

ROCK★FRESH

a film by Danny Lee

ROCK FRESH is an electrifying documentary that journeys into the mystical world of graffiti art, uncovering the inspiration and technique of some of graffiti's most prolific artists.

Kofie, Trixter, Clae, Axis and Tyer emerge as individuals on a heroic journey. The camera follows these colorful personalities and talented artists as they undergo the difficult transformation from boys to men – experiencing tragedies and triumphs prevalent in one's coming of age.

Graffiti art has always been acknowledged as a subversive culture – an almost secret society of agents determined to express their artistic integrity behind the cloak of anonymity. Their art has been revered as both beautiful and destructive. It captivates the eye and challenges the mind. It sometimes appears to defy the impossible – showing up on tremendous skyscrapers and highway overhangs overnight. These artists' exceptional technique and powerful insight into the collective consciousness of the urban youth has

captured the attention of mega corporations such as Nike, Gucci, and Toyota, who have asked these individuals to create their marketing campaigns and re-invent their brand image.

The five artists featured in this film face the challenge of trying to make a living out of doing what they love – integrating their work into society and pop culture – while remaining true to the essence of their original mission. Their stories echo those of the great street artists Jean Michel Basquiat and Keith Haring.

Destined to make an impact – ROCK FRESH was the first out of the gate and at the forefront of the explosion of the renewed interest in graffiti and street culture. The film has been featured on SHOWTIME to an overwhelming response, maintaining an average of 2-4 airtimes a week. The film will continue to be featured on Showtime until 2007. Upcoming airdates at www.sho.com. The film was made possible in part with gracious support of Lucasfilm, the Bruce Lee Family, Nike, and the Jimi Hendrix Family.

PRESS QUOTES

"This urban essay on a decidedly urban art form embodies the grittiness of the world it captures."

—Ernest Hardy, *LA Weekly*

"Danny Lee's terrific new film conveys the spirit, styles and signal accomplishments of some of today's leading L.A. graffiti artists. With superb editing and high style graphics of his own, he captures them in the moment, as they make clandestine city walls speak with artistic eloquence."

—Tony Silver, *director of Style Wars*

"Lee follows the subjects with a seamless flow of kinetic energy—weaving together interviews and ideologies—creating an infectious, vibrant documentary."

—Shaz Bennett, *American Film Institute*

"Beautifully documenting the artists' struggle to survive."

—*Remix Magazine*

"Lee's collage style of editing offers a unique and breath-taking view of the graffiti arts."

—Joshua Glazer, *URB Magazine*

"Lee's unflinching camera captures the idealistic conflict of selling out."

—Paul Labich, *Jointz Magazine*

"This film has everybody talking."

—John Heath, *Rime Magazine*

"Danny Lee's ROCK FRESH breaks the mold and marks the birth of a new type of documentary. At once non-linear but also very focused, the film pulsates with the same energy of the streets and underground culture that drives the graffiti artists which are its subjects. The film is the visual equivalent of a great piece of music. It takes you on a journey that intoxicates the senses."

—Terry Keefe, *Venice Magazine*

THEATRICAL SCREENINGS

- AFI Fest 2004 World Premiere (LA, CA)
- H2O Film Festival 2004 (NY, NY)
- GQ Magazine and Scion Screening 2004 Sponsored Screening (LA, CA)
- Newport Beach Film Festival 2005 (LA, CA)
- Oulu Film Festival 2005 (Oulu, Finland)
- Tiburon Film Festival 2005 (Bay Area, CA)
- Denver Starz Film Festival 2005 (Denver, CO)
- San Francisco World Film Festival 2005 Opening Night Film (San Francisco, CA)
- Black Soil Film Festival 2005 (Amsterdam + Rotterdam, Netherlands)
- Metro Cinema Film Series 2005 (Montreal, CA)
- Rhythm of the Line Film Festival 2006 (Berlin, Germany)
- Hip Hop Film Festival 2006 (LA, CA)
- Documenta Film Festival 2006 (Madrid, Spain)

BROADCASTS

- Showtime Prime 2005
- Showtime Too 2005
- Showtime Next 2005-2006

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