



11 People 16 Spaces



PACIFIC GARDEN MISSION









NY BUILDING

















ART INSTITUTE OF CHICAGO





HOW TO



GUERRILLA ART

Guerilla Art

What is it?

Guerilla Art can be spontaneous or planned. The purpose is to bring art to its inspirational environment, to confront it and communicate with it.

Guerilla Art provides an opportunity for a massive and diverse audience which might never be found in a museum. A drawback of the traditional Art exhibit is the sterile and pristine space does not mirror the habitat which inspired the creation. Guerilla Art brings the exhibition into real space and real Time.

What are some examples?

Guerilla Art can be something as juvenile and inoffensive as a child's chalk sketch on cement. It could be a crude drawing in a bathroom-stall. It could be something more confrontational, such as singing so all can hear on a subway. Guerilla art can be technically illegal; tagging, graffiti...etc. It can be a non-corporate form of advertising by mass-producing stickers and placing them

in public places where they will be seen.
Guerrilla Art can be benevolent and
confrontational, for example - indiscriminately
giving hugs to strangers or speaking words
of endearment. The possibilities are
countless, all that's required is
imagination and BALLS.





Serial Writing
(using the classifieds)

Use the personal or classified advertising sections of your local periodicals to spread your message.

You could send in excerpts from your novel, your latest poems, political statements, calls to action, or even just a list of your favorite artists!

Your message would be seen by a wide variety of readers that may not have otherwise known about your work.





Drop Lifting

Slip your art into places it can be camouflaged to an unkeen eye. Make a sadistic greeting card and mix it with Mother's Day Hallmark cards!



