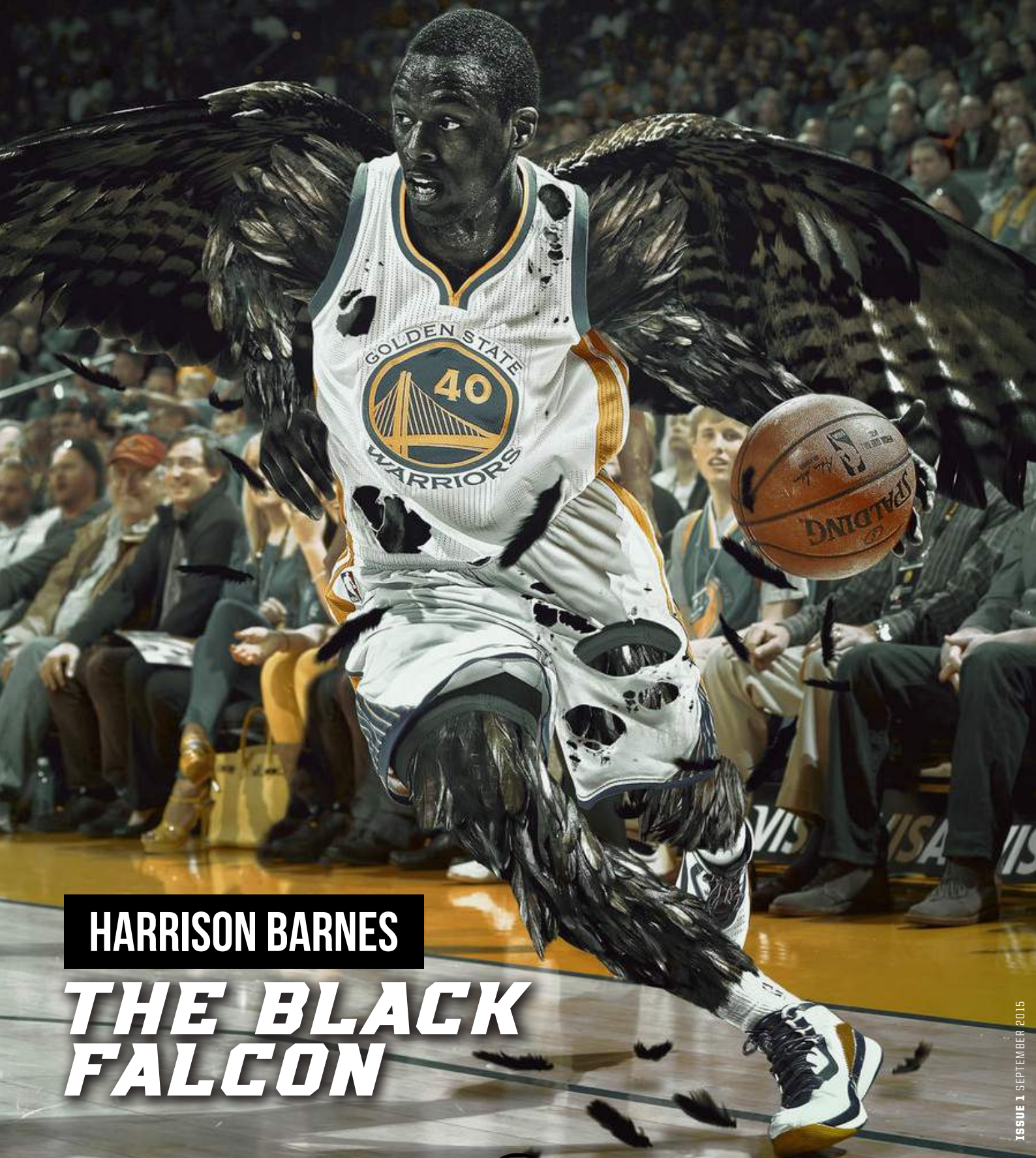


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HARRISON BARNES

**THE BLACK
FALCON**

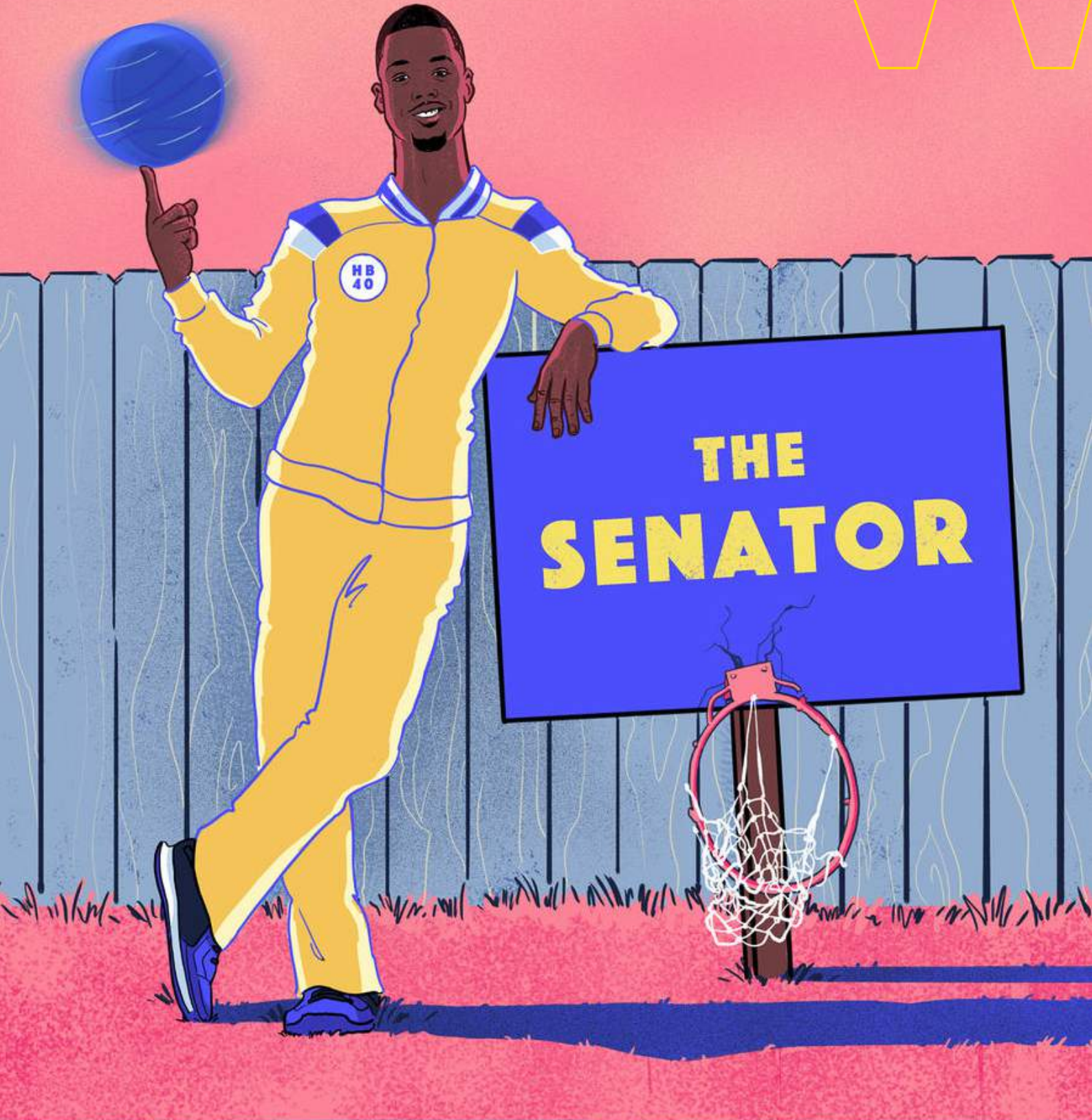
ISSUE 1 | SEPTEMBER 2015

INSIDE: NBA DRAFT . RUSSELL WESTBROOK . DeANDRE JORDAN



CONSCIOUS . COLLECTION BY VC . COVER ART BY TYSON BECK

W



Welcome

It gives me great pleasure to welcome you to the first issue of **"Posterizes - The Magazine"** powered by **Basketball Forever**. Posterizes formed 4 years ago as a team of sports artists and designers with a strong passion for the NBA. Since then, our creative work on **www.posterizes.com** has received in excess of 10 million downloads and hundreds of millions of reach on social media. The Posterizes team of creatives are from all corners of the globe and individually have worked within the **NBA, NFL, MLB, NCAA, NHL, MLS, UFC, FIFA, FIBA**.

While standard print magazines are slowly losing ground, I personally felt that there was a gaping hole in the market for basketball fans with an itch for creative content in publications. Basketball fans for decades have been spoilt with quality magazines to read, but have we had any to feed our visual appetite? Well, we'd like to change that right here and now.

