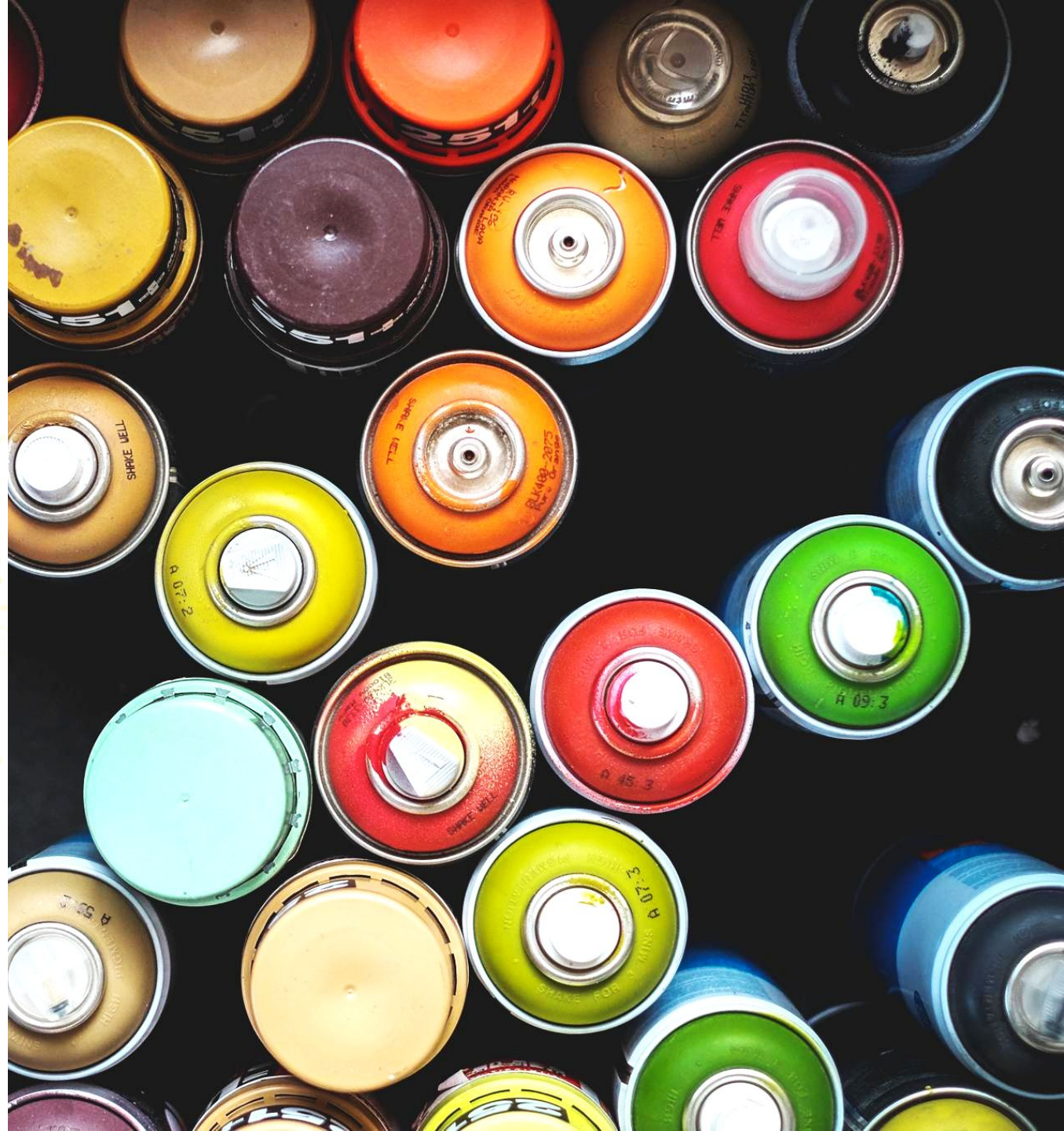




90 DEGREES

GRAFFITI & STREET ART

Art with impact for any wall anywhere





About Us

90 Degrees is a commercial art studio, made up of artists and project managers, who take briefs from clients and bring them to life as artworks.

Business founder and creative director Dan Wenn (aka Danny Awes) created 90 Degrees to make a career out of his passion for creating street art.

90 Degrees design murals and manage creative projects for commercial clients, community organisations and individuals Australia-wide.

Dan oversees the creative side of the business, designing and painting many of the artworks. Dan's partner Helainie Geor is an experienced project director and heads up the business side including client services and project management.

From initial conversation to final invoice, the studio manages every aspect of creative projects. They have a crew of talented and experienced artists to call on, enabling them to create artworks across a wide range of styles and scales. Whatever the request, they pride themselves on delivering impactful artworks on time and to budget.

From commercial brief-driven mural art projects, to event activations, to design and branding, 90 Degrees offer a full creative service. Their work also includes a community-driven and educational side. They have created artworks with groups of young people, public art for local government, and delivered workshops and experiences to share their passion for street art with a broad audience.

