

LABEL 5

THE POWER OF 5
WORLD TOUR



LABEL 5 LAUNCHES INTERNATIONAL STREET ART ACTIVATION

La Martiniquaise-owned Scotch Whisky brand brings together leading graffiti artists in five global cities as part of its 'Power of 5' campaign

LABEL 5 will launch a bold new campaign this summer, bringing together five leading street artists from key cities around the globe to create a series of unique graffiti artworks, all themed around the number '5'.

Renowned local artists partnered with the Scotch Whisky brand to produce a bespoke piece of art for each city. UK artist David Shillinglaw created a colourful mural in London's Brick Lane, featuring floating hieroglyphics inspired by the number 5, whilst Rami Mouallem chose to reflect the busy nightlife of Lebanese capital Beirut - the city that never sleeps - in his piece. In Mexico City, artists N30, Mocre and Mil Amores collaborated to produce an installation inspired by the solidarity after the earthquake that impacted Central Mexico in 2017. Szabotage used vivid colour and tongue-in-cheek in his artwork about the streets of Hong Kong, whilst in Brussels Arnaud Kool mixed figurative abstraction by integrating characters into various elements of an imaginary landscape.

The 2018 'Power of 5' street art world tour brings to life the LABEL 5 key values of openness, energy and diversity, and will be unveiled internationally across the brand's digital platforms in July. A video showcasing all five finished artworks can be seen [here](#).

Building on the urban theme, LABEL 5 will hold a live street art event in London on 20 July, in collaboration with Graffiti Kings, a world-leading street art collective. Other LABEL 5 street art events are scheduled in the next months in key countries worldwide.

The top 10 Scotch Whisky brand LABEL 5 is carefully distilled, matured and bottled in Scotland. It is enjoyed in more than 100 countries, and is renowned for its high quality and smoothness. With its export dynamism and 2.6 million 9-L cases sold in 2017, LABEL 5 is a key player in the Scotch Whisky category.

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