A primary goal was to have this bimonthly digital publication completely free to read, with no subscription required. I'd like to thank all the businesses who have helped make this financially possible, our partnership with Conscious Basketball, and also all our fans who have helped donate and motivate us to what simply started out as a vision, turn into a reality.

Posterizes plans to be much more than a digital magazine, as a part of Basketball Forever and in a much broader context, Forever Network, we hope to continue to do bigger and better things moving forward. No matter if you've been a fan of Posterizes since day one or this is your first time hearing about us, we have a very exciting future ahead and want to stay as connected as possible with our readers.



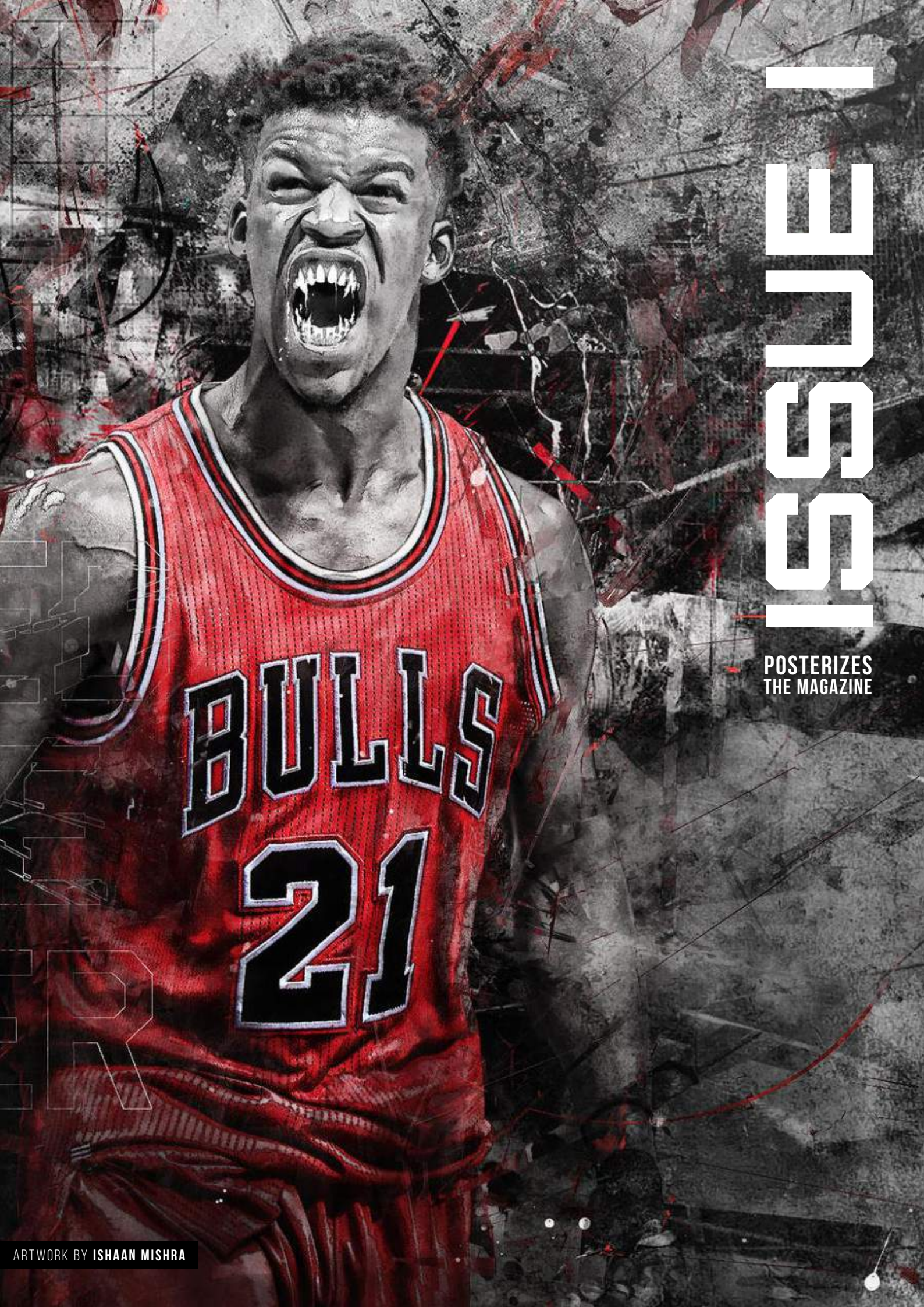
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TYSON BECK

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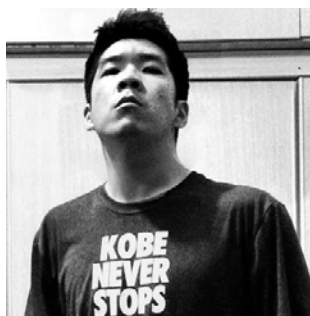


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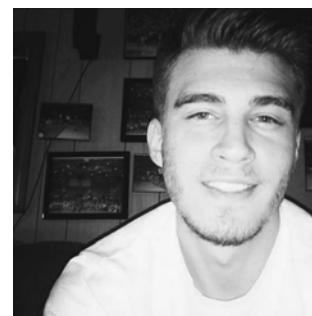


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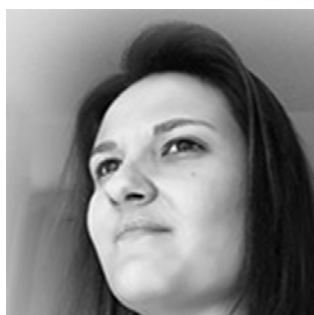


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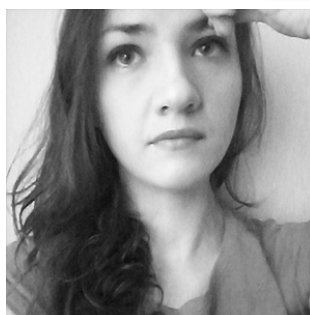


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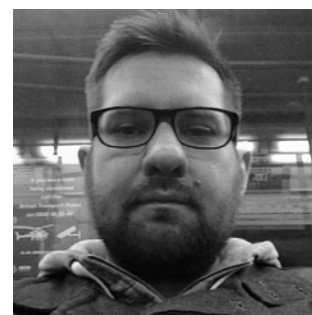
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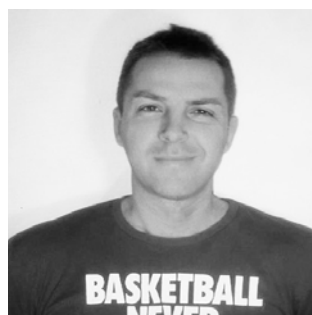


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The Tumultuous

TALE OF **DEANDRE
JORDAN**

ARTWORK BY TAK WONG
WORDS BY TOM ATKINSON

U

ncertainty soon began to waver throughout the Los Angeles Clippers camp as they bundled out in the second round of the 2015 Playoffs to the second seed Houston Rockets. The Clippers blew a 3-1 lead in the best-of-seven series for

only the ninth time in NBA history, in what came as an unexpected result, as although the Rockets may have been the higher seed, Clippers were arguably the hot favourites heading into the much anticipated second round meeting. Houston, to an extent, successfully achieved the 'Hack-a-Jordan' strategy, sending All-NBA Third Team center DeAndre Jordan to the line for a total of 84 attempts in seven games, including an infamous 14-34 free throw performance from Jordan alone in Game 4. I say 'to an extent', as, although the primary aim of the Rockets would have been to be to win the pivotal Game 4 that they lost 95-128, it unmasked strained relations between Chris Paul and DeAndre Jordan that seemed to be damaging Lob City's chemistry. Sources began to report growing frustrations between the two superstars, stemming from Jordan's inability to practise his free throw shooting. Complimenting this supposed tension on one side, were rumours that Jordan was losing patience with Paul's constant barking and demanding both on and off the court. Either way, the unsettlement came as the curtain fall to a disappointing season, where the Clippers would have no doubt come into the season, and the Playoffs, with the clear goal of an NBA Championship.

