

TM Sisters' Art to Grace Beck's Beer Bottles

By Hannah Sentenac
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The TM Sisters are Miami's artistic siblings extraordinaire. Together, the duo have mastered everything from costume creation and roller skating to painting and DJing -- with lots of video projection and collage-making along the way. Art by Monica and Tasha Lopez De Victoria tends towards the technicolor, the action-packed -- the unpredictable.

And their newest medium? Beer bottles. Beck's beer bottles, to be specific.



Courtesy of Beck's Beer

Art by the local queens of "electro-tropical art" (in their words) is about to be seen in convenience stores, bars, and brew dens across America.

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Each year, Beck's turns to six artists, musicians, designers, and other artistic personalities for three months of label takeover. The selected talent create an original piece which gets attached to the front of the ubiquitous German beer and distributed far and wide.

This year, the TM Sisters were hand-picked by Beck's to participate, and they're in the company of recording artist Kid Cudi, designer Marc Ecko, and artists Willis Earl Beal, The Date Farmers, and William Hundley. Previous participating artists include the likes of Andy Warhol and Yoko Ono, among other impressive names, including Bert Rodriguez and Freegums, artists formerly of Miami. (Both have since moved to L.A.)

This year, the labels will grace a whopping 13.2 million bottles to be distributed nationwide -- which is equivalent to 5.16 million square feet of artistic canvas.

Not bad for two girls from the 305. Beck's also released a video about the project and its participating artists, in which Miami is nicely repped.

As far as their chosen piece, the final product is a woman flying with outstretched arms and a tear falling upward -- a sleek, empowering image that speaks to what's ahead.

"With that image specifically it was part of a larger collage, and we decided we wanted to focus on a more beautiful aspect of it," Monica says. "We felt like it worked pretty well for this purpose, especially since we're girls and it's a really beautiful image of this girl flying and just kind of being really open and vulnerable and open to whatever is about to come."

Store shelf is definitely a new platform for the duo, and they're excited to see the public's reaction.

"I think it's kind of nice that not everyone will know that it's artwork since it's on something that millions of people will be grabbing and holding," Tasha says. "Whether they pay attention to it or not, at least a handful will take notice of the design and at least subconsciously be able to get something out of it. It's a pretty cool mix of other artists to be mixed in with. It's like a little miniature collection -- whether it inspires people to start collecting or to appreciate or pay attention or even just subconsciously take it in."



Courtesy of Beck's Beer

"Art forms can be kind of stuffy in museums and it's harder to appreciate. To bring it to the everyday person and just experiment and see how the reaction is -- if there is a reaction -- being able to make it very approachable is exciting for us," Monica adds.

The bottles hit store shelves starting July 1.