

# AIRBRUSH ANARCHY

HADY BEYDOUN

ORA



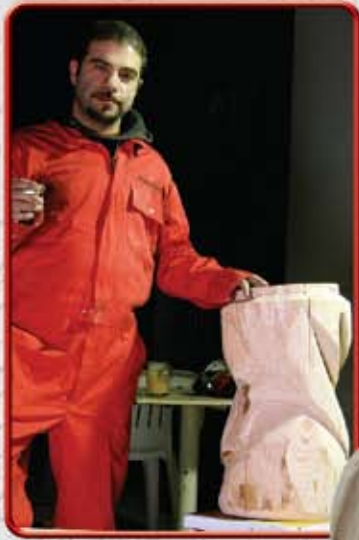
## **H**ow would you describe your art?

Technically speaking, these cans combine sculpture and painting. Basically, it's a wood log that I carve into a can or battery (as in the existing pieces), or any other shape, and then render them with an internationally known brand; an everyday item. I also alter the brand name to convey a particular message.

## **What does it mean to you?**

The message is what counts for me. The first one I did was a Duracell battery in the summer of 2006 as a mood and energy booster for me. You see, during the war morale plummeted, work totally stopped, and the overall mood of the country was very dark. Too much negative energy floated around, so I needed something to give me balance and hope.

Like people, a battery retains energy until it's drained from use, and then needs recharging or discarding. The battery represents endurance of the mind, renewal of spirit, and everlasting hope. The small details on the art contain phrases in several languages that talk about living your life fully; that one has to respect the polarity of things, that we are made by nature, and that, ultimately, we are abused mainly by ourselves.



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The common theme among all my pieces is hope, endurance, good spirit, and fun (with a slight sexual undertone) in spite of the objects' appearance as old, crumpled, expired, used and abused. And although the art is scratched and marred, it still retains brightness and shine.



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The 7Up can's "Don't Give Up" message is obvious. It's a strong reminder for me that I must never give up.

Is the art available for purchase?

The paintings are very personal for me but I do sell them, and I even work on commission.