Fast forward to September and the core group of DeAndre Jordan, Chris Paul and Blake Griffin is still intact with an even deeper bench after the signings of Paul Pierce, Lance Stephenson and Josh Smith to add to the already proven scoring power of Jamal Crawford and J.J. Reddick. However, it certainly wasn't that easy. Jordan verbally committed to Mark Cuban and his Dallas Mavericks during the nine-day stretch from July 1st - July 9th in which agreements can be discussed but not officially confirmed, as the NBA holds its annual moratorium and finalises the economical side of the league. Earlier in the year, Jordan recorded a career-high 27 rebounds to go along with 22 points against Mark Cuban's men, and a month later recorded his first NBA three pointer against the Mavericks as well. The contract was believed to have been worth \$80m over four years, with Jordan to be the centrepiece of the organisation as Nowitzki's career fades into history and he leaves nothing but his legacy on the league. After having spent a week with Chandler Parsons in the lead up to his decision it seemed to

be a done deal, but never before had the NBA or any other major sporting code seen anything like this. Doc Rivers, Blake Griffin, J.J. Reddick, Paul Pierce and, cutting short his vacation with LeBron James, Chris Paul, all flew to Jordan's hometown of Houston, Texas, in one last attempt to persuade the big man to stay in LA. This resulted in the Clippers successfully inking Jordan's signature onto an \$87m, four-year deal, on July 9th at 12:01am, and as a reward copped a \$250 000 fine for offering Jordan an additional, unauthorised deal with Lexus. Essentially, this ended the most whirlwind, tumultuous week of free agency any sport has ever seen, and now Jordan had to face the public embarrassment and realisation of the immaturity of the decision he made. His main apology however, was rightfully directed to Mark Cuban, who became the victim of a loophole in the free agency period and left him for the third offseason straight with no star signing, and his frustrations showed. This isn't the first time Jordan had almost turned his back on the Clippers, back in 2011 he signed a \$43m four-year deal with the Golden State Warriors, only for the Clippers to match it.

Cuban, who has been Dallas' owner since 2000, has every right to be seething over Jordan's metamorphosis from a Clipper to a Maverick and back to a Clipper again. Aside from his ludicrous dunking ability and showmanship that he brings to the court every night, Jordan contributes much more to the organisation than just ticket sales. He is perhaps the most significant piece in the Clippers Championship puzzle and the failure to retain him would have proven costly and ended up with the Clippers thrown out of contention in the competitive Western Conference. Retaining Jordan provides his team with constant improvement night in and night out, both offensively and defensively, as he cleaned up 15 boards a game and shot an incredible 71% from the field last season, albeit mostly dunks, alley-oops and put-backs. When I say night in and night out, I mean it, as Jordan is the current 'iron man' of the league, playing in 300 consecutive matchups. Add this to 11.5 points, 2.2 blocks and a steal, and you surely have an All-Star right? Unfortunately, the answer is no. Maybe one year Jordan will get his public recognition with the Clippers, which he undeniably would have received at the Mavericks. For now, normality will be restored and Jordan will have to keep on keeping on, as anything but a Championship ring is now a failure for the restored Lob City. The Clippers are conveniently scheduled to face the Mavericks in the second game of the season, home at the STAPLES Centre on October 29.

- TOM ATKINSON

POSTERIZES

2015 NBA DRAFT

ART BY
MELVIN
RODAS



KARL-ANTHONY TOWNS
MINNESOTA TIMBERWOLVES

#1



D'ANGELO RUSSELL
LOS ANGELES LAKERS

#2



JAHLIL OKAFOR
PHILADELPHIA 76ERS

#3



KRISTAPS PORZINGIS
NEW YORK KNICKS

#4



MARIO HEZONJA
ORLANDO MAGIC

#5



WILLIE CAULEY-STEIN
SACRAMENTO KINGS

#6



EMMANUEL MUDIAY
DENVER NUGGETS

#7



STANLEY JOHNSON
DETROIT PISTONS

#8



FRANK KAMINSKY
CHARLOTTE BOBCATS

#9



JUSTISE WINSLOW
MIAMI HEAT

#10

WHO WILL WIN ROOKIE OF THE YEAR?

VOTE BY CLICKING ON
THE PLAYER OF YOUR CHOICE

**ISSUE 2 OF POSTERIZES THE MAGAZINE WILL HAVE
A FEATURE OF THE PLAYER WHO RECEIVES THE
MOST VOTES!**



RUSSELL WESTBROOK
ENERGIZE

ARTWORK BY MATT SANOIAN
WORDS BY MATT LEONARDO

POSTERIZES

K

evin Durant has been the face of the franchise for the Thunder since they moved from Seattle in 2008. With a career average of 27.3 points per game, he deserves the spotlight in Oklahoma City. But, a fellow teammate is trying to make his name in Oklahoma

City as the man of the team, and his name is already pretty familiar, point guard Russell Westbrook.

Westbrook came into the league in 2008 and has played his entire 7 year career for the Thunder. After a 2 year career at UCLA where he averaged 12.7 points per game in his sophomore season, the Seattle Super Sonics took him 4th overall before they moved to Oklahoma City.

He debuted on October 29th, 2008 and dropped 13 points with 4 assists in an 11 point loss. The team didn't do as well as Russell did, as they started the season 2-24. He played all 82 games in a rough 23-59 season, finishing last in the Northwest division.

The team improved under head coach Scott Brooks and they appeared in 64 playoff games in 5 straight seasons, including a NBA Finals appearance against the Miami Heat. Throughout this time, Russell played outstanding playoff basketball with 24.1 points per game and 6.7 assists per game. None the less, Kevin Durant was still the star of the show.

This changed in the 2014-2015 season when Kevin Durant was sidelined and only played 27 games due to an injured foot that was surgically repaired earlier in his career. This left the Thunder fans and management wondering if Russell Westbrook would be able to lead this team. It didn't take long for them to find out he was a true leader.

The team was 29-25 and tied for the 8th spot in the Western Conference with the Phoenix Suns.

WITH KEVIN DURANT OFF THE COURT FOR THE REST OF THE SEASON, RUSSELL SHINED UNDER THE SPOTLIGHT OF THE THUNDER. HE HAD 16 GAMES WITH 30+ POINTS IN THOSE LAST 27 GAMES AND ALSO 16 GAMES WITH DOUBLE DIGIT ASSISTS. 9 OF THE 27 GAMES CONSISTED OF TRIPLE DOUBLES.



Despite the play of Russell, the New Orleans Pelicans went 18-10 and had the tiebreaker for the 8th seed in the West. The Thunder finished 9th in the conference with a 45-37 record and didn't make the playoffs for the first time since Westbrook's rookie season.

Even before the last 27 games of the season, Westbrook had a year to remember. He broke his career record for points, rebounds, assists, and steals per game. With 11 triple doubles, Westbrook had 28.1 points per game, 8.6 assists per game, 7.3 rebounds per game, and 2.1 steals per game. His plus/minus of +281 showed how important Russell was when he was on the court. He won the scoring title, but the all-star game MVP came in 4th place in the NBA MVP voting behind SF LeBron James, SG James Harden, and PG Stephen Curry.

The 4 time all-star is signed under contract for 2 more seasons. SF Kevin Durant is signed for 1 more year and will hit free agency if a deal with the Thunder is not reached. It will be interesting with the year Russell Westbrook had to see which one they will try to resign, if not both of them.

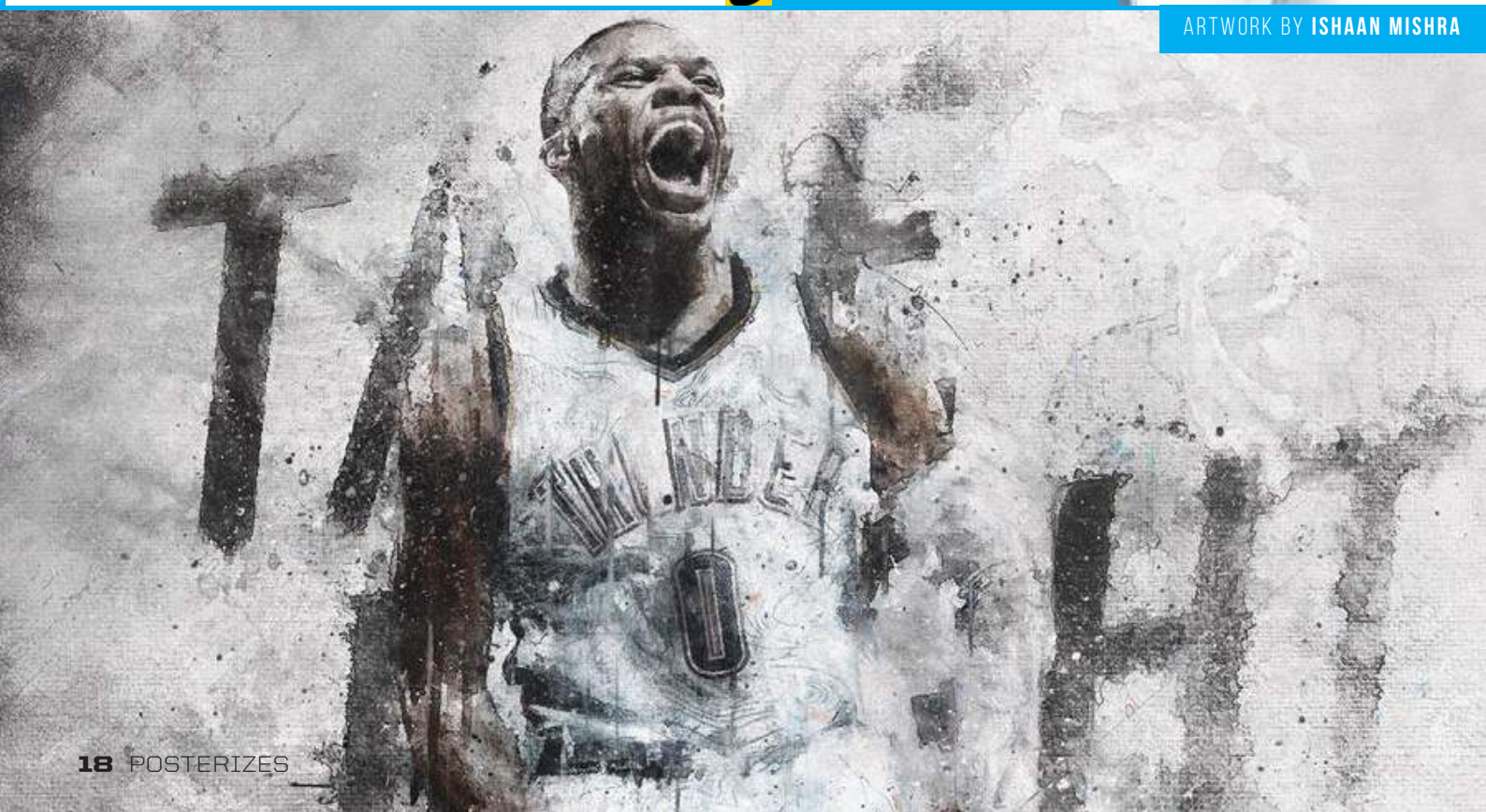
The Thunder picked guard Cameron Payne with the 14th pick in this year's draft to try and flourish with Durant and Westbrook on the court together. With Serge Ibaka locking the defense down, the Thunder team looks to be a contender for a title going into the 2015/2016 season, and Las Vegas agrees, putting the team with 17/2 odds at a title this season, the 4th best of any NBA team.

