

Street Art & Society : pure manifesto or transformation factor?

Petronela Daniela SOLOVASTRU

President of EIT Environmental Innovative Technologies, NGO. Strategy and innovation consultant, expert in branding and digital marketing, writer, a transformation artist in short.

Abstract

Our society is ruled by a continuous, ruthless chase of the profit. This at the expense of our most significant values as human beings: protecting the beauty of our homes, firstly our planet and secondly, ourselves within our environments. I've experienced the Street Art phenomena both as being an incredible patch applied on the urban bruises left by the grey of comunism and the egoistical urbanisation traits of capitalism. It's a powerful artistic instrument able to bring back to life and give back purpose either to the urban areas left in ruin or recent building structures and



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cultural events (Photos Aerodrom Cioca - Flight Festival Timisoara 2019, Pasaj Popa Sapca - Flight Festival 2020, Photos Truck Ravitex - Flight Festival 2020). Street Art can be a sustainable colourful bridge towards the city of the future, a growing trend of urban innovation, uniting a global community of talented artists wanting to be heard and seen, catalysts for bringing beauty back to the community. Street Art has the ability to shout out to the world painful truths and beautiful stories at the same time without saying a word, that's where it's power and fragility lies. Remember, Earth without ART is just an Eh.

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Our environment influences the quality of our lives in countless ways and the urban panorama can seldom be terribly gray, especially in countries belonging to the former communist block. This fact also applies to the hyper industrialised areas left in ruins due to the capitalist crazy chase of the profit, leaving entire geographic regions economically obsolete. All over the globe we face the paradox of colorful innovative lifestyle areas versus grey or flat living spaces.

Nevertheless initiatives of urban regeneration all over the world have proven to be effective when the communities decided to unite resources in order to reinvent the purpose of entire socio-economic contexts, bringing back to life entire geographic areas. This regeneration process is smart, because it innovates the way of living in lifeless areas due to historical events or capitalist migration or economic obsolescence, it is ecological and most importantly it can be a work of art too.

Several examples can be given, I will only mention one in Brussels Belgium, a former textile industrial building regenerated into a multi functional complex having also dedicated cultural facilities such as an contemporary art gallery, a library with a tea shop, a gourmet restaurant, a tech innovation centre, all this linked to a large events facility in the near proximity. A safe heaven for young artists and also confirmed ones with international reputation, a centre of which the community was very proud of and contributed by frequenting it on organised activities.

Street Art phenomena can enter in one's life by a casualty of circumstances, like everything else as a matter of fact. Nevertheless nothing is casual but exceptionally synchronistic, nowadays scientists and artists agree alike on this matter. That was my case obviously and I was delighted to start the Street Art adventure back in 2019.

I consider art as being an evolution instrument for our society . Visual artists, street artists in particular can be very impactful through the messages they carry and transfer to the community. All over the world talented artists want to be heard and seen and they can be effective catalysts for bringing beauty back to the community.

I have promoted Street Art initiatives within the 1st edition Flight Festival Timisoara 2019 and the 2nd edition Flight Festival 2020, cultural events being under the spotlight especially taking into account Timisoara being the European Capital of Culture in 2023.

Flight Festival 2019

Back in 2019 we have regenerated abandoned buildings within the Aerodrom Cioca Area and also brought to life an abandoned medium sized airplane. A team of excellent 4 street artists (Flaviu Roua, Corina Nani, Alex Baciu and Irlo Iridoi) brought the Timisoara Old Airport buildings back to life and told the story of iconic flying superstars or used symbolism in order to express the key values Flight Festival wanted to share with the community : Amelia Earhart, Hermes, the Flight Festival Logo and symbols and geometric shapes expressing the freedom of flight. It has been an amazing co-creation experience with the street artists and it had a wonderful impact on the participants.

Flight Festival 2020

Last year in 2020 the team composed by Flaviu Roua and Corina Nani have painted Pasajul Popa Sapca which is a high traffic area a passage under the railways crossing a central area of Timisoara, expressing the innovations the city has implemented historically speaking : its Premieres of being the First City in the World with electric powered public light system, First Airplane invented by Traian Vuia and also it's vision of the future. We have also made a Street Art activity during the festival involving the community, by painting a Truck which now roams mostly the Western Region of Romania. We have represented the dream of flight which Traian Vuia made become a reality : Traian Vuia as a child and as an inventor. We also have represented our main sponsor's logo, an innovative banking system promoting street art projects.

I personally wanted to use street art as a storytelling instrument in order to bring meaningful ideas and historical facts back to life in the eyes of our community. The co-creation experience was once more enhanced by the synergies we've managed to generate also with our adventure partners and sponsors.

Remember, Earth without ART is just an Eh. And art without street art would just not be the same. Street art can create an amazing impact on each urban area it is used, it enhances the artistic urban patching where needed and gives visibility to the meaningful stories which bring people together. It leaves a beautiful and colourful fingerprint of innovative visual artists, brave enough to shout out to the world painful truths and beautiful stories at the same time without saying a word, that's where the power and fragility of street art lies.

I would conclude that a contemporary art ecosystem would be beneficial for every city aiming to become a cultural beacon for either visual artists and art lovers from the local community and the global artists community generally speaking. I strongly believe that local authorities, NGOs, visual artists and art promoters from all around the globe can unite forces in order to give back the beauty and excitement of the invigorating street art experience to the cities and other particular areas of interest.

FLIGHT FESTIVAL 2019 TIMISOARA OLD AIRPORT (AERODROM CIOCA)

Photo credits Sergio Morariu





FLIGHT FESTIVAL 2020 PASAJ POPA SAPCA

Photo credits Flaviu Roua, Petronela D. Solovastru



FLIGHT FESTIVAL 2020 TIMISOARA OLD AIRPORT (AERODROM CIOCA) Truck Ravitex
Photo credits Sergio Morariu & Flight Festival 2020







Street Art brings color and joy, the community loves being involved in this type of artistic projects.



Looking forward to new Street Art adventures!