

LAUNCH OF THE *CUSTOMIZA SP* PROJECT HAS SPONSORSHIP FROM *TINTAS EUCATEX*



The launch of the *Customiza SP* project, conceived by the São Paulo agency *Customiza Ideias*, will take place this Saturday, June 14, with the support of *Tintas Eucatex*. The action will be carried out at the hostel *Ô de Casa*, in Vila Madalena, one of the São Paulo capital's most fashionable.

On the occasion, two walls of the site will be covered in graffiti by the artists of the studio *Opala Rosa Choque*, by the duo *Marmota vs Milky*, and by *Alinne Anno*, known as *liuu*. In the artwork, some of the main tourist point of São Paulo will take on the colors of the Brazilian flag in tribute to the host city of the opening of the Cup.

The artists will use products from Eucatex. They are various shades of acrylic paints and the most recent release from the brand, the Eucatex Spray Premium line. "Support for actions such as the one taking place at the hostel *Ô de Casa* is a way to enable access to art and improve the day-to-day lives of the people who live in the so-called city of concrete," emphasizes Gregorio Bastos Alencar, Product coordinator of Tintas Eucatex.

Understand the Project

Customiza SP, according to the agency *Customiza Ideias*, has come about to exalt the beauty of São Paulo and the love that people have for the city. The initiative will take place on Instagram and starting June 14th, the users of the social network will be encouraged to post photos of the Capital, marking them with the hashtag #customizasp.

At the end of a period of ten days, members of *Customiza SP* will choose the post that best represents the city. Then, invited artists will do a reinterpretation of the photo in the house of the person who posted the image. It is a way to bring a little of São Paulo inside the home.

Service:

Customiza SP Launch
Hostel *Ô de Casa*
Rua Inácio Pereira da Rocha, 385, Vila Madalena
From 10 AM to 7 PM