- MATT LEONARDO



ARTWORK BY COLLECTION BY VC

ARTWORK BY ISHAAN MISHRA



OUT OF BOUNDS

COOL STUFF WORTH CHECKING OUT!



MAKERS OF SPORT

A WEEKLY PODCAST RUN BY ALL-ROUND SPORTS CREATIVE GURU ADAM MARTIN FROM THE UNITED STATES, WHICH DIVES INTO DEEP DISCUSSIONS ABOUT THE CREATIVE SIDE OF SPORTS. ON THE PODCAST ADAM HAS INTERVIEWED SOME OF THE MOST WELL KNOWN AND TOP SPORTS DESIGNERS.

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A CHANNEL THATS DEDICATED IN HIGHLIGHTING THE DESIGNERS MAKING NOISE IN THE COLLEGE SPORTS PROFESSION. RUN BY TIFFANY MIDDLETON, THEIR TWITTER IS THE ONE TO LOOK OUT FOR. MAKE SURE TO HIT THEM WITH A FOLLOW.

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NEW PLACES



POSTERIZES



LANCE STEPHENSON

CLIPPERS

25.8 PTS | 8.2 REB | 4.5 AST | 3.9 STL

SPALDING

TRACE

ART BY GARY THE ARTIST



WESLEY JOHNS

CLIPPERS

9.9 PTS | 1.6 AST | 4.2 REB

ART BY GARY THE ARTIST



CLIPPERS

JOSH SMITH

12.4 PTS | 3.3 AST | 6.4 REB

ART BY GARY THE ARTIST



WESLEY MATTHEWS

DALLAS MAVERICKS

15.9 PTS | 2.3 AST | 3.7 REB

ART BY GARY THE ARTIST



DERON WILLIAMS

DALLAS MAVERICKS

13.0 PTS | 6.6 REB | 3.5 AST



ZAZA PACHULIA

DALLAS MAVERICKS

8.3 PTS | 6.8 REB | 0.3 AST

ART BY GARY THE ARTIST



RAJON RONDO

8.9 . 7.9 . 5.5
PTS AST REB



GARY THE #1



SETH CURRY
SACRAMENTO KINGS

GARY THE #1



DAVID LEE
7.9 | 5.2 | 0.5
PTS | REB | STL

GARY THE #1



JEREMY LIN
CHARLOTTE HORNETS

GARY THE #1



NICOLAS BATUM
CHARLOTTE HORNETS

GARY THE #1



TY LAWSON

2014-15 SEASONS 15.2 PTS / 9.6 AST / 3.1 REB

GARY THE #1

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STEPS:
CONFESSIONS

FROM AFAR

As the NBA continues to expand into global markets,
a stalwart fan-base waits their turn.

WORDS BY ZAC DAY



STEP 1:

WE ADMIT THAT WE ARE POWERLESS OVER OUR ADDICTION.

9,429 MILES AWAY from the city game, where blacktops mold the next *next*, a generation of hoop-heads takes another puff of their addiction. They are a growing breed, exhibiting all the typical signs of dependency – grazed knees, scuffed kicks, cocked wrists – but nothing gets them buzzed quite like the sound of cotton caressing leather. Theirs is a deep-rooted condition. Some of them are prodigies, some have even found a way to make a living out of their craving, dealing on the side; most, however, are like John – dreamers, but that doesn't numb their hunger, or the rate at which they multiply. No, the thirst continues to overwhelm.

It's hard to pin-point exactly when the addiction began, and naturally father time plays a role here too (when does he not?), but undoubtedly it's somewhere between Akeem adding the H and Big Shot Bob's dagger in Game 5. Of course, having the 'Dunk of Death' occur on our soil didn't hurt either. Regardless, the 'A' has always satisfied more than the 'L' ever could, and that's certainly not going to change anytime soon.

STEP 7:

HUMBLY ASKED HIM TO REMOVE OUR SHORTCOMINGS.

THE LIFE of an Australian NBA fanatic is indeed a perplexing one. There are no geographical bonds tying us to franchises the way there are for our contemporaries in the States. We don't, for the most part, have friends who grew up and made it to the big-time, dragging our allegiance with them to whatever team they play for. And we don't have a particularly successful international record to inspire such passion and love for a sport the pinnacle of which the vast majority of our population has only ever seen on screens. But we do bleed our team's colors and we do cry with each playoff loss – if we are fortunate enough to support a team that makes it that far. Irrevocably, we live and we die with each game.

Undoubtedly, there is a 'Him' for all of us, one who caught our heart, our soul, and saved us. AI was certainly the answer for many, and the usual suspects – Kobe, T-Mac, Truth, and Ticket, among others – unquestionably fit the bill too, but move past the casual fan and you'll find it was the forgettables who truly made us convert. White Chocolate did more than drop jaws with *that* elbow pass, while players like Q-Rich, Dre Miller, Bonzi, and even Junk Yard Dog resonated on a different level. The list goes on. Needless to say, our love affair is incessant. Larry Bird might've played basketball so well it made Scoop's dick hard, but you know you're in deep when a role player on the other side of the planet has that same effect.



STEP 11:

SOUGHT THROUGH PRINT AND DIGITAL PLATFORMS TO IMPROVE OUR CONSCIOUS CONTACT WITH THE ASSOCIATION.

OF COURSE, the grind of following the NBA from afar comes with its pitfalls. If you're lucky enough to have League Pass (and let's face it, if you don't you're not a true fan) then you've likely found a cure for the itch, but pre-ADSL days were like following the 2012 Bobcats. Sans satellite television, most were reliant on dated *PBT* and *SLAM* issues, grainy YouTube videos, and the very occasional *Sports Tonight* highlight, which was invariably recorded late-night on VHS. We loved it, and the nostalgic memories of those, along with *NBA Live*, *Street* and later *2K*, makes the obsession all the more worthwhile, but at times we sure as hell treat our loved ones as if they are Vancouver and we are Franchise, circa 1999. Please forgive us, though it's sure to continue; the Birdman highs and Agent Zero lows are what makes the NBA the greatest entertainment in the world.

Like a dealer next door, the social media revolution has been both a gift and a curse for the Aussie hoops aficionado. Instant scores, information, and rumors do their part to satisfy our growing needs and enable connection from so far away. As such, we live the NBA in present tense instead of past; fresh oxygen has never tasted so good. Yet, at the same time we have perhaps become complacent. Don't get it twisted, the game is as captivating as ever, and the attachment we have with our team (shout-out to Milwaukee!) is stronger than ever,

but there was something intoxicating about overcoming the struggle to actually watch an NBA game. Seeing Kidd snatch a board, power out in transition and perfectly weight a lob so that an out of frame K-Mart could baptize a hapless defender was a thing of beauty, and it didn't stop there. Not by a long shot. Gradually, we'd witness the full force, the drama, and the idiosyncrasies of NBA basketball. A TD bank shot became more than fundamental, Toine's shimmy had us in ego-fuelled hysterics, and we marveled at the raw athleticism of every Keith Van, err . . . Darius Miles dunk. Or was it Ricky Davis? Take your pick.

