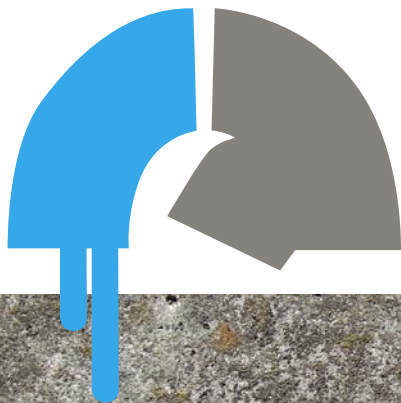


Issue Zero

June 2005



# **ReAnimation**

Of Our Urban Environment

# **>CONTENTS**

**>A GUIDE TO POSTER AND STICKERS**

**>STREET S OF MILANO**

**>URBAN ENVIRONMENT**

**>A STREET-ART GALLERY CALLED BERLIN**

**>THE REANIMATION LOGO**

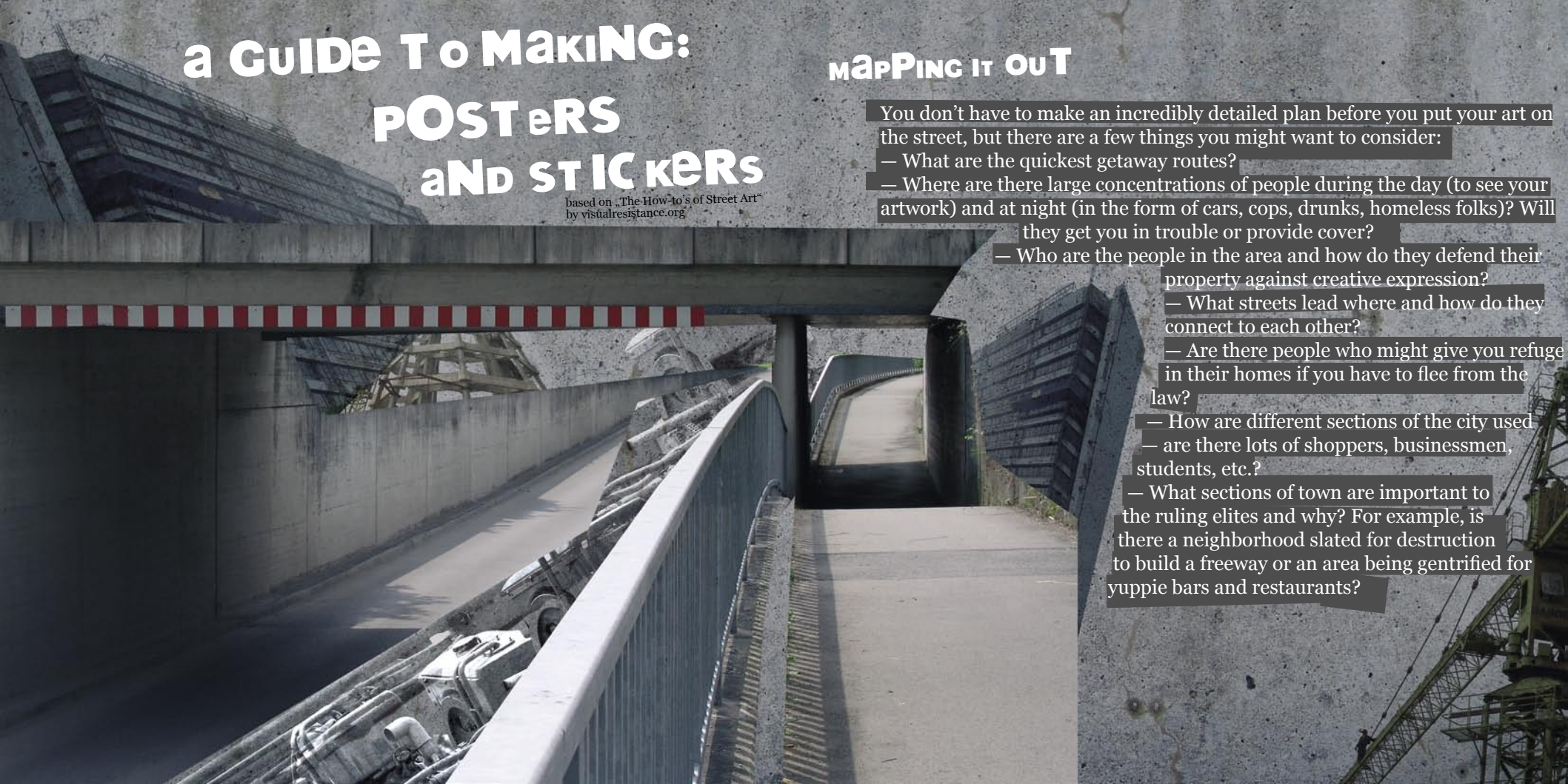
# a GUIDE To MAKING: POSTERS aND STICKERS

