation of many creatures, sitting in the sea its legs are covered in scales like a fish, but its arms are hairy and face has a resemblance to a bird.

Is the Giant helping to hold the town up, or causing it to slide into the sea? Its face would suggest a friendly creature. In fact it could be interpreted that the town seems almost like a cloak to hide under, hiding the Ventnor Giant from the world. We'll let the public decide...



Measuring Impact

Evidence of impact in the first 4 weeks since completion

The Phlegm Mural has made a significant impact in its first month in situ, with a huge online response as well as significant footfall with those going to look at the artwork on site. Ventnor Exchange commissioned filmmakers and photographers to provide lots of visual content to kick start viral content and we're continuing to approach magazines and websites who may be interested in featuring the art piece.

Articles

OnTheWight <https://onthewight.com/phlegms-street-art-mural-of-the-ventnor-giant/>

Isle of Wight Radio

<http://www.iwcp.co.uk/news/16406000.three-storey-street-art-mural-by-phlegm-is-new-ventnor-attraction/>

Island Echo <https://www.islandecho.co.uk/islands-largest-mural-created-for-ventnor-fringe/>

Street Art Today <http://streetart.today/2018/09/07/7-best-murals-of-the-month-august-2018/>

Online Reach (Instagram)

- Total reach in excess of 500,000
- Total 'Likes' in excess of 35,000
- Total online comments on photographs approx 400
- Film trailer total views on Facebook: 8,500
- Film trailer total views on Youtube: 400

Selected Anecdotes

"As we drove past it my 4 year old asked "are we in Bristol?". Love the mural!"

"Magnificent. The story you can create about this imagery will be fun for the viewer especially children."

"Love the idea behind the image. Beautiful work"

"Oh wow, finally some good art on the Isle of Wight. I will be there in a couple of days and will check it out"

"I fancy a trip on the hovercraft."

"Love this so much! Was great seeing it come to life yesterday, fantastic work"

"I can't wait to drive to Ventnor to see this!!! Amazing"

"Blimey that's going to be a welcome landmark coming into Ventnor..."

"Amazing street Art. I look at it every day with amazement and fascination."