

DUBELYOO

www.convertthewack.com



This tremendously talented illustrator and graphic designer will be making plenty of moves in 2006. First off, in February, Dubelyoo will be featured in Turner South's "My South" television promos along with the popular artist collective "[Art, Beats + Lyrics.](#)"

Then in April, "Art, Beats + Lyrics" (which Dubelyoo co-produces) will host their annual art event in Atlanta. Last year, ABL staged the "Best Atlanta Art Event of 2005" according to *Creative Loafing*. The event was held at the High Museum of Art—the Southeast's largest museum—and sold out in two hours on opening night!

More from DUBELYOO:

- **New Hand-Finished Canvas Prints** (including the Biggie one on the left) are Available for Purchase! [Click Here to order.](#)
- Check out Dubelyoo's last production, "[Cold Busted](#)," an artistic rendering of celebrity mug shots.



Stay tuned for details on our exciting new college campaign with the United States Postal Service, entitled the “P.R. Professional Experience.” This project will promote several of the Postal Service’s online products including NetPost®, Click-N-Ship® and Direct Mail.

QUICK LINKS

[December 2005](#) – The 135th Street Agency is profiled in the December 2005 “Hot List” issue of BLACK ENTERPRISE
[135th Street on SOHH.com](#)

[135th Street on TheCrusade.net](#)

[135th Street on TheIndustryCosign.com](#)

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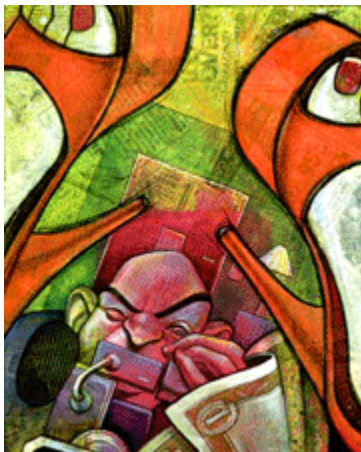


For Immediate Release

RENOWNED ILLUSTRATOR DUBELYOO IS BUILDING AN URBAN ART FRANCHISE

January 11, 2006 (ATLANTA) – One of the most sought after artists in the Southeast goes by the nickname “[Dubelyoo](#).” Few know what that stands for, but if you’ve opened a magazine in the last five years, you’ve probably seen his work. Based in Atlanta, Dubelyoo’s art has been featured in campaigns for some of the biggest brands in the business—**Nike, Apple, Pepsi, Coca-Cola, Heineken**—and he’s become an icon in the urban art

[B.I.G. Illustration for Scratch Magazine](#)



Heineken—and he’s become an icon in the urban art world for his work with **Ecko** (he drew that ill sketch of rapper Ghostface Killah back in 2003), **LRG**, **Complex**, **XXL**, **Scratch**, **URB**, **Gear** and **Elemental**. A-town residents may have also seen his curiously-titled “**Convert The Wack**” stickers in various spots around the city. Dubelyoo graduated from East Carolina University with a degree in illustration, Dubelyoo worked as a graphic designer for two years before venturing out on his own. Without the aid of an art rep, he’s amassed a diverse portfolio of work—from designs for Burton Snowboards to a **Discovery Channel** commercial based on his artwork. In 2004, Dub received a “**Style Award**” from **Stuff** magazine for his boot design for Ride Snowboards.

“It’s hot that urban underground artists are getting shine these days,” says Dubelyoo. “Growing up, there was no one to look up to because this kind of art wasn’t acceptable in the mainstream. Now, the environment is open to non-traditional artists.”

Dubelyoo is co-producer of the popular artist collective “**Art, Beats + Lyrics**” (www.artbeatslyrics.com), which, according to Creative Loafing, staged the “Best Atlanta Art Event of 2005” at the High Museum of Art last April (which sold out the Southeast’s largest museum in 2 hours). His last production, “**Cold Busted**,” an artistic rendering of celebrity mug shots, took place on November 18 and set a new standard for art-based events due to its larger than life art and theatric set design. **In February, the Art, Beats + Lyrics crew will be featured in Turner South’s “My South” TV promos.**

Currently, Dubelyoo is customizing a shoe for **Converse** and is launching his own line of high-end t-shirts called **Savior Sol**. He advises aspiring artists to make sure art is their true passion. “If you love it, you’d do it for free,” he maintains. “When you approach art with that mind frame, eventually all the other stuff—money, fame, success—will follow.”

To view more art by Dubelyoo visit:
www.convertthewack.com

NEW HAND-FINISHED PRINTS AVAILABLE NOW!
http://www.convertthewack.com/store_poster_1.htm

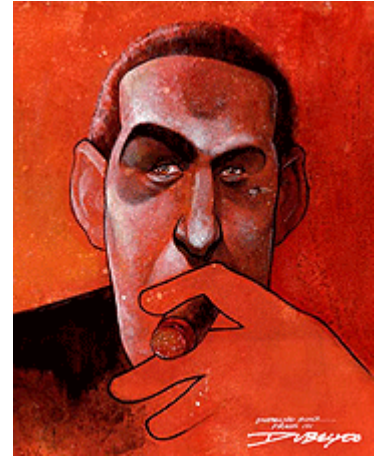
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Designed by Dubelyoo