based on „The How-to’s of Street Art”  
by visualresistance.org

## MAPPING IT OUT

You don’t have to make an incredibly detailed plan before you put your art on the street, but there are a few things you might want to consider:

- What are the quickest getaway routes?
- Where are there large concentrations of people during the day (to see your artwork) and at night (in the form of cars, cops, drunks, homeless folks)? Will they get you in trouble or provide cover?
- Who are the people in the area and how do they defend their property against creative expression?
- What streets lead where and how do they connect to each other?
- Are there people who might give you refuge in their homes if you have to flee from the law?
- How are different sections of the city used?
- are there lots of shoppers, businessmen, students, etc.?
- What sections of town are important to the ruling elites and why? For example, is there a neighborhood slated for destruction to build a freeway or an area being gentrified for yuppie bars and restaurants?





# STRaTeGY

When it comes to strategy, there is an etiquette that some folks choose to follow. Remember putting art up on the street makes a statement, and chances are people will be more receptive to it depending on where you place it.

- Play with existing messages or surroundings.
- Make people laugh and the space interactive.
- Create dialogue on the walls with manipulative advertising.
- Scout out spots that are highly visible and well traveled.
- Whether you're indoors, outdoors, or underground, remember it's probably not a great idea to leave a trail of evidence behind you, so wander around a bit and stagger your artwork. Don't feel confined to one area.

## PLACEMENT AND SURROUNDINGS

— BE SAFE AND HAVE FUN! I know quite a few folks who get a rush from climbing bridges, billboards, and highway overpasses, but don't feel like you have to risk your life to get stuff up. Since putting art on the street is illegal to begin with, you are already taking a big risk.

- Small mom and pop shops, homes, and playgrounds may not be the best places to hit.
- Construction sites, bridges, office or corporate buildings, subways, billboards, and other high traffic areas where there is already graffiti is fair game.
- Paste the posters and stickers to smooth surfaces like metal, glass, plastic, sanded wood, marble, or concrete.
- The more texture the surface has, the easier it will be to rip or scrape off.
- There are plenty of poles, lamp post boxes, dumpsters, planters, traffic signs, windows, mailboxes, bus shelters, electric boxes, and advertisements to plaster over.
- Just be aware that getting caught pasting on federal property (mailboxes), city property (traffic signs), and private property all have consequences.

# DON'T GET CAUGHT!

Sometimes familiar surroundings are nice to begin with and each and every outing you can look with pride upon your additions to the local décor. Wherever you decide to begin, you definitely should look around for surveillance. There are surveillance cameras everywhere. Some are more hidden than others. They are more easily recognizable in subway stations, elevators, in chain stores, and everywhere in wealthy neighborhoods.

When should you head out? Some think that late, late nights are ideal. Some prefer the early mornings. Others prefer going out on Sunday at 10 am, a traditional day of rest. I've gone out at all hours and have found that one is no better than the other, there are always cops and people around. Basically the best time is when you are feelin most awake and alert in a setting where you are familiar and comfortable.

If you spend time on any block in the city or in a specific area you will also notice the degree of police presence. Stand on a corner for an hour. Count how many times a squad car rolls by. Some cops aren't in uniform and patrol in plainclothes in regular looking cars, or by turnstiles in the subway. So stay aware of who's around you, and who's watching. If you get nervous, ditch your supplies in a trash can or hide them and return for them later.

Know your rights and know the consequences of your acts. According to the law they are considered acts of vandalism and defacement of property. Depending on what city you live in you could end up serving jail time or pay extremely high fines. It may seem like common sense, but signing your name or even an alias, or tag name could incriminate you further.

So don't let a desire for fame and recognition cloud your judgment. If any identification info is on your poster, sticker, stencil, etc. for example a name, phone number, or address, this could be used against you. If you get caught, you might want to try to repeat this mantra—"art project"—and hope it works. If not make sure you ask:

"Are you detaining me? Am I under arrest? I want to assert my right to remain silent! I want to speak to a lawyer!"





