

Using street art as a child-directed advertising medium

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Introduction:

The street art is now an important part of the public culture and the closest patterns affecting their feeling and attitudes. Otherwise, since its beginning, it has been uncommon and criminal because it was expressing a reflection of the problems of governance and order, and from the point of view of some, it distorted walls, buildings, and public spaces. After the commencement of better organizing of this art, it was entered into the advertising industry in a proper manner for the recipients and their cultures, only further it increases their awareness. Art in the general sense is a process or product of deliberately arranging elements in a way that appeals to senses or emotions. The art of the street is a form of activity of subcultures, known as advanced visual arts, which is unlicensed and practiced in public places. This type of art is considered to be an addition to the movement of writing on walls and is often characterized by an irregular nature, although street art carries a meaning that differs greatly from its traditional precedent, which includes (writing on modern walls, art of interference, guerrilla art, sculpture, art posters on streets and establishments, video presentation, 3D chalk painting, etc.). This term is usually used to distinguish artwork in the public space of the land by writing on walls, vandalism and corporate art.

Street art knows that it is not graffiti but rather a powerful platform to reach a striking result in sending ideas and establishing principles. One of its visible general benefits is that its philosophy includes a strong sense of activity and freedom, which is to regain the recipient's consciousness and adapt to the visual artistic work that uses the public space for the shape. Furthermore, it seeks to reach a much wider public than traditional artwork or exhibitions because street art allows all segments of the public to unify the message and embodies this idea not only in the visual scene in the urban environment but also to reconsider the freedom of expression that individuals want to communicate their thoughts and emotions through this means. Street artists are considered as a free anti-suppression pen and identification of ideas due to the use of modern technologies to deliver their social or political opinions. They also have various motives and objectives which began to be organized better and affect the recipient effectively.

The definition of street art: A term that includes any art placed in public places "generally in the streets" and it is considered a democratic form of public folk arts that is understood

through its vision in public sites. Some may consider it a source of concern; others see it as a way to communicate, express opposing views, ask difficult questions and express political concerns.

Street art is a surprising form of communication that takes place in the street to attract and entertain the recipient to be a representative in the campaign. Street arts have proven their efficiency with all categories of recipients, so street art helps to create awareness towards the goal of advertising and to develop loyalty to the product or to modify behavior towards a cause.

The basis for the emergence of street art in the beginning was for the aim of unloading the negative charge towards the political and social issues that are difficult to deal with clearly and frankly so some artists resorted to translating the people's expressions and the street beat through writing on the wall using paints, whether by spraying or painting on the walls which is called graffiti art or stencil graffiti, including also street poster art, and with its development appear video projection and street installations art.

The goals and motives of street artists vary, calling for the surprise of the recipient by merging the elements of this art into public places occupied by pedestrians by expressing themselves and their society in ideas that are often a criticism of society with a mockery of problems that are difficult to solve and call for social struggle and political criticism or simply call for thinking and realizing the mind to shed light on the problems and work to solve them by the government and by positive societal participation.

Keywords:

Street art, child culture, advertising penetration.

Street art goals:

1. The increase of awareness of social and political issues.
2. Using urban space as an unexploited space that can be exploited and used to display art works that the public interacts with.
3. Achieving the amazement and excitement resulting from the artist's defiance of the risks associated with establishing artworks in public places.
4. Adapting the visual artwork in a blank space using the general space.
5. Reaching a wider public than permitted by museums and private art galleries similar to the trends of postmodern arts such as environmental art and earth art, which called on some major museum institutions to pay attention to Street art and set up exhibitions for it. whereas, an exhibition of a group of street artists was held in the Tate Art Museum in London in 2008, by drawing on the museum's outer walls and the surrounding streets, which lends an official character to this style of art after it was reprehensible and despised by some people.
6. Achieving a strong interdependent relationship between the art, the environment and the society, whereas, the art plays a pivotal role in expressing societal issues and environmental problems, as well as developing the taste and the artistic and aesthetic sense of the public by seeing artworks around them everywhere as usual and familiar.

Therefore, the research plan of using some patterns of street art will be presented as an advertisement that achieves a great impact on the child's personality and helps in changing his behavior effectively.

Research problem:

The research problem can be formulated in the following questions:

- ▶ How can street art be invested as a means of advertising awareness affecting children?
- ▶ How effective is the discussion of children's problems through street art in the form of an advertising message that carries artistic value?

Concerning the answer of the previous questions, we can focus on the visual wording of advertising messages to achieve the effective use of street arts as a means of advertising affecting the personality of the child.

Research importance:

The importance of the research lies in the existence of a lack of interest in the existence of advertising messages directed to the child in particular, discussing the problems that he/she is exposed to during childhood, whether they were problems that originated through the family, school or the surrounding community. Therefore, the research solves the child's problems through art therapy in the form of advertising message using street arts because they are simple and influential at the same time.

Research aims:

The research aims to:

- ▶ Adapting street arts as an advertising means in the visual wording of advertising messages for children and activating their role in discussing issues related to children at the present time.
- ▶ Utilizing the styles and forms of street arts, optimal use as a supportive program that affects the child's behavior in the form of a message directed to the child to get rid of negative charges and create positive charges that in turn affect the community effectively by treating it as an advertising message directed to change the child's behavior for the better.

Research hypotheses:

The research assumes that:

- ▶ The possibility of assuming some patterns of street art appropriate for the child in the visual wording of the advertisement, working to develop awareness of the issues specific to the children of this generation, which helps to progress society in the future.

Street art can be invested in helping the designer to prepare creative designs and ideas and to provide effective solutions that affect the child positively.

Research limits:

The research includes the knowledge of how to change the behavior of children, to be influential in choosing a form of appropriate street arts in preparing and assuming advertising messages to discuss issues pertaining to children in childhood.

Time-limits: The period from 2010 to 2020.

Spatial boundaries: The Arab Republic of Egypt.

Research Methodology:

The research follows the descriptive approach in studying the relationship between street arts, and using them in preparing advertising messages and visual wording of advertisements

directed to child, then the analytical study to analyze a set of advertising models that have been used by some street arts in preparing advertising messages addressed to children to change behavior.

Results:

- 1- Street art is not a criminal art, as people believed in the period of revolutions, but rather an art that stems from the environment and from the pumping of many arts, especially the post-modern arts and what emerged from them.
- 2- The collision of street art with novelty, atypical ideas, gives prestige and influence to the advertising message, and draws the attention of the public in a way that makes it part of the advertisement and the completion of its idea sometimes.
- 3- The child's culture is related to the pattern of street art that the advertiser chooses because children were grouped into different classes and different cultures. People may understand this pattern and others may not understand it due to the difference in its culture and environment from one to another, so the advertising designer shall choose the best.

Recommendations:

- 1- Development of the child's culture from his/her early stages and not being convinced to marginalize its role in childhood, but today the child proved his/her superior capabilities in solving the mysteries of many messages which we believed that they were difficult to be received by the child.
- 2- Upgrading the role of art and its value in the children's life by the family and by the Ministry of Education and some of the bodies concerned with caring for the child because art is a relief for the negative charge that the child feels and through this ventilation, many ideas that allow the advertising designer to understand everything that the child feels to influence him/her to designing an advertising message especially addressed to them, emerge.
- 3- It is necessary to constantly control the use of street art in order to use it in the required positive form and to set rules that support some freedom in the ideas represented through the societal issue.
- 4- Urban space should be used as a vacuum in a manner that does not affect or disturb pedestrians to achieve the goal in simple and unobtrusive ways and to exploit the vast empty spaces in the assuming of art works used to influence the behavior of the child.

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