

## THE INFLUENCE OF STREET ART ON GRAPHIC DESIGN

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**Annotation.** *The work represents the definition of street art, its main benefits and impact on the sphere of graphic design. The most important periods and representatives of street art history had been analysed to show the process of its development.*

**Key words.** *STREET ART, GRAPHIC DESIGN*

When people think about art basically, they usually imagine some beautifully framed canvas, that is hanging in the gallery, attracting attention of the visitors with the sophisticated technics and the master's perception. However, the changing of the art history showed, that it's useless to keep oeuvre under the strict rules, because the powerful flows of art would anyway splash out to the streets.

The street art is a kind of unsanctioned visual art movement, that presented in public settings and primarily based on the notion of repetition. The main forms of street art are stencil graffiti, wheatpasted poster art or sticker art, and street installation or sculpture. This kind of art is also named as "urban art", "guerrilla art", "post-graffiti" and "neo-graffiti".

It's possible to admit, that street art is closely connected with the appearing of the graffiti and vandalism, but using painting technology urban artists have reincarnated a new ideology of bringing powerful messages on social, environmental and political topics across to the citizens. The first iconic example of urban art was presented at the time of the World War II by Charles Panati. It was a graffiti of a little cartoon bald head, peering over a fence with hid everything except his eyes and nose with the proclamation "Kilroy was here", that unexpectedly turned it into a national joke and spread it along time and territory. Also, after the death of the great american saxophone player Charlie Parker with the nickname "Bird" a batch of graffiti with the words "Bird Lives" began to appear on the streets. In addition, graffiti gradually began to be used as a kind of protest, e. g. during the student strike of May 1968 graffiti slogans such as "Boredom is counterrevolutionary" were sprayed on the walls of France. By 80s SA was becoming interesting to the world of commerce and investment, that gave a push to the careers of a lot of artists ,e. g. Keith Haring, Jean-Michel Basquiat and etc. [2].

One of the key point of the street art development was also the birth of stencil art in the beginning of 80s in Paris. Among the main artists was Blek le Rat, whose intriguing black rats appeared all over the city. His stencils' blend of dark humor and political commentary has impacted on scores of artists, including Banksy and gilf! [1].

The modern archetype of street art moved from its birthplace on the East Coast of the United States to the countless destinations around the world. Exactly New York is those city, that produced and nurtured leading artists in the Independent Public Art such as: Espo – more famously known as Steve Powers, engaged in creating emotional advertisement using typography and advertising to make spray paint and installation; HOW & NOSM - Raoul and Davide Perr twins creating symbolic figurative graffiti with the

use of minimal palette; MOMO, who focuses upon the randomness, shapes, kinesic and creates a kind of non-figurative graffiti, collages, sculptures, installations world and more. San Francisco has produced its own distinctive form of Independent Public Art too. One of the most famous artists are Barry McGee (or Twist), who is probably the most accomplished and respected artist to have emerged from the graffiti underground in the whole of North America and also one of the first artists from the region to move from a textually based graffiti practice into a more iconic or figurative sphere. Los Angeles had also a set of world-known artists – El Mac is the master of the realistic portraits; Shepard Fairley – one of the most prolific artist known for his posters of politicians and Andre the Giant sticker campaign [1].

Banksy is the most notoriously secretive stencil artist, graffiti master, painter, activist, filmmaker and all-purpose provocateur. He refuses to reveal his identity to protect himself from prosecution. His work seems to be everywhere, but the artist himself remains as elusive as ever. They capture vision with the satirical slogans and installations that unveils the truth and connects with the main problems of society such as political themes, satirically critiquing war, capitalism, hypocrisy and greed. Common subjects include rats, apes, policemen, children and members of the royal family. Organized geographically by country and city, more than 100 of today's most important street artists – Os Gêmeos in Brazil, and Anthony Lister in Australia – are profiled alongside key examples of their work [1].

Street art is also popular in Ukraine. Especially, it thrives in Kharkiv. Among all of the talented artists there is only one, who reveals the peculiarity of our city's streets. His name is Hamlet Zinkovskyi. He works in paintings, drawings, photography, installation and performance, but each citizen of the city knows him for the vast amount of paintings on the walls. They impress with the scales, ambiguous phrases and drawings full of philosophical context. Also, a monochrome colour palette and an unique technic adds some significance of sense. His most well-known works are "For Those, Who Have No Light" , "It Seems, That I Have Found Myself..." and etc.

Consequently, as for graphic designers this kind of art has a vast influence. It shows completely different and extraordinary approach to the technical solution of the work: unveils new types of fonts and their interactions, shapes, colors combinations, shows the work with the new materials. It reveals the power of art, its diversity and inspires for pondering and changings. One may conclude that street art has a vast influence that connects millions of ideas, spreads art and transforms the meaning of art into a new level.

#### References

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