## POSTERS

Whether you're creating artwork, political manifestos or fliers for an event, posters are a wonderful medium to communicate with. Posters can be mass produced and distributed widely, depending on how persistent you are. Reproducing an image for a poster can be done in a variety of ways. The cost of producing your posters depends on the materials you use and the type of printing. It can range from inexpensive xerox copies to more expensive silk-screen printing. The best paper to use is newspaper, butcher paper, or xerox paper. Regardless of what method you choose, wheat paste is a good medium to glue posters up with on the street. Unlike wallpaper paste, wheat flour is cheap and easy to get a hold of. Chances are, your posters will stay up for a longer time than if you put them up with duct tape.

If you're going to be doing a lot of pasting, a bucket with a lid, a handle, and a wide paint brush work well. Otherwise a squirt bottle will hold enough, it is also easier to conceal. To put something up, paint an area of the wall the size of your poster with a layer of paste using a wide paintbrush. You want the wheat paste to be thin enough to paint onto walls but thick enough to stick. Smooth your poster over it. Make sure you glue the edges down, and smooth out the bumps and bubbles. If you don't, the poster will be ripped down lickety split! I also put a coat of paste over the poster once it is on the wall to seal it.

Having two people (one to handle paste, another to handle the posters) helps avoid getting paste on the posters which can cause them to stick hopelessly together. It's also a good idea to go with a friend, so one person can paste and the other can be a look out.

## WHEAT PASTE RECIPE

You can either make your own paste or buy (steal) wallpaper paste at the hardware store.

- Begin by pouring one cup of flour into 1 1/2 cups of water.

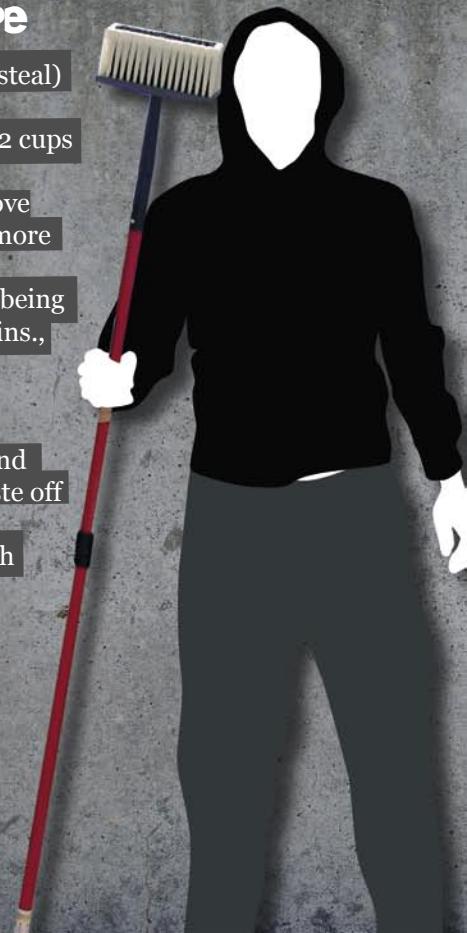
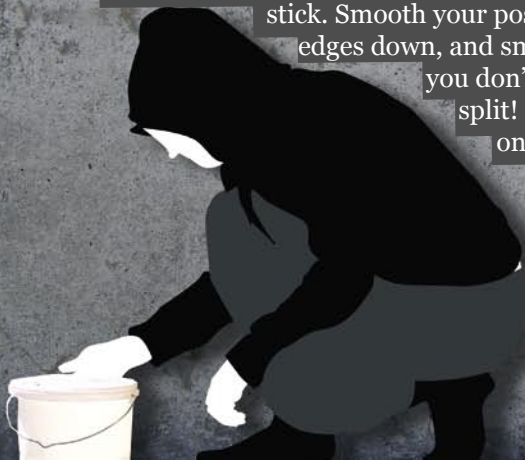
- Heat to a boil until it thickens, stir to remove all lumps (with a whisk if possible) and add more water until it turns into a thick, clear goop.

- Cook on low heat for at least half an hour, being careful not to burn it. After approx. 20-30 mins., paste will become thinner and more transparent.

- It expands a lot—experiment.

- Upon reaching desired (smooth, pliable, and somewhat transparent) consistency, take paste off the heat and let cool.

- Pour into airtight jar or bottle or other such container.





