

# urban art

creating the urban with art

The conference deals with **urban art**, a new form of art and activism, that occurs in urban areas worldwide. First known under the label of "**street art**", the term has expanded to include diverse artistic & visual interventions in the exterior space. In contrast to the traditional term '**public art**' urban art is very inclusive. Thus, it is both part of and reflective of current processes of global urbanization.

The extremely heterogeneous manifestations of urban art range from large-scale wall paintings to tiny stickers, performative interventions to alternative forms of urban planning; they accompany multiple forms of urban and global criticism and try to encourage participation through low artistic techniques. They are seen in passing, often by chance, on the street or by the discovery of images and locations online and in social media.

Finally, the ambivalent areas of upvaluation and reinterpretation of urban spaces (**gentrification**), advertising and city marketing (**commodification**) and attacks on private property (**vandalism**) are topics of urban art.

Works of urban art tend not to emerge from the art establishment, but come from anonymous players who make use of simple techniques and materials. Therefore, urban art is a phenomenon of the 'Low', which indeed evolved from a subculture, but

humboldt  
university

berlin  
july 15-16,  
2016

clearly has features of mass culture: it is easily accessible to a wide audience on the street and **online**, works of urban art are often produced in series and at a low price. urban art messages are striking, comparable to advertising, and serve as entertainment or express **site-specific** criticism of urban surroundings. At the same time, the implicit notion of the urban provides the opportunity to reflect on the present development of the **city** and its medialization or aestheticism. This includes processes of virtualization, which participants test in a playful artistic environment or also concerning the monitoring in public space.

Prof. Dr. Ilaria Hoppe  
Institut für Kunst- und Bildgeschichte  
Humboldt-Universität zu Berlin  
Georgenstr. 47  
10117 Berlin, Germany  
Tel.: +4930-2093-66235

Dr. Ulrich Blanché  
ZEGK - Institut f. Europäische Kunstgeschichte  
Universität Heidelberg  
Seminarstraße 4  
69117 Heidelberg  
Tel.: +496221-54-3544



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386

INSTITUT FÜR KUNST- UND BILDGESCHICHTE