"Graffiti and Street art evolved outside the rules, just people wanting to express themselves. Even after 30 years as a street artist, I still get really inspired by other artists and love contributing to creating art in public spaces." - Danny Awes, Street artist & Founder of 90 Degrees Art

Contact

About Dan Wenn (aka Danny Awes)

Dan Wenn, aka Danny Awes, is a Melbourne-based graffiti artist, graphic designer and fine artist with a career spanning 30 years. He is the founder and Creative Director of 90 Degrees Art.

Seeing graffiti on city train carriages and trackside walls as a kid in the 1980s sparked Dan's life-long love of the artform. At age nine he picked up a spray can and has been painting ever since.

"The freedom of using spray paint is so liberating. It's super-fast drying, doesn't involve washing out brushes or mixing paint. Your cans are ready to go whenever you feel like it".
Danny Awes, Street artist & Founder of 90 Degrees Art

A self-taught graffiti artist, Dan also studied fine art and graphic design. He worked as a graphic designer before founding 90 Degrees Art, in 2013.

Dan's large-scale high-impact artworks combine his love of graffiti, design and art. He was the first winner of the graffiti word writing competition 'War of the Words' and has exhibited in many graffiti group shows. His clients include Puma, Google, LinkedIn, Adidas, Visa, Mercedes Benz, Mattel, Dropbox and Swarovski.

Dan's passion is creating murals. While he credits New York subway graffiti from the seventies and eighties as his biggest influence, his vibrant, playful street art style is distinctly Melbourne.

Australian flora and fauna painted in a realistic style form a large part of Dan's work. He paints graffiti and street art works for fun. His preference is to paint large-scale outdoor murals, so spray paint, rollers and large brushes are his preferred tools. His largest mural is over 200 square metres.

Dan has worked on community, regional, corporate and private mural projects and participated in mural festivals and exhibitions. He is passionate about sharing his love of public art and mentoring up-and-coming artists. He has mentored at-risk youth and worked on many local and regional community outreach projects.

Dan's artwork has featured in a wide variety of media, as well as award-winning architectural projects. You can see Dan's art in streets, laneways and parks, on buildings, in restaurants, homes, cafes, hotels, offices, shops, shopping centres and publications all over the world. Check out Dan's personal work at DannyAwes.com



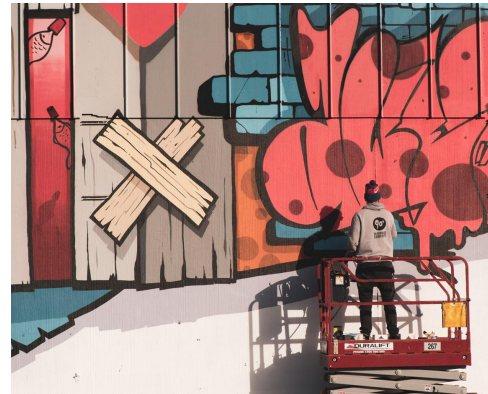
Stats

315

Square meters
Largest indoor mural

627

Murals painted by Dan
prior to 2024

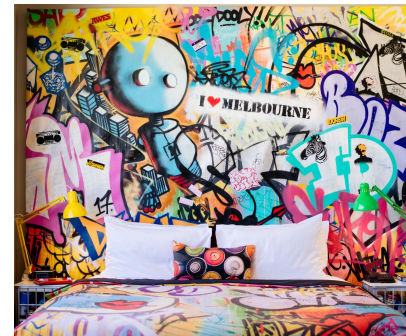


20+

Global brands
we've worked with

38

Years spray painting





Case Study

When **Moon Dog Brewery** moved to a new space in Preston (VIC) they turned a rundown warehouse into a state of the art brewery and tropical themed bar. They asked 90 Degrees to create a big, impactful and surprising artwork for their back wall.

The completed artwork used 56 spray cans, took 144 hours to paint and includes 28 colours. The big colourful fish is a commentary on all the sorts of rubbish and general filth that end up in our waterways.



Case Study

After securing funding via a community grant, a committee of Seymour residents engaged 90 Degrees to transform the grime-covered railway viaduct into an outdoor gallery. The community was consulted about what they wanted to feature in the murals.

Five artists created 75 metres of mural artworks across the **Seymour Viaduct** paying tribute to the town's history and culture. The community response was overwhelmingly positive and the artworks are now a tourist destination.



Case Study

Jungle murals have proved popular for 90 Degrees. Since creating this poolside mural for a residential home, Dan has painted nature-themed artworks for homes and businesses in Melbourne and Sydney.