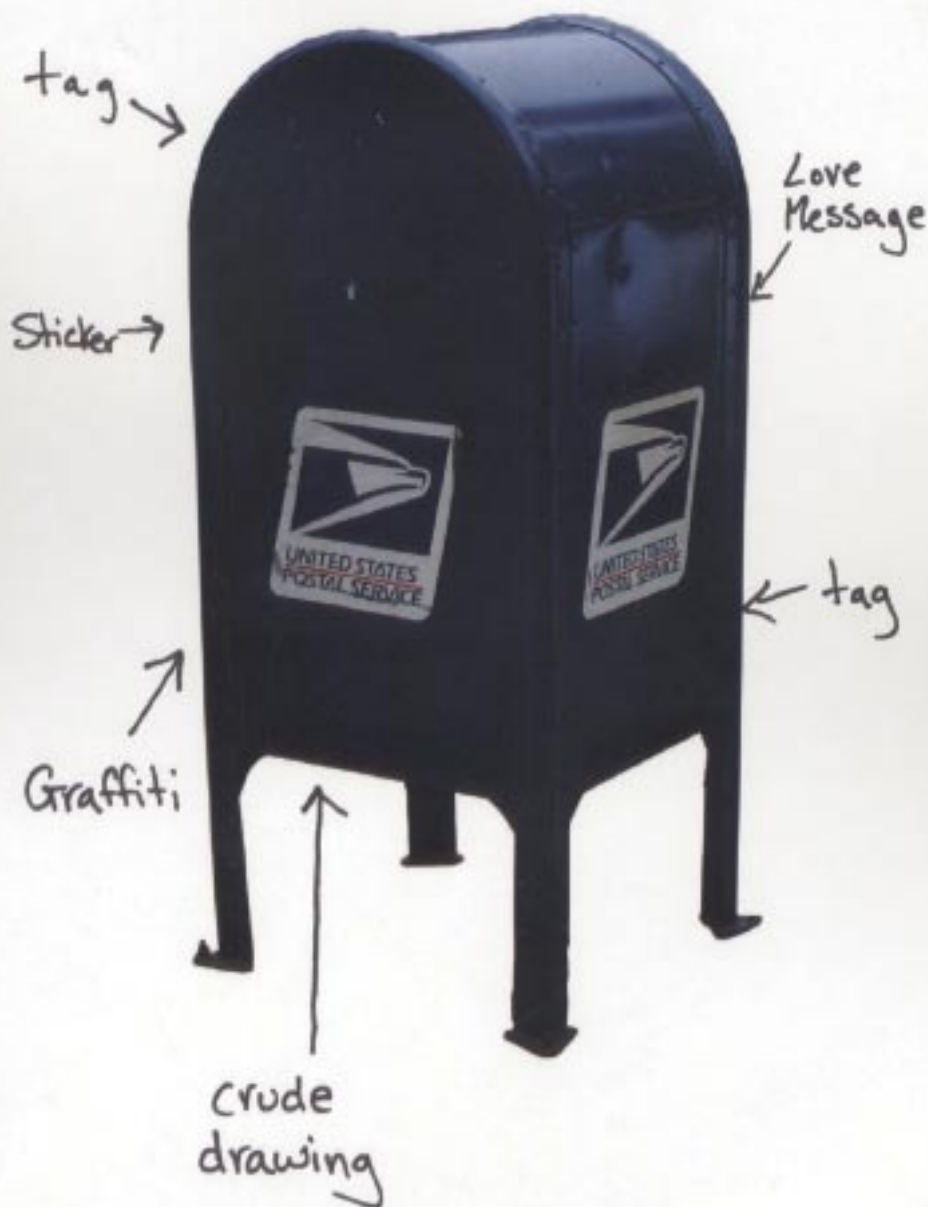
grate umbrella

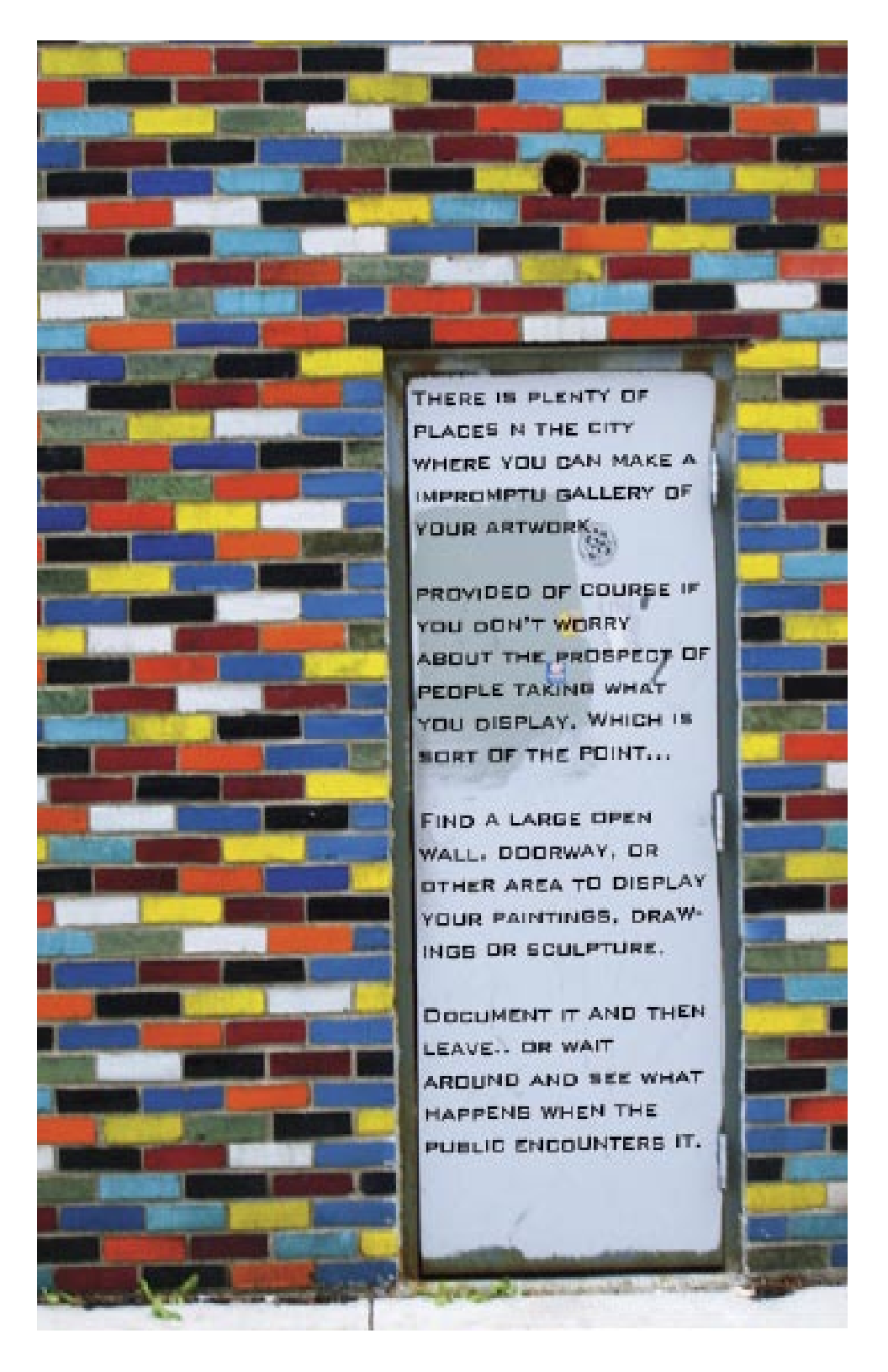
an umbrella with the material ripped off
stick shapes (like the birds used in example) on ends
shove down grate and open
you can cut off top and paint it orange for safety

insert messages in chain link fences for passers-by to read. You can position plastic or styrofoam cups in each hole to spell out words.... or use other things



Mailbox: Perfect Location for Guerilla works



A photograph of a sign mounted on a wall made of multi-colored bricks. The bricks are in various colors including red, blue, yellow, black, white, and green. The sign is rectangular with a dark border and contains several paragraphs of text. There are some faint, illegible markings on the sign, possibly from a stamp or a small drawing.