What makes this tale unique, though, isn't the love that exudes these fiends as if was sweat during withdrawal, but the fact that the love isn't reciprocated. The NBA is doing wonders expanding to foreign markets, having played exhibition or regular season games in more than 45 international cities from 18 countries, yet Australia remains on the waiting list. In truth, the decision to forego Australia is understandable; the fan base already exists and it's a relatively small market in the grand scheme of things. But should the NBA ever venture to, as Icehouse so thoughtfully penned, the great southern land, they can rest assured knowing ninety-odd thousand fans would attend (pending the venue, of course). A man can only dream.

STEP 12:

WE CARRY THIS MESSAGE TO OTHERS WHO STILL SUFFER.

9,429 MILES AWAY from the city game, where blacktops mold the next *next*, a generation of hoop-heads takes another puff of their addiction. They are a growing breed, exhibiting all the typical signs of dependency – grazed knees, scuffed kicks, cocked wrists – but nothing gets them buzzed quite like the sound of cotton caressing leather. Theirs is a deep-rooted condition and they continue to suffer in bliss. - **ZAC DAY**



ARTWORK BY **CAROLINE BLANCHETT**



ARTWORK BY **MATT SANDOIAN**

CONSCIOUS



@CONSCIOUSBASKETBALL



MVP

MVP

MVP

VP MVP

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CITY
35



SET-LIST
1. 1-2-3-4
2. BOY
3. ALL-STAR
4. AMERICA
5. MIA
6. SWIP
7. ALL-STAR
8. 1-2-3-4

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COLLECTION BY VC



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POSTERIZES FEATURED INTERVIEW

COLLECTION BY VC



INTERVIEW // TYSON BECK



TYSON

How did you originally start out as a designer/artist and what made you to?

VC

As I'd always loved doing art as a kid, I started out from just simply wanting to have a basketball website of my own in high school when I got my own computer, so I started to get into all the things required to 'design' a website; from layout, headers, fonts and just basic visual structures in general that appeal to the eyes. Eventually I started making wallpapers for download that started my path of doing 'pieces', inserting themes and concepts into them to go beyond something just visually pleasing. What really helped me in terms of taking things conceptual was this internship I had at an advertising company. In advertising, it is important to deliver a message through visuals and get into a person's head to sub-consciously manipulate how they feel and want what they may not need. For that reason, the internship made me dislike advertising, but helped me big time in creating my art.



TYSON

Aside from your freelance work under Collection by VC and your work for Posterizes could you explain a little about a company you've started labeled as "Conscious"?

VC

Like Posterizes, Conscious is a team of artists that love the game of basketball, strives to push basketball/sports art to the masses. The difference in the two teams is that most of the Conscious artists are illustrators or even mediums of traditional art forms like paintings and sculptures. Conscious also have hosted art exhibitions globally from LA to Taiwan, providing tangible art pieces to be showcased beyond the digital realm.

How Conscious came about: After working at Upper Deck as an in-house designer for a few years, I thought my growth there as a designer was maxed out and wanted to take sports into more of art realm and establish myself as an 'artist' instead of a 'designer'. With that mentality, I decided that hosting actual art exhibitions would be vital to an artist's path like a concert would for a singer, going beyond JPGs and MP3s, and "Conscious" was the name I came up with for the art exhibition that turned into a series in different places over the years.

The reason for the name "Conscious" is because the goal is to create art with conceptual depth, tapping into a person's "consciousness" to make mental interactions with the audience. In other words, the more a person's into basketball, the more they would feel the art Conscious puts out.

TYSON

You have a signature style of work, what led you into being a trendsetter instead of a follower?

VC

I think the initial approach to create a piece can make a difference on where the process is being taken to and where the results end up. My approach to each piece has always been creating a concept first, and every effect/element I add into the piece is to support that initial concept I try to portray, in other words, they have to make sense. A lot of designer/artist create work to have the piece look cool and visually pleasing, but it lacks conceptual depth, which is what really gives the mind a lasting impression.

Besides the approach, having a few years of age and working experience over most of the kids doing this now a days are factors as well. The years of working at Upper Deck taught me to work my pieces at large scales, where the canvas has to be filled with more details,



otherwise they'd look empty. Also, the standard of quality also had to be maintained at a certain level because I was designing memorabilia, collectable products that athletes autograph on, fans spending a ridiculous amount of money to purchase hang up in their homes to cherish, so that 'responsibility' helped trained me to be detail oriented, because a good piece overall is made of many sections of details.

TYSON

I absolutely hate being asked who inspires you as a designer/artist, so I'm not going to ask you that. But when I do have to answer that question, my answer is you early on in my career. What are your feelings when you hear that other people in the industry are inspired directly from you and your work?

VC

I appreciate that, Tyson. It's definitely a good feeling to be an inspiration to others in the same line of work as imitation is the most sincere form of compliment. Although knowing that there are people looking up to me in what I do pushes me to continue to improve as well, because as they look up to you today, you don't want them to be looking back at you down the road.. gotta stay ahead.

TYSON

If I could describe your work in one word it is Jaw-Dropping (if that counts as one word haha!). Is that a goal for you when creating your art, that the client or end user is left amazed at your piece?

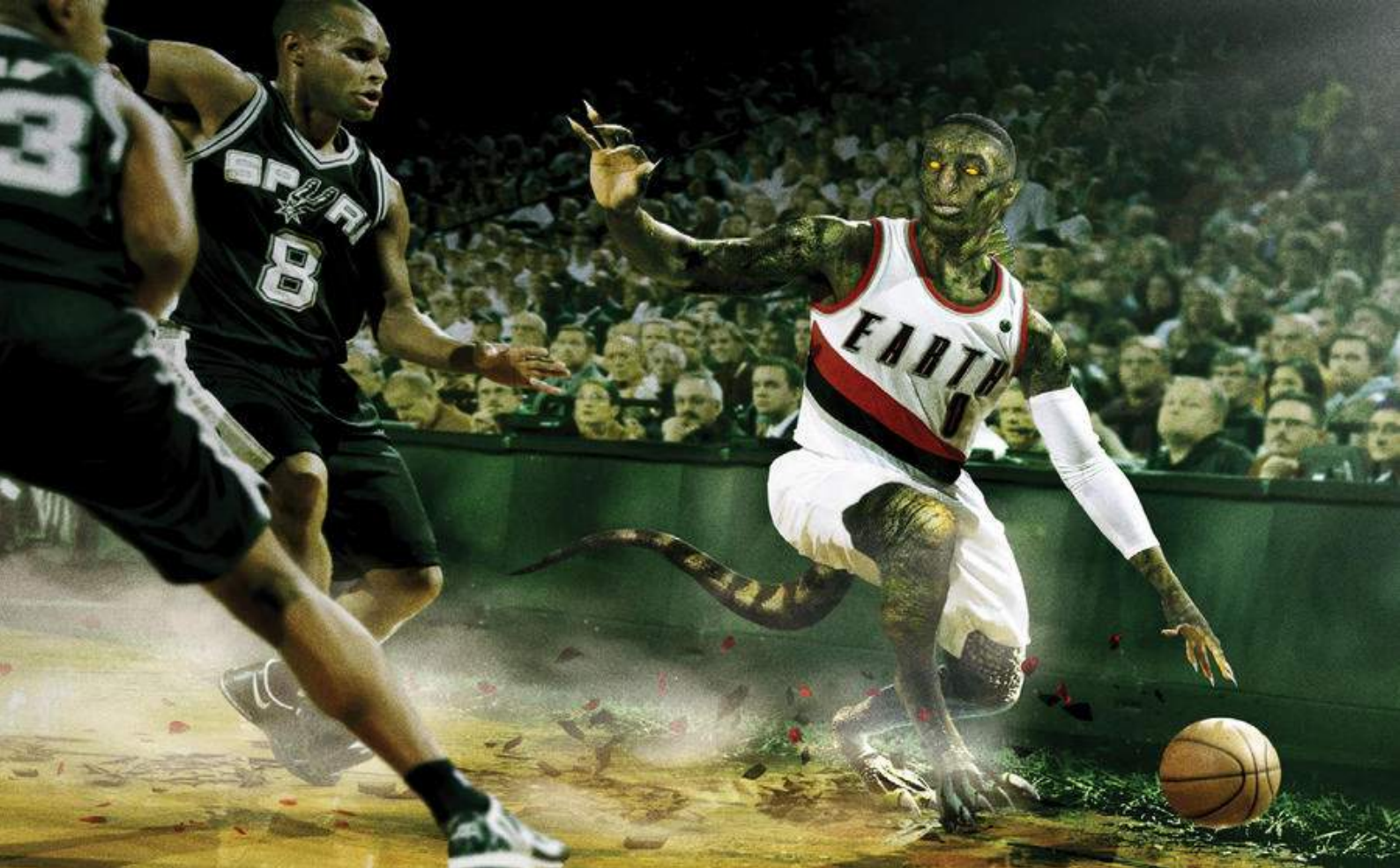
VC

Leaving people in amazement is always a good goal to have, and to achieve that I've learned it could somewhat be controlled. If you work the logic in reverse, people are amazed because they're impacted, and an impact on the mind is always stronger and more lasting than an impact on the eyes. And to impact one's mind it has to be something conceptual, something that relates to a person, something that they



see, wonder and realize or even enlightened, something for the to 'get', as in 'oh I get it.