## STICKERS

Pick a design for your sticker. You can draw one by hand or create your design using a computer printer. Sticker paper comes in all sizes, so make some that you can carry in your pocket or bag. Find sticker paper with a backing you can easily and quickly peel off. If you don't feel like spending a lot of money on paper, go to the local post office and take the free priority mail labels or if you can't hack DIY stickers, just use somebody else's pre-made, pro-quality vinyl stickers.

If you want to move outside and above ground, remember that if you use an ink jet printer on paper stickers, like USPS stock, the ink might run if you put them someplace that's totally exposed. Most will hold up fine for months, but if you really fear smears, you can spray acrylic on the stickers before you go out. This might cause the sticker to run too, but it usually makes for a cool effect and extended sticker life.

So spray 'em, let 'em dry and then post 'em. You can always use wheat paste or high strength polyurethane glue (or a even product like liquid nails for vinyl stickers) to make stickers extra sticky, impervious to the elements and nearly impossible to remove.









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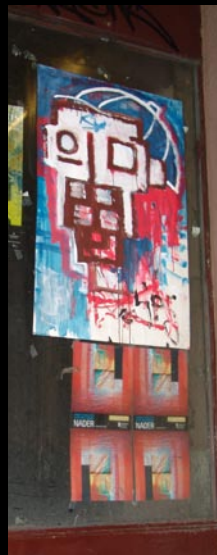
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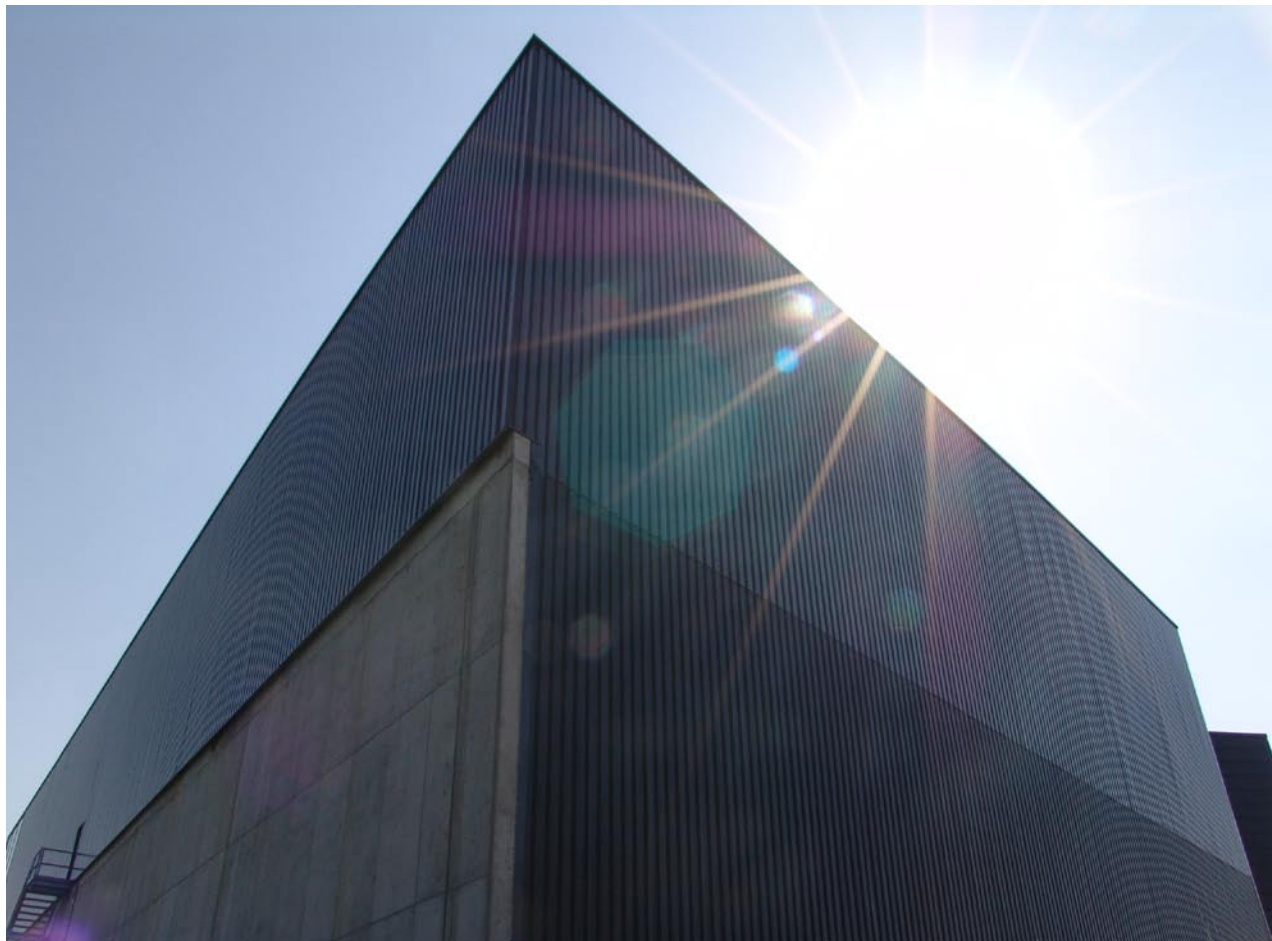
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# URBAN ENVIRONMENT

