

# Creative Intervention in Public Space



# Outline

- What is Street Art?
- Levels of Communication
- Meaningful encounters
- Aesthetical discussion
- The Situationists
- Let's be Creative



# What is Street Art?

- Qualities, characteristics, attributes
- “Streetart is not anything more than a label that people stick on us, to feel more comfortable. Just take it off + burn it. It might keep you warm for a while” NOMAD, Berlin





LOS ANGELES

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HEEL THE LOVE.

THE  
DOG  
DIES

Marley & Me

DEC. 25



# Levels of Communication

- Christian Schmidt:  
3 opportunities of subversive communication
  - The appropriation of public space
  - The individual content
  - The possibility of alternative communication



# 1. Appropriation of Public Space

- Applies to all creative intervention
- The artist decides what the onlooker is seeing – reclaiming space
- Provocative, offensive – breaking down norm
- Reworking existing symbols



## 2. Individual Content

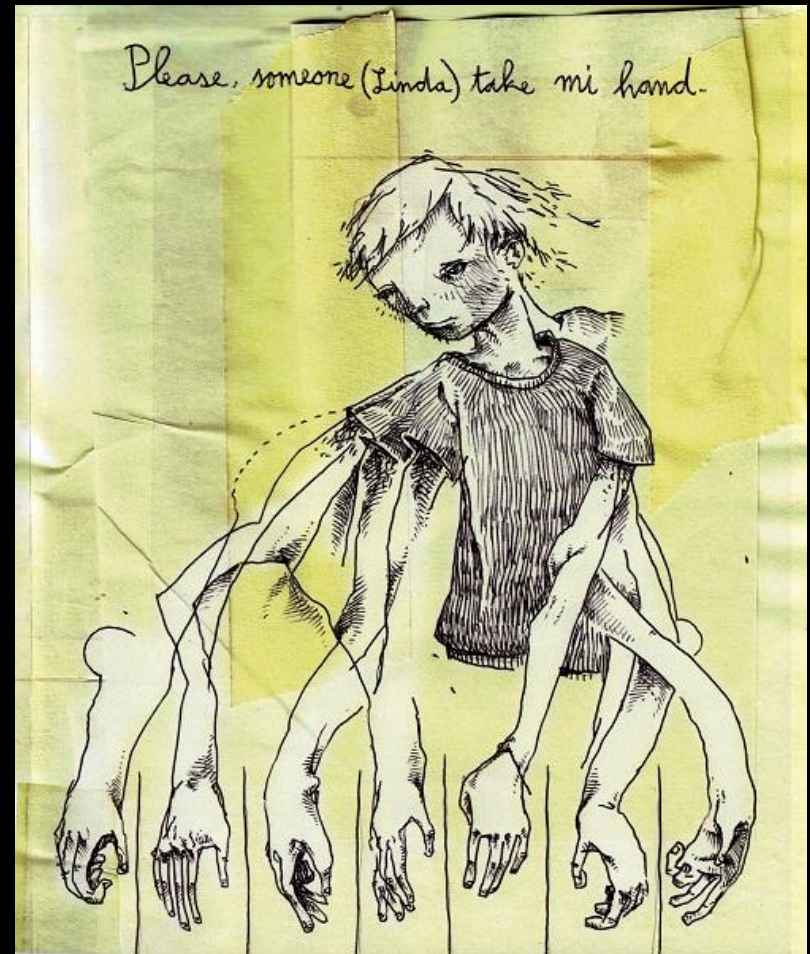


- The message in the art
- Often very open to interpretation
- Often requires foreknowledge
- Not accessible for all.



# 3. Possibility of Alternative Communication

- Street Art often encourages to participation



# Meaningful Encounters

- Are all meetings positive?
- “Through the cardboard I held, I was trying to trigger an interaction to get a reaction; to influence people or affect them and get them out of their comfort zone at that specific moment. I got many different results ranging from the sarcastic reactions, annoyed reactions, staring reactions, shocked reactions, oblivious reactions, and a minority of sympathetic and concerned reactions. Furthermore, what I have learned from this investigation is that, conceptually it may seem easy to attract people in public; however, my experience proves for it to be difficult. Most people do not want to change their daily routine even for a moment, to cope with other ‘stand-outs’” (Roza Kopty 2013)



# Meaningful Encounters

- Contact Hypothesis
  - All social contact with strangers is good
- Meaningful contact:
  - “contact that actually changes values and translates beyond the specifics of the individual moment into a more general positive respect for – rarely than merely tolerance of – others” (Gill Valentine)



# Meaningful Encounters

- Ash Amin: Spaces of Interdependence
- Collective activities, shared goals



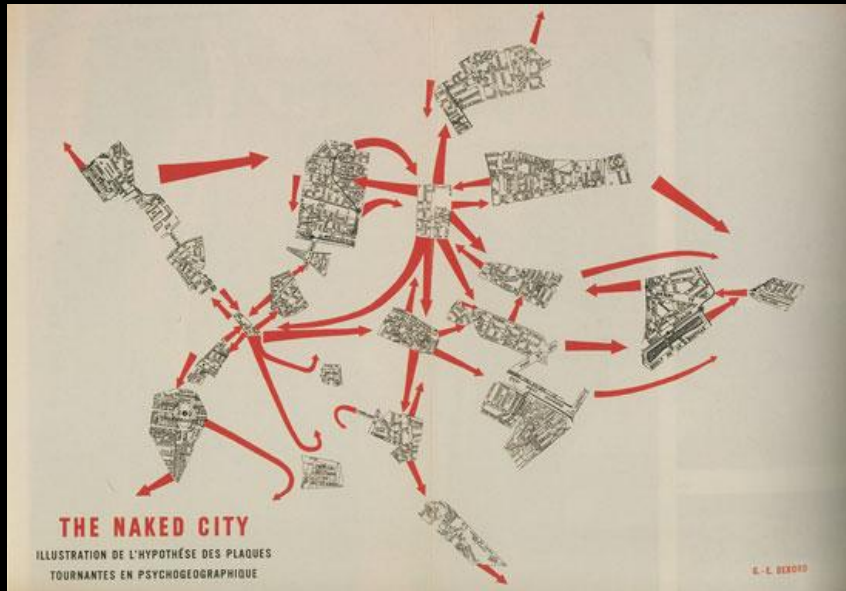
# Aesthetical Discussion

Street Art: Vandalism or art?



# The Situationists

- 1957-1972
- Wanted to change society through creation of 'situations'
- Psychogeography
- Derivé – urban drifting
- Detournement – refusal of the original



# The Situationists



# Let's be creative

- Brainstorm new forms of creative interventions:
- Consider the effect
- positive encounters
- Involvement
- Inviting – open for all





A final advise...

