STREET ART GOES CORPORATE

1. **Listen and try to fill in the blanks (one blank=one word)**

Voice over: and other advertising can often be an eyesore, but one company has found a way to blend with .

They put up custom , one stroke at a time delivering a client's while also beautifying a .

Don Dahler has the story.

Don Dahler: In cities around the country, street art those looking for the perfect backdrop. They are grand and intricate, and sometimes . And increasingly they are selling something.

Journalist: You don't often think of adverting as art.

Paul Lindhal: You, you don't and, and I think what's about, you know, what we do is that it it's "art first", right.

2. **Listen again and identify the speakers. Paul Lindahl / Journalist / Don Dahler**

: Paul Lindhal is the co-founder of Colossal Media. His Brooklyn-based company may be the largest hand-painted advertisement firm in the US, with clients including Samsung, Delta, Comedy Central and Nintendo.

: What is the allure to these companies that are hiring you to do this?

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: I think the allure is that they get access to these neighborhoods that we live in and that we work in. We really know about Brooklyn you know. We really know about the arts district in Los Angeles. So I think that if you're a brand, it's about, you know, getting connected. It's about getting people's attention, you know. We do that in a real truthful way.

: Lindhal and his crew have been getting people's attention since 2004. It took a while to change the perception of hand-painted ads, as outdated and time consuming and worth the additional cost. But now Colossal Media leases a hundred and twenty walls in various cities. And the company raked in $24,000,000 in sales last year.

3. **Listen and put the following parts of the audio back into the correct order. Drag and drop the boxes.**

Journalist: What's going on in here? somebody across the world might be able to see, you know, like the work that you've done. that leads to the final product. Outdoor art isn't easy to do. **Don Dahler**: Lindhal says it's important for people to be able to see the painstaking process we have to take the artwork and literally dissect it. So we find places on the artwork and isolate banging away while the wind was rushing by at 60 miles an hour. it's got to be as good, if not better. through that entire thing. We put something up on social media that showed the guys **Journalist**: How much do social media play in this? **Paul Lindhal:** Now with social media, and being able to put out a message, colors.But at the end of the day, when we walk away and we leave, like, the result **Paul Lindhal:** We were working through the bomb cyclone. We just pushed	

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Paul Lindhal: So, this is the room where we're mixing all of our colors. Every job that we do, means to look like a banner, like you shouldn't be able to tell that it was painted, right,	

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