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## STREET-ART ON TA YOGO ROZVITOK VULICYA MISTA CHERKASOV

*Abstract: This publication discusses conditions of the aesthetic image of the city in the minds of the townspeople, the inhabitants of the city, media aesthetic and cultural norms that could affect the environment, studied art and design synthesis urban architecture and street-art, its influence in shaping the composition of a holistic environment, by analysis of selected artifacts street-art in Cherkasy and conditions outlined feasibility of their use as one of the components forming the urban environment.*

*Keywords : street-art, the design of the urban environment.*

**Statement of the problem.** Human activity among major cities every year becomes problematic, requiring constant attention of authorities, representatives of the plastic arts, designers on the harmonious unity of material, functional and pragmatic, aesthetic, social and emotional parameters. In the formation of the aesthetic image of the city and contributed to making street art.

**Analysis of recent research.** City, as interpreted by leading scholars on the history of architecture and city planning A.V.Bunina, A.V.Ykonnikovoyi, EI Kirichenko, MG Kruglov, TF Savarenskoyi, TA Slavin, M. Tikhomirov, SA Khan-Magomedov, AS Schenkova, JS Ushakov, who leads Trushina L. E. [1] in my thesis is not only an architectural art, it is all the socio-cultural conglomerate filled with various forms of human activity, the object of interdisciplinary research of many sciences, such as urban planning, sociology city social psychology, ecology, aesthetics and design of architectural environment [2].

The image of the city is embodied in literature, visual arts, film, television, etc., and specific language of each type of creativity contributes to the formation of the aesthetic image of the city in the minds of the townspeople, the inhabitants of

the city, media aesthetic and cultural norms that can affect the environment in process of designing and structuring.

The second half XX century contributed to the image of the city on the territory of Ukraine and the design makes [3,4]. With its personified objects project activities , their arsenal of research methods and project design started to come out in the spatial environment of the city , creating new kinds of artistic design and synthesis [5, P. 15]. One such objects personified project activity is street art - Street-art, graffiti [6].

Street-art - one of the youngest and most significant cultural phenomena of modern towns and cities. Age of the phenomenon - nearly a century and thousands of kilometers of used urban areas of walls and roads. In Ukraine , despite the young age of most artists painted streets ( strytrayterov ), this phenomenon has about a dozen years and deserves attention on art theorists , designers, human rights advocates.

Today, among the professionals of imaginative creativity goes the idea that the interpretation of the term «Street art, art Stree » - street art graffiti term causes only drawing with spray paint . But it is not so , because the term " graffiti " Coming from *Italy. grafficare* - scratch, scratching technique represents the wall inscription, figure. During the excavations of Pompeii, for example , found one of the most famous collections of ancient graffiti [7]. Later, the term began to be applied archaeologists to denote all kinds of random graffiti on the walls. Today , the term is associated with a list of buildings, wall surfaces , elevators, fences , etc using aerosol spray paints. Street art, unlike graffiti, used to create compositions not only cans of paint. Arsenal instruments representatives of this art form - crayons, stencils , plastic, masking tape, stickers , and more , including laser projection and LED installation. Street artist should be armed with a camera or a movie camera , and because his works are extremely short-lived [ 8 ].

**The wording of the purposes of Article:** analysis of artifacts street-art in Cherkassy for their artistic value and usefulness as one of the components forming the urban environment.

**The main part.** In order to identify the usefulness of street-art as one of the components forming the urban environment should determine the laws and methods of artistic and imaginative creativity stritrayteriv in an urban environment. A little history. First , the idea of using urban space as an art studio , was made almost 100 years ago. In 1918, the Russian Futurists issued a decree № 1, wherein sounded residence requirement for cancellation of art in barns , saloons and libraries. Artists offered immediately take pots of paint and brushes and illuminate , paint the sides of buildings in Moscow. Vladimir Mayakovsky, David Burliuk and called on Moscow streets turn into a holiday art [9].

Officially, the history of graffiti has its origins in America. During the Second World War, the factory in Deyroti which produced bombs in your name Kilroy on each box of bombs that passed through his hands , he wrote : " Kilroy was here ." The soldiers depicted phrase : «Kilroy IS here» Europe on the walls that stand after the bombing , the airframe , the compartments military cruisers are making a mark on a natural phenomenon. Over time, a spontaneous action raised a new kind of contemporary art that did challenge the grayness of the urban environment and urban landscape sad [10].

During perestroika fashion trends and sunk by the Soviet Union. 15 -year-old boy took to the streets and began to create the first graffiti. After 20 years, the movement has been recognized in numerous exhibitions became more popular and more technically secured quality spray paint .

Along with the recognition of artistic graffiti art is experiencing the tough sanctions , sometimes making a significant negative impact on the artistic development of many writers ( graffiti artists) . But not everyone calm down it, someone is looking for new ways to develop , contributing to numerous branches.

A characteristic feature of this type of art - a distinct urban style, but it can not be equated only with graffiti and stencils, this is not the only art fences and walls of buildings , not only wants to keep its resourceful, it is different sculptural installations , posters, logos stylized landscape design, etc. . The main aim of this genre of graphic design - to attract the attention the story occupant appropriate visual information. An ingenious use of urban facilities in their composite

installations can be used to organize the urban environment. For example ( Fig. 1 ), the deposed column in the school yard installed by frame glasses , originally decorated the schoolyard (top view ) [7].



*Figure. 1. Installation (Street-art) Paul Pillows (Russia).*

Or that's so interesting and ingenious Filipino students decorated the fair sewer pipes (Fig. 2) [7].



*Figure. 2. Street-art of Filipino Students*

If you understand the concept of environment is that part of our environment, formed three-dimensional structures , systems and equipment ordering , the key concepts of transformation methods, results and objectives creativity strytrayteriv (designers of urban space - so think sounds better ) should be r ' combined into a single integrity of the laws of harmony and artistic unity. According to that, the designer of urban space must possess not only the technique of drawing on buildings and other facilities of the urban landscape drawings and inscriptions by using spray paint , but to be able to fit into the environment, as did Filipino Students (Fig. 2) , have also their style . Master the technique of image is not the final one , but the tools to build a house which will not replace itself home. The successful use of technology allows you to mix pure color, trace the outlines with water stains , even the paint on the laws of classical perspective, but the lack of style, if desired, allows another person to play other people's work, not the work . Methods using techniques can be learned, but his style can only be an artist, as well as technology - Universal and identity - personal and acquired it hard work of the artist. Technique , no doubt, easier to learn than to acquire and develop his style .

So strytrayter must have appropriate education Designer - Graphics at least the educational level of junior specialist and qualified graphic designer urban space.

Street art in Cherkassy developing very actively. This contributes to such important factors as the availability of facilities for training - designers, figurative art, and - scenic natural landscapes. Cherkasy City is located on the high right bank of the Dnieper ( Kremenchug reservoir ) in its middle reaches. Relief historic city formed Castle Hill , but much of the city is situated on the plain. City Cherkassy 5 km wide stretches for 17 km along the coast of the Kremenchug reservoir area of the city - 69 square miles , the number of residents - 2,853,500 people.

Over the past 20 years in Yalta significantly changed the overall dynamics of urban life , increased movement of transport and pedestrians, more complex urban structure. This change affects the weight of the individual components in the figurative representation of the city and makes objectively necessary close