THERE IS PLENTY OF
PLACES IN THE CITY
WHERE YOU CAN MAKE A
IMPROMPTU GALLERY OF
YOUR ARTWORK.

PROVIDED OF COURSE IF
YOU DON'T WORRY
ABOUT THE PROSPECT OF
PEOPLE TAKING WHAT
YOU DISPLAY, WHICH IS
SORT OF THE POINT...

FIND A LARGE OPEN
WALL, DOORWAY, OR
OTHER AREA TO DISPLAY
YOUR PAINTINGS, DRAW-
INGS OR SCULPTURE.

DOCUMENT IT AND THEN
LEAVE.. OR WAIT
AROUND AND SEE WHAT
HAPPENS WHEN THE
PUBLIC ENCOUNTERS IT.

SELECTIVE STICKERS

MANY ARTISTS MAKE
THEIR OWN STICKERS
TO SPREAD ART & TEXT
STICKERS CAN BE CUT
INTO THOUGHT OR
SPEAKING BUBBLES
AND SELECTIVELY
POSITIONED...

beat my brother

USE
OTHER
IDEAS
AS WELL



E1 Train Socials/beautification

Pool Party

- You need a few people
- At least 10 buckets of water
- Inflatable Kiddie Pool
- Perhaps an inflatable Palm Tree
- Get to E1 Train Platform
- Inflate everything and dump water into pool
- Jump In!

Dance Party

- Get more than a few people together and meet on the Platform.
- Make sure to bring Music.
- If you can break into the P.A, DO IT, otherwise, turn up the jams and DANCE

Art Work

- Replace ADS with your artwork.
- Hang your art on top of advertisements
- Make art on advertisements.
- Use the advertisements as part of your art.

OPEN AIR VIDEO PROJECTION

-action tool to confront people directly via outdoor video projection. This can be spontaneously or planned...

by setting up a van or truck w/ your portable projector you can submit activist, artistic or even movie projections on public buildings



Commercial Truck Rental

projections can stand on their own or in relation to other activities or campaigns and can even be done, in conjunction to a live dj mixing music to be played simultaneously...

WHAT YOU NEED

- videos
- video player such as DVD or DVC player
- video projector
- a large blank wall
- sound amplifier
- power supply
- running from vehicle
- fast truck!

SMALL SCULPTURE INSERTION

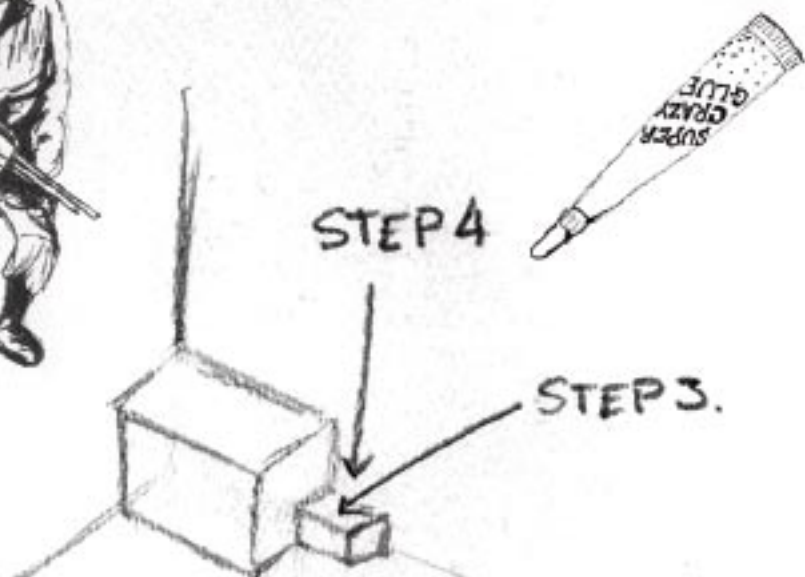
STEP 1: Find a discreet nook.

STEP 2: Keep object of your choice handy.

STEP 3: Crazy-glove surface.

STEP 4: Press base of object down on glue. Hold 30 seconds.

STEP 5: Admire.



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