

WHY, WHY, WHY?

An Exploration of Guerrilla Art & the Installation Environment



Have you ever thought about what art is for, considered why we make art, or what we can say through our art? Have you also ever thought about how the environment art is placed in can play a part in the art narrative?

This short unit explores the genre of Guerrilla art and how this form of art-making often uses the environment as a key component of the work. Guerrilla art aims to create change and get people thinking. There are many different styles of guerrilla art....

Famous guerrilla artists you may already know:

Blek le Rat (the grandfather of pochoir – stencil graffiti);

Banksy (English political art activist);

Shepard Fairey (creator of mass produced/repeated propaganda imagery);

Guerrilla Girls (anonymous feminist activist artists against sexism & racism in the art world).

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GUERRILLA GARDENING

Sowing, tending, & installing plants in public spaces to make an area more useful or attractive or spark people's imagination.

STREET INSTALLATION

Installation of 3D objects in an urban environment. May be interactive.

GUERRILLA KNITTING

Also called yarn bombing. Colourful installation of coloured fibre.

GRAFFITI

stencil art, street art, tagging, laser tagging/projection, sticker art, wheatpasting (posters) . . .

SUBVERTISEMENTS

Alteration of well-known advertisements in a spoof-like or ironic manner

ANY STYLE!

any 'sneaky' art developed in public spaces – "in the streets" – street art that is usually created stealthily!

GUERRILLA ART

Looks like . . .

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The brief:

For this assignment, **YOU** are a guerrilla artist. You have something to say and 2 weeks in which to do it! To complete this work, you will create your artwork and, importantly, embed it surreptitiously within your home or neighbourhood environment. It's not important who you are, or how the artwork got there. What is important is what you have to say and how you will change the minds of those who view it.

Consider Alain de Botton's ideas on 'What is Art For?' and begin to decide what will be the purpose of YOUR guerrilla art. He states:

Art is:

- To encourage the viewer to be **hopeful** by creating pretty, happy emblems of hope;
- To make us **less lonely**, by reassuring us that pain and melancholy is a part of normal existence;
- To **rebalance** us by giving us what we lack such as serenity, tenderness or drama;
- To help us to **appreciate** what matters;
- Or is your art pure **propaganda** – a motivating force

If you are able to, view the following YouTube clip: <https://www.youtube.com/watch?v=ZVIQOytFCRI> for a deeper run down on some of these concepts.



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Plan first (journal work):

Check out the reference images at the end of this document that include different guerrilla art examples and decide which of these artworks look like art that encourages **HOPE**, helps us understand **LONELINESS**, aims to **REBALANCE** us or **APPRECIATE** what matters, and which is pure **PROPAGANDA**?

Consider what **YOU** want to say in your art – document this.

Consider your medium and style of art: Stencil? Stickers? Installation? Random acts of kindness? Yarn bombing? Chalk? Paper? Sculpture? – document this.

Consider your installation space as integral to the art (a big part of it): Home environment? Neighbourhood? Garden? Public space?

Next up – CREATING:

Ensure you are staying true to your concept – the reason behind your artwork.

Consider your use of some of the elements and principles of art (colour, form, shape, pattern, movement, line, etc.) and how you can use these to enhance your work and its meaning.



Enjoy the making process and the WHY of your art in creating work to spark **HOPE**, help us understand **LONELINESS**, to **REBALANCE** us or **APPRECIATE** what matters, or creating art that is pure **PROPAGANDA!**

Be mindful of respecting the space you are installing in and of those engaging with your art.

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