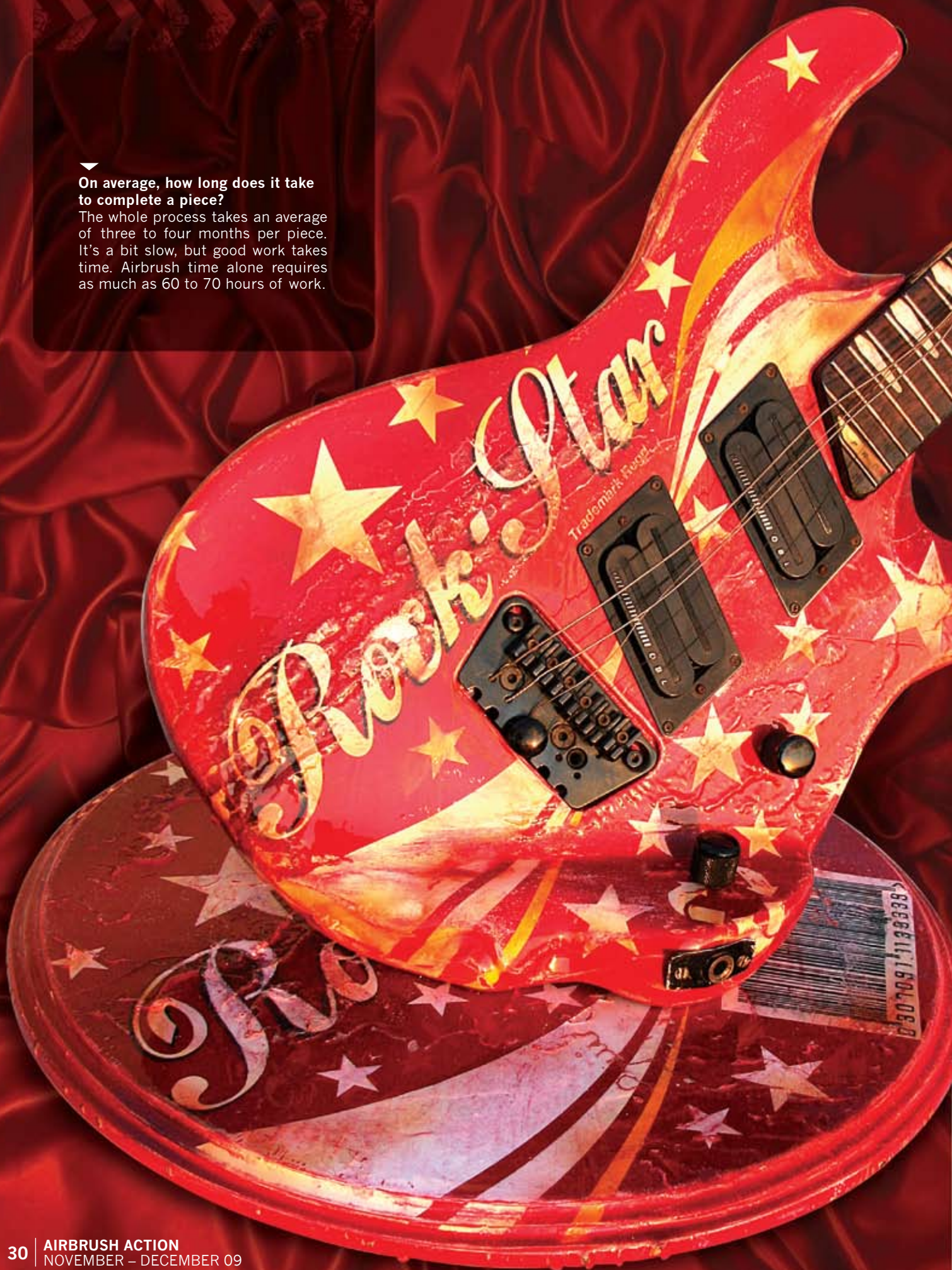


What is the procedure?

I seek high profile, internationally known brands that most people would recognize, such as Coca Cola, 7Up, Campbell's Soup, Duracell, etc. Next, I brainstorm with some friends on the concept and the best word or words to convey the message. Then, when the idea feels solid and right, I go to the mountains to collect several good logs. I treat them in the studio, carve them into shape, and air-brush them.

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**On average, how long does it take to complete a piece?**

The whole process takes an average of three to four months per piece. It's a bit slow, but good work takes time. Airbrush time alone requires as much as 60 to 70 hours of work.





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**Conspiracy Set:**

This is a set of hand-carved and painted stools, table, and ash-tray. The idea is very simple: take the bottle cap, enlarge it, customize the theme, carve it, paint it, and you get a unique set of functional art. This set was carved out of African mahogany wood and can also be mounted on a wall.

This theme expresses the idea of the round table, but of conspiracy in this case; the participants being the various social models, each trying to restrain and guide the behavior of the individual and society as a whole, the outcome of which, unfortunately, has always been crap.

**About The Artist:**

Born March 26, 1974 in Beirut. Studied Graphic Design at the American University of Beirut (1992 – 1996) where he taught himself how to tattoo and to air-brush on all surfaces (“aided a lot by reading *Airbrush Action*”).

**Technical info:**

Paint: PPG Deltron paints on most surfaces  
For canvas: Liquitex and Createx  
For paper and board: Lukas liquid acrylic

**Airbrush:**

Iwata Hp-C Custom Micron, Eclipse RG 2, W-100, and Devilbiss spray-guns

**Compressor:**

100-liter two horse-power model

**Other Tools for sculpture:**

Bosch and Dewalt brand grinders, sanders, and routers

**Vinyl Cutter:**

Roland Camm 1 Servo  
Vinyl: Grafitek  
Computer and software: Mac, Adobe Illustrator, Adobe Photoshop

To see more of Hady's work, visit [www.hadybeydoun.com](http://www.hadybeydoun.com)