So because my work is mostly photo based, the main goal has always been to inject a concept into the audience's mind, and let the end visual result be a supplement to the idea that I try to convey. Even though the visual is actually what is in front of them, the 'main draw' if you will, in order to make the photo realism aspect more effective, more believable, the visual has to be set up as a secondary to the concept. For example, think of the movie Pacific Rim. The movie started out by setting up a world for the audience that's been going on, that the robots vs alien monsters saga has been going on for years, and they're letting the audience into this world half way through, instead of the monsters just starting to show up as the movie begins, which would be a less convincing scenario to dive into.



TYSON

All your work has crazy detail and conceptual thinking behind it, but to separate them by far my favorite piece of your work is your “Damian Lillard” artwork. Can you dive into the process of how that is made and how long it took to complete?

VC

I think the reason that people seem to be responding to that piece more than others is because it went beyond to have Lillard’s face and feet to be altered into Lizard-like, a level of alteration that a basketball piece hadn’t been taken to, so I think people are more shocked at someone actually doing that than the piece actually looking good, even in an uncomfortable way. As a matter of fact, that piece had a lot of negative opinions on how I made him look ugly, looking like Avatar, but to me that’s all positive because if a Lizard man looks handsome, I probably didn’t do a good job on that.

In terms of process, it was definitely something new for me. It was a conscious decision made to take the amount of manipulation up a notch in my

pieces from that point on, which meant requiring more time and more details. I took a lot of references from the Lizard Man character of the Amazing Spider-Man movie, mostly to observe how lizard skin texture would apply on a human face. For his feet, I took up a lot of references in Raptor photos and just alter the feet angles to match Lillard’s movement. As I tried to use photo elements as much as possible and avoid illustrating things, sometimes it takes a little luck to find the right photos that you need to execute your ideas, so I would like to take this opportunity to give a big shoutout to Google images as well.

TYSON

In your opinion how vital do you think it is for sports designers to be passionate about sport off the canvas? What do you believe are the strengths?

VC

I think passion is a huge part of anyone doing anything for the result to go beyond what’s asked for or ‘enough’, because when you have passion, you’re doing it for yourself, and you

would go upon improving your skills for yourself. In terms of creating basketball art, I believe that there would be a difference in a piece done between someone that doesn't watch basketball and someone that loves the game. A person that doesn't watch basketball might be able to do a painting of Kobe that looks like Kobe, but wouldn't be able to add conceptual depth into the piece like making Kobe snake-like, because he doesn't know that Kobe's nickname is the Black Mamba, which can be an element that better connects the audience as it's digging into their minds sub-consciously.

TYSON

Most of your work plays into athletes' physical characteristics or personality which turns each piece into it's own creative identity, is this something you sit down and try to achieve with each artwork of yours?

VC

Yes, basketball has the most individuality out of all sports. Every player has a distinctive style of play and can be transformed into different characters. For each piece, I look at a player from different perspectives of his attributes to match them up with an existing superhero character, or just create one on my own. Some matches come from their style of play, and some could come from their persona. For example, Russell Westbrook is the perfect Iron Man for his explosiveness and his mechanical movements, but probably wouldn't make a good Tony Stark because he doesn't always make the smartest choices. For Allen Iverson, I would make him Batman because he is 'just like us' in terms of his size. Batman also doesn't have any super powers and has to rely on human skills and gadgets, kind of like how Iverson relies on his heart.

TYSON

Just like me, you're one of the very few international artists making all your noise in the US sports market, overall what are your experiences and advice to any international designers trying to follow in your foot steps?

VC

I was lucky to have moved to the US with my family when I was younger and just naturally to grow up in that market and exposed to the opportunities there first hand. But through the internet these days, with the exception of a few countries, the world is flat. Most of us now showcase our work mainly on the internet where the entire world can see, and really influence each other in a positive way. So in terms of getting opportunities in the US market, my advice is just to continue to create quality work and expose yourself on the internet, and they will come. Everyone is a few clicks away these days..

TYSON

What does *Collection By VC* have as his goals and plans moving forward in the future?

VC

I think the work I'll be doing for the rest of my life will always be involved with basketball/sports art. Right now what's in front of me is the Conscious brand that I'm trying to push, expanding from the art exhibitions that we've done and turn it into different opportunities. From branding basketball tournaments to opening up a Conscious Café as mentioned, I think the possibilities are endless because basketball art is so new and adaptable that as long as we maintain the quality, different collaborations with different industries would just naturally create fresh vibes and results.

FAVORITES

ATHLETE? ALLEN IVERSON	ATHLETE TO CREATE ART OF?
SPORTS TEAM? WASHINGTON WIZARDS	RUSSELL WESTBROOK
SPORTS APPAREL BRAND? NIKE	NBA JERSEY? WASHINGTON WIZARDS
HOLIDAY DESTINATION? JAPAN	NBA TEAM LOGO? '96 SEATTLE SUPERSONIC
FOOD? STEAK	THING TO DO OUTSIDE OF WORK?
SOCIAL MEDIA SITE? FB/IG	PLAY BASKETBALL HAHA





THE BLACK FALCON

ARTWORK BY GARY CHEN
WORDS + INTERVIEW BY TYSON BECK

H

ARRISON BARNES exploded onto the NBA scene in his first season making the 2012/13 All-NBA Rookie First Team. He did his most damage as a rookie during the playoffs, where the Golden State Warriors relied on Barnes' efficient scoring and versatility. Harrison's 2nd season involved a primary role coming off the bench after starting all games during his rookie season. In the 2014/15 season, a switch in coaching staff and personnel opened the door for "*The Black Falcon*" to start in all 103 Warriors regular season and post season games, en route to being a key reason why the Golden State Warriors walked away as this seasons NBA Champions. We sat down to get an insight into the newly crowned champ.

TYSON

Firstly, congratulations on becoming an NBA Champion with the Golden State Warriors. Have you had time to soak it all in and enjoy a well-deserved rest yet?

HARRISON

Yes I have! It's been such a whirlwind to go from Game 6, to riding on the bus during the parade, to visiting all the fans across the bay. I'm blessed to have won with such a great group of guys and a community that deserves it.

TYSON

Every rookie that enters the NBA preaches that their goal is to win an NBA Championship. You've done that already at such a young age (23) whilst being a corner-stone to your teams success, what's next for Harrison Barnes?

HARRISON

To get better every day. Individually, I feel like there's a lot of growth to be done and I want to fill the holes in my game. That's the best way to help our team make another postseason run.



TYSON

We discovered that you had your first taste of alcohol during the celebrations of beating the Cleveland Cavaliers in Game 6 of the NBA Finals. Did you feel pressured to join in with the rest of the team at all, or did it feel natural to celebrate in style?

HARRISON

When I was younger, I would always tell my boys that I'd have my first drink when I won an NBA championship. Everyone thought I was crazy! I shared my first drink with my teammates and Coach Kerr back at the hotel. It was a great moment to celebrate with everyone, and I did not feel pressured.

TYSON

Your path as a basketballer started in High-School, where you were rated the Number 1 Player for the Class of 2010 with back-to-back undefeated seasons, then followed by playing for the prestigious North Carolina Tar Heels. Do you feel that your basketball upbringing before the NBA prepared you to be relied upon in key moments during the NBA Playoffs and Finals?

HARRISON

Every step along my journey prepared me for the playoffs and Finals. Every low point I had hit required me to get better and become more dedicated and I'm proud I persevered through those moments. It made this championship that much sweeter.



EVERY LOW POINT

I HAD HIT

REQUIRED ME TO GET BETTER

**TYSON**

Were there any moments during the lead up to the NBA Finals or during the games, where you thought it was surreal?

HARRISON

I was at a loss for words when we beat Houston at home during Game 5 of the WCF and were headed to the Finals. This was the moment that you dream of as a kid, to play on the big stage! All I could do was just sit back and soak it the moment.

TYSON

Switching gears away from your NBA Championship now. You've come into the "new-age NBA" where social media is huge and essential to a player. You're one of the guys around the league that is completely nailing social media, from hosting Q&A's, working with charity organizations, providing behind the scenes viral photos/videos of your team and providing personal signings with your fans. Is this something you're focusing on and does it reflect how you are as a person?

