



# BLACK ARTIST EDITION FORMULA76

The first can of 2015 has been designed by Formula 76, aptly featuring his favorite color BLK 6080 „Mescaline“, which is also the name of a hallucinogen that is found naturally in the Peyote- Kakus. Benjamin Tibbs, AKA Formula76, is a Hamburg-based style-writer and designer who is best known for his logos and designs for popular German rappers, such as Jan Delay, Samy Deluxe, Beginner, and more.



# PRODUKTINFORMATIONEN "BLACK ARTIST EDITION FORMULA76"

The first can of 2015 has been designed by Formula 76, aptly featuring his favorite color BLK 6080 „Mescaline“, which is also the name of a hallucinogen that is found naturally in the Peyote- Kakus. Benjamin Tibbs, AKA Formula76, is a Hamburg-based style-writer and designer who is best known for his logos and designs for popular German rappers, such as Jan Delay, Samy Deluxe, Beginner, and more. His interest in graffiti was first sparked in 1990 at the age of 14. In 2000 he became a member of the elite TYPOHOLICS design committee as a freelance graphic designer. He made his personal breakthrough in 2009 when he exhibited some of his free works for the first time. Since then he has displayed his work in group and singular exhibitions. His color of choice not only emulates his street name on a chemical basis, it is also strongly reflected in the design itself. The hallucinatory swirls, drips and drops combined with geometric shapes portrait his artistic style and the name of the color all at once. This type of minimalistic dual color scheme is also found in many of his other artworks. The NC-Formula lettering is cleverly merged to become dual purposed, for the can labelling and the spelling of his name. The overall feel of the design mimic a soaring trip.