11 People 16 Spaces
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 in offensive 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. Guerilla 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

- Tag
- Sticker
- Love Message
- Graffiti
- Crude Drawing
There is plenty of places in the city where you can make an 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, drawings 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 balloons and selectively positioned...

beat my brother

Use other ideas as well.
El 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 El 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.
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-glue surface.
STEP 4: Press base of object down on glue. Hold 30 seconds.
STEP 5: Admire.