HARRISON

Connecting with my fans and supporters is extremely important to me. In college, I didn't have any social media whatsoever and when I was drafted and finally got into it, I realized how big the craving was for it. There are so many fans out there that want to interact, but never get a chance to see you in person. Social media has provided me that outlet to build real relationships with those that support me all across the globe. It's become a lifestyle for me. I love to interact and give back to my fans because they are just as much a part of this as I am.



TYSON

In the past you've been involved in trade rumors, how hard is it to avoid and ignore, especially with how much attention it brings on social media platforms such as Twitter?

HARRISON

It's something you get used to very quickly. On draft night, there was some speculation that I was going to be traded. Since then, I've never really taken it personally because that's a part of the business.

TYSON

The Golden State Warriors in my opinion, have one of the best looking home and away uniforms in the league, as well as throwback uniforms. Do you or any of your team mates get hyped up for games that throwback, t-shirt jerseys, or alternate uniforms are being worn, or is that just something players don't care about?

HARRISON

Uniforms are a huge part of the game because it's a way, as players, to express ourselves. We have some dope throwbacks uniforms that I hope we can show in the coming seasons as well as some other new ones that I will keep as a surprise.

TYSON

I know you're at the ripe age of 23 and have a long and successful future within the NBA, but have you made plans already or have any idea of what you'd like to do after you retire from the NBA?

HARRISON

Right now I don't have a specific field that I've decided on post-basketball. My focus is on the court and being the best basketball player I possibly can be. If I had to think down the road it would either be politics or doing something with technology out here in the Bay area.

C ARTWORK BY GARY CHEN

HARRISON'S FAVORITES

FOOD // BUTTER CHICKEN (INDIAN DISH)

HOLIDAY DESTINATION // AMES, IA

TV SHOW AS A KID // RUGRATS

ALL-TIME ON COURT SHOE // JORDAN 11S

SPORTS TEAM WHILE GROWING UP // CHICAGO BULLS

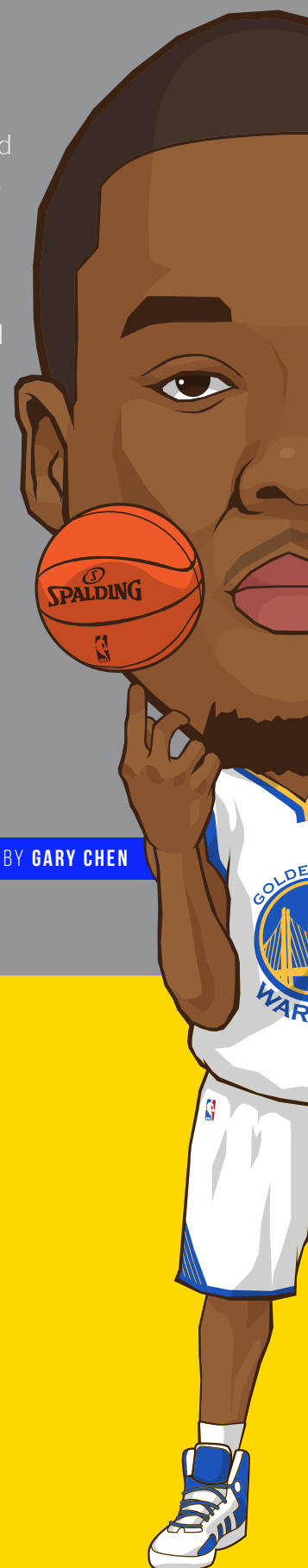
ATHLETE WHILE GROWING UP // MICHAEL JORDAN

MOMENT IN YOUR LIFE // THE DAY MY SISTER WAS BORN

EMOJI // 🤔👀

NICKNAME RECEIVED // "THE BLACK FALCON" OR "THE SENATOR"

CLOTHING ITEM // MY LEVI JEANS





TYSON

Could you describe what a regular week would involve for you during the NBA season, in regards to what you would do off the court and outside of training?

HARRISON

During the regular season, I try and do things that keep me off my feet and allow me to rest. I love playing NBA2K, watching new movies and TV shows, and trying new restaurants. After workouts are over, I have a window from about 3 pm-6pm and possibly later depending on if I go for a late night workout or lift.

TYSON

Many players in the NBA have started to focus on their diet to enhance and support their performance, is there a specific diet that you or the Warriors have in place?

HARRISON

The biggest obstacle for me is eliminating sugary drinks, desserts, and excess carbs. During the season, the travel and meal times are crazy so I try to get as much vegetables and lean meats as I can. Overall, maintaining a healthy diet is an extremely important attribute to my game.

TYSON

You hear the many pro's and con's of being a professional athlete, what do you find are the biggest strengths and weaknesses of living everyone else's dream?

HARRISON

It sounds cliché but the best part of being a professional athlete is that you get to live your dream every day! I grew up watching tapes of older games, working every day on basketball, and striving to be a professional. Now I'm the one on TV that kids look up to. There's no better feeling than that. The difficult part can be the responsibility that comes with that whether it is on court performance and the criticisms along with that, financial pressures to support/give back to friends and family, and the struggle between rewarding yourself and splurging.

THE DIRT ON TEAMMATES

FUNNIEST (BESIDES YOURSELF)? LEANDRO BARBOSA
WHO COULDN'T SURVIVE WITHOUT THEIR PHONE? DRAYMOND GREEN
YOUR LAST OPTION ON "WHO WANTS TO BE A MILLIONAIRE" IF CHOOSING TO PHONE A FRIEND? MO SPEIGHTS
IN THE LOCKER ROOM WHO HAS THE MOST ANNOYING HABIT? MY TEAMMATES ALWAYS GIVE ME A HARD TIME BECAUSE I HAVE TO STRETCH AND FOAM ROLL BEFORE AND AFTER EVERY WORKOUT.
BEST AND WORST SINGERS? WE'RE ALL EQUALLY BAD
HARDEST TO BEAT ONE-ON-ONE? STEPH CURRY

TYSON

During your 3 year career in the NBA, did you ever have a fan moment?

HARRISON

My first preseason game was against the Lakers. It was pretty surreal to be on the same court as Kobe, Steve Nash, Pau and Metta World Peace (at the time that was his name). Dwight was cracking jokes from the sidelines too. Kobe has always been one of my biggest inspirations, so specifically playing against him in my first game was special.

TYSON

If I were to play you 1-on-1, winner at 21, what would you focus on? Your strengths or to read my weaknesses?

HARRISON

LOL! You seem like you have a pretty complete game so I'd look for your weaknesses.

TYSON

Thank you for your time Harrison, but lastly, which five players past or present would you select if you were attempting to create the ultimate team?

HARRISON

Magic Johnson, Kobe Bryant, Michael Jordan, Hakeem Olajuwon, Shaq.



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EAST BREAK

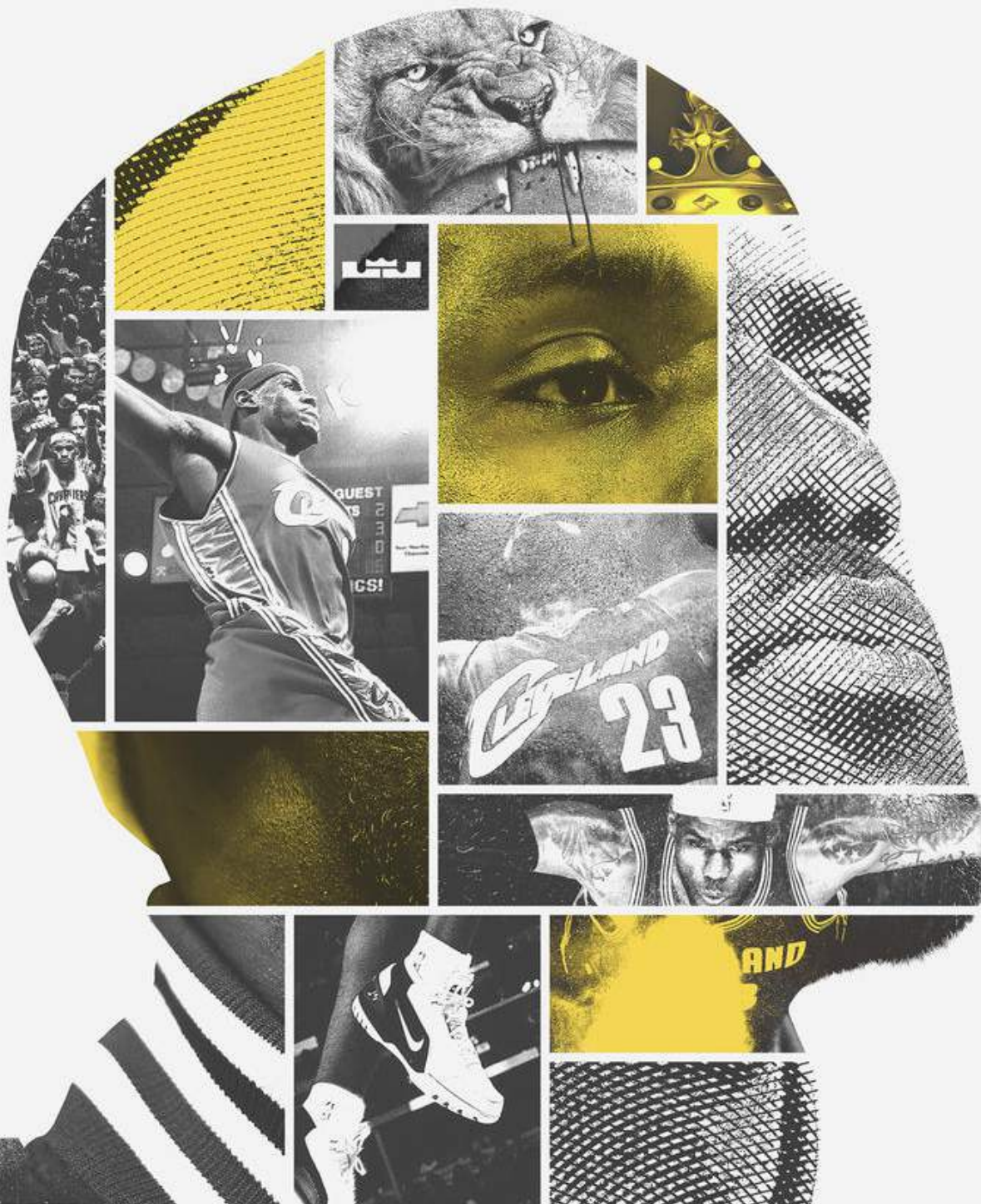
AS QUICK AS JOHN WALL FROM ONE END TO THE OTHER, HERE'S A COLLECTION OF RECENT WORK FROM OUR TEAM. DON'T BLINK!