For urban artists, the city is not only a stage for expression, but a source of inspiration.

Even a grey walls and garbage on the street can contain something unique, special and aesthetic - beauty lies in the eye of the beholder.

Most people don't even recognise the great number of hidden visual treasures which can be found in our environment. So take a look at the pictures on the following pages - and the YOUR surroundings next time you're out there. The cities aren't grey and dull.











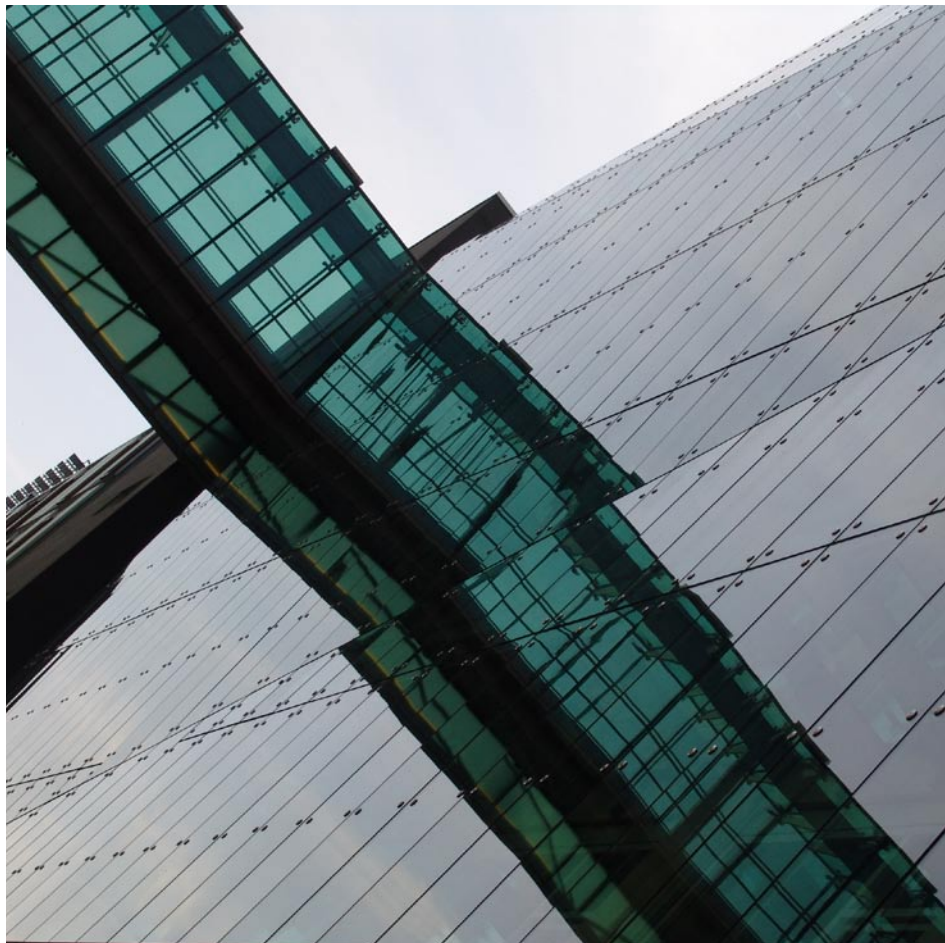














A street-art gallery called

**BERLIN**



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SCHWÄRMEN MIT MÖRDERN  
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GABOS

WIEGE-ESSEL  
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BARNOCKE

19.10.2000













## The Logo

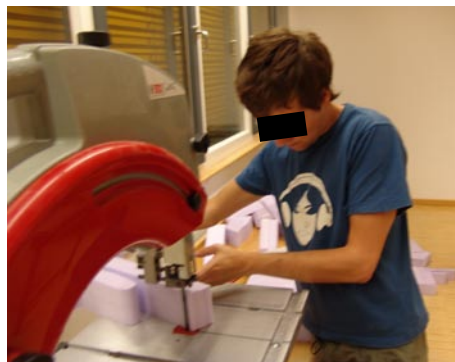
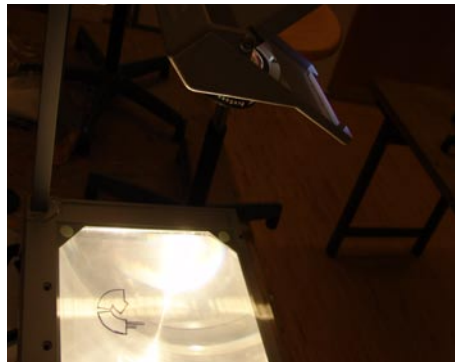
The logo is roughly based around the letters „r“ and „a“ (for ReAnimation). The „r“ is cyan-colored, standing for the element of art in public space, for the funky touch. Because the color is still wet, it's dripping down.

The „a“ is grey, representing the walls of the city: dark and liveless, boring and dull. The „r“ wants to combine itself with the „a“, therefore both letters are shaped like an arc. As we all know, the unity of art and the city wall is mostly not only unwanted, but also not achieved. That is why the arc is not connected.

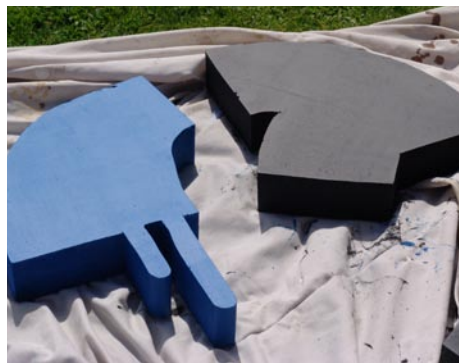
The logo also works as a spraycan-stencil for spreading it all over.



**Bringing it to the streets**







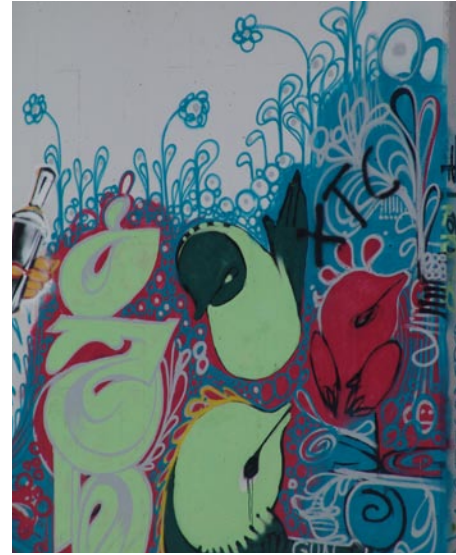


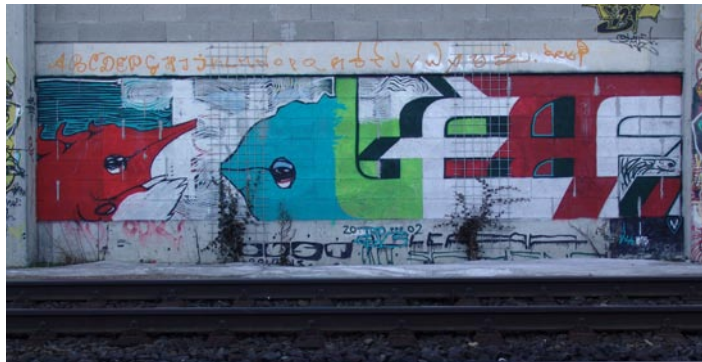


# VORARLBERG / AUSTRIA

Vorarlberg is in the very west of Austria. It's small in space but large of creativity (well, mostly). The following images are a sneak preview for the upcoming issue of ReAnimation, which will present a special feature for Vorarlberg.

So stay tuned for more.









Well, that's it for now. I hope you enjoyed this issue, critics and feedback are very welcome.

Next one is coming soon, so if YOU want to see work your work in one of the next issues, feel free to contact me. Everyone is free to participate, from photographers to graffiti-artists, stencilists and sticker-maniacs from all over the world.

[martin@reanimation.cc](mailto:martin@reanimation.cc)