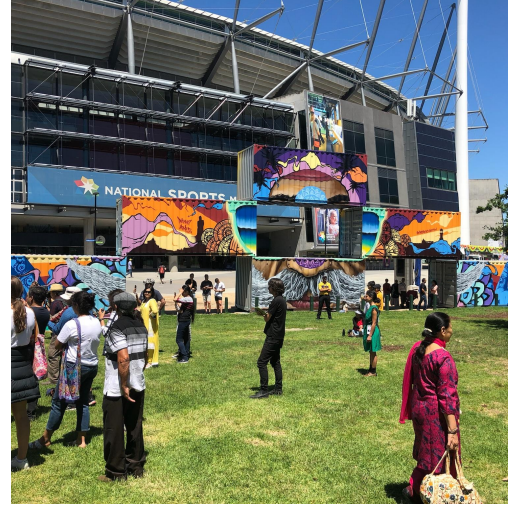
Dan created this jungle mural for a modern house with lots of straight lines, glass, steel and concrete. The owners wanted a nature-based, leafy artwork to soften the space. With layered images creating visual depth, Dan describes the style as “photorealism composite”.

Collaborations



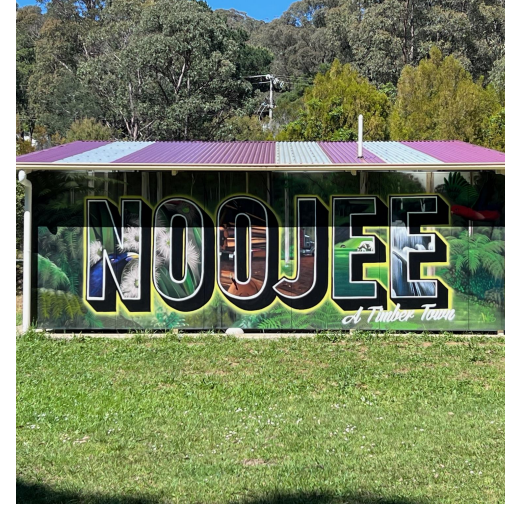
Hotel Room Takeover

Hilton Hotel's DoubleTree on Flinders Lane commissioned 90 Degrees to create a street art themed room. The team decked out the swish hotel room with a removable painted backdrop, printed quilt and cushions and painted furniture. Extra touches included a selection of graff films from the 80s and 90s, art books, and tagged bean bags. They even left markers on the desk for guests to add their own art. The resulting space is fun, interactive and definitively Melbourne.



Indian Summer Festival

Coinciding with the 2019 **Boxing Day Test**, Cricket Australia and the Victorian State Government organised the Indian Summer Festival at the MCG. Six 90 Degrees artists (Phibs, Danny Awes, Heesco, Ling, Itch and Sabeth) created six Indian-inspired murals on shipping containers scattered throughout the festival grounds. Cricket Australia were thrilled with the result, saying, "The guys all worked brilliantly to the brief...their artworks made the festival landscape come alive."



Resilience Art Project

Noojee's rich timber history, unique natural environment and resilience through fire and flood are celebrated in three murals across the town. The **Baw Baw Shire Council** selected 90 Degrees Art to create three public murals that pay homage to the communities along the Mt Baw Baw Tourist Road. The murals, created by Dan Wenn, acknowledge the town's resilience and recovery in the face of adversity after significant emergency events.



Dustin Martin for Puma

90 Degree's Dustin Martin mural is a pilgrimage site for **Richmond Tigers** fans every footy season. Puma commissioned the artwork in the lead up to the 2017 Brownlow Medal when Dustin Martin was a favourite to win. As soon as it became evident that Dusty had it in the bag, Danny Awes and Jimmy Dvate headed to the heart of Tigerland and painted the mural outside Richmond's Rowena Corner Store. The mural is one of 90 Degrees' best-known and most talked about artworks.

Testimonials

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Dan's street art really captures the essence of what Port Melbourne is all about. He uncannily manages to draw you in and best of all the walls have remained tag free. Dan's done an amazing job."

— Mayor Bernadene Voss, City of Port Phillip

Testimonials

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Any Melburnian will recognise the work of Danny Awes which features heavily across our wonderful city. I highly recommend getting in touch with the team."

— Courtney Cousins, Airwallex

Testimonials

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Dan has done several murals for us over the years and the results are always ridiculously epic. The biggest mural was a 45m fish that is super eye-catching and has become synonymous with Moon Dog World."

— Brook, Moon Dog

Brands

Adidas
AFL & AFLW
Airwallex
Baw Baw Shire Council
Carsales
Citipower & Powercor
City of Port Phillip
Coles
Cricket Australia
CSIRO
Dandenong Market
Deloitte
Dropbox
Ellesse
Endemol Shine Australia
Eventbrite
Google

Grand Hyatt
Hilton Hotels & Resorts
Holiday Inn
Horsham Rural City Council
Inner West Council
Isobar
JLL
Les Mills
LinkedIn
Lululemon
Luxottica
Melbourne Convention Centre
Melbourne Renegades
Melbourne Victory
Moon Dog
NBL
Open Table

Puma
QT Hotel
REA Group
RMIT University
ServiceNow
Sofitel
St Kilda Festival
Swarovski
T2 Tea
Tennis Australia
Treasury Wine Estates
Urban Nest
Virgin Australia
Visa
X-Box
Xero
Yonex



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