3



4



CREDITS //

1//RYAN HURST 2//MATT SANOIAN
3//BARTEK BANASZCZYK 4//TYSON BECK



POSTERIZES

ARTWORK BY **GABRIELA BURY**



POSTERIZES FEATURED INTERVIEW

KENTON HESSLER

DESIGNER ON DESIGNER

INTERVIEW // DARIUSZ EJKIEWICZ

[CLICK HERE TO LISTEN](#)



[TO THE FULL INTERVIEW](#)

DARIUSZ

I've known Kenton for the last two years or so. We've been working a lot together and he's had some interesting things going on in his life and we pretty much wanted to feature him as the first person as an inspiration to all of you young people in the sports industry looking to expand and get something cool out there. Kenton, maybe you can tell us a bit about yourself. Maybe where you're from, your background, what sports you like?

KENTON

Well, I was born in Portage, MI. Most people get the name Kalamazoo, MI out of it. So that's mainly where I pinpoint my location. I've been designing since I was 13. I grew up on a farm, so it was kind of an interesting mix up. From working, to next thing you know I'm on the computer all day. My dad never really understood it but he does now. He understands the hard work. I guess I never really did play sports throughout school... I started with baseball, and what not. It was more of a following per se, I follow sports pretty hard.

DARIUSZ

What sports are you following the most being from Michigan?

KENTON

Big fan of the Red Wings, ice hockey. Pistons, when they're good. I'm a big follower of baseball and the Detroit Tigers. I also played a bit of rugby my junior and senior year of high school.

DARIUSZ

What initially got you into designing sports?

KENTON

Actually, a funny story. I was over at my cousin's house and he had a piece of paper that was printed off. And he was like, "you've got to take a look at this." On the paper it was a picture of a Reese's wrapper except it didn't have Reese's on the wrapper, it was something else. It was photoshopped and that's what I wanted to learn how to do. After that I kind of took it into sports.

DARIUSZ:

I think at this point you must be the youngest designer on Posterizes. If you were to look back and say anything to young kids for them Posterizes might be one of the steps they may want to take, etc. Do you have any words of wisdom for those kids out there?

KENTON

You mentioned it in how you worded the question. When you say Posterizes is just a step, it's not the finish line. And for a long time that's what I thought. That left me thinking, "what's next?" So really, you've gotta look beyond that. Have to continue to look toward the future.



DARIUSZ

So you've got to stay motivated?

KENTON

Yes, and that's one of the big things you've taught me throughout our time together. That's one of the biggest things I've learned, being motivated every single day.

DARIUSZ

It's not something you can work out in one day or an hour. That's one thing people learn about design, it takes constant work.

KENTON

Yes, you've got years under your belt at doing what you're doing. It all takes time.

DARIUSZ

You've got to work hard every day.

KENTON

Exactly, exactly.

DARIUSZ

Besides of the wallpapers, you've had some great success. Working for STN Digital for instance and the University of Cincinnati. This is always the next step. Because you start with passion, but how different is client work compared with working for fun?

KENTON

It's a whole different world, really. Theirs time crunches, you don't get hours trying to perfect it. Time is very important because you are on someone else's clock. I'd say it's tough, it's a big challenge because it's not your original idea. It's your client's. You're just trying to understand their idea and put that into a visual image. There's definitely a different mindset going into it.



DARIUSZ

You have your first, not first but, a full time job right now... an internship you started just last week. You're working with The Ohio State University, under Sammy Silverman. You were working as a freelancer so far but now you are going into an office and now under one of the best designers in all of sports. How different is it working from home compared to an office?

KENTON

Working from home, you tend to think you're the greatest. And you tend to think that your design and your process is the best way. What I've found in my first couple weeks is, that's definitely not the case. Working under Sammy has been different for me, especially with him critiquing my work.

DARIUSZ

It's a learning process, right? First real job.

KENTON

Yeah, I work 9-5 and I've never worked 9-5 M-F designing. I've never had that type of grind so it's interesting.

DARIUSZ

We have to give a bit of a background over here to the people listening. Why am I the person conducting the interview? We've known each other for a couple years and pretty much talk everyday. I saw some really bad pieces from you, some great pieces and you know we've worked through a lot of things to make your work better. But it's mostly the work you put in and I just give you the crazy comments. Personally, what do you think got you better?

KENTON

You know with this new experience I'm meeting all these new people and I mention your name in conversations. You know, Samuel and I had the opportunity to meet with the great Kris Bazen. I always mention your name because I have you to thank for a lot of my success. Not only in the design world but as a person as well. I've



got to thank you for all the time you put in and invested in me and I really appreciate that. But, lesson wise, working everyday to get better and to learn every single day and to be motivated is very important.

DARIUSZ

You just started working for OSU a week ago, but if you could pinpoint the next 5 years for yourself, and what you want to achieve, what are your plans?

KENTON

It's been an interesting ride. Two weeks ago I heard about the internship and before then I had pretty solid plans. I had won some pretty big scholarships because of my plan and the likelihood that I was going to reach the points described in the plan. It all starts with an idea. But, the next five years... I want to get a degree, education is very important to me. But the way this world is going, portfolio work is definitely becoming more important than having a degree.



That's why this Ohio State thing is so huge, not only do I not have a degree, but I also am not in the back half of a bachelor's degree. You don't find many opportunities out there like this one. Hm, five years. I'd like to think by the age of 24 or 25 I'd like to be in the position that Matt Lange is, creative director of the Alabama Crimson Tide, their football program. You know, he's calling the shots. So by 24 or 25 I'd like to be in that position. And really I'd like to stay with The Ohio State University as long as I possibly can, I enjoy my Bucks. It's been a heck of a ride.

DARIUSZ

Favorite Posterizes designer (can't select me)?

KENTON

Everyone on the team brings something different to the table. With you, it's how well your craft transitions to social graphics and infographics. But, um, I've always really been a fan of Vince Chang and his work. I can sit down as a fan

and enjoy his work, it's always been extremely impressive. Before I knew about Posterizes I became a fan of Designs by Chad, Chad Gersky. I think his work is really impressive as well, I don't know how he does some of the stuff he does.

DARIUSZ

If you were to select a favorite artist around the world, who would that be?

KENTON

Lately I've been getting into abstract work and enjoying the messages art can send. I really enjoy Hossein Zare's work and what he does from an abstract stand point.

DARIUSZ

Any final words?

KENTON

I would like to say thank you to my family and a shoutout to Ryan Meyer for helping me out on my path for the past year. Dariusz, I really appreciate all your help. To all the young kids out there, as Kris was saying when I met with him, "Whatever is meant for you just give it time and it definitely will come. If you have an interview, just be yourself." You just have to believe that everything happens for a reason. If your work is good, people will see it. I guess the dream here is to be making money for what you love doing. If you keep working and you work passionately and you be yourself, one day you'll reach that dream. So, just keep grinding. Stay positive. Look forward to the future because it's coming. And it's going to be great, you just have to believe in that.

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POSTERIZES

A photograph of Stephen Curry in a purple Golden State Warriors jersey with the number 30, holding a basketball in his right hand. He is looking upwards and to the right. The background is a bright, hazy light.

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