

## Institute of Urban Arts Launches in London

Thursday 22 August, 2019

The [Institute of Urban Arts](#) (IOUA) has been founded by an international collective of writers and artists to create a platform to document and expose pioneering work from the urban avant-garde through projects, publications, film and exhibitions.

In our founding year we initially aim to create an online resource for study, research and debate. Our long term mission is to find a physical space where we can house our permanent collection and further our work through education, exhibitions and participation.

To achieve this we need support in the form of volunteers, contributors and sponsors. We are now actively seeking this support and are open to discussion with those who share our vision for what the IOUA could be.

### The Collection

Between the group we own a collection of significant paintings, publications and artefacts that we wish to share with the public via a permanent collection in London. To house this we need a physical space. At present we are in discussion with local government, arts funds and private sponsors in hope of finding a suitable location.

### Abstract / Urban - Book

In essence, urban art was born of experimentation and abstraction. The wildstyle, the scratch, the collage of sampled sounds, b-boys battling against gravity...

Slanted, on its head - challenging perceptions across the cultural spectrum.

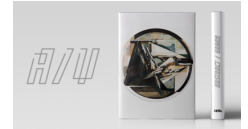
In this new book we examine the birth, fusion, and evolution of urban arts through a series of landmark works. Discussing defining moments and key contributors with the those who drove and bore witness.

This isn't a hip-hop who's who or an A-Z of style writers. This is about the challengers, the left-turns, the pioneers, the forgotten, the fearless, the upsetters... the game changers.

We Join the dots, crossing the tracks, focusing on the works that redefined the art form.

[Support the IOUA by ordering our first book](#)

### Media:



### Related Sectors:

Charities & non-profits ::  
Entertainment & Arts :: Leisure &  
Hobbies :: Travel & Tourism ::

### Related Keywords:

Urban :: Art :: Street :: Graffiti ::  
Hip Hop :: Club :: Culture :: Artist  
:: DJ :: London :: Abstract :: Left  
Field :: Museum :: Gallery ::  
Music :: Dance :: Breaking :: Arts  
::

### Scan Me:



## Company Contact:

—

**Institute of Urban Arts (IOUA)**

E. [info@ioua.uk](mailto:info@ioua.uk)

W. <https://www.ioua.uk>

[View Online](#)

## Additional Assets:

**Newsroom:** Visit our Newsroom for all the latest stories:

<https://www.ioua.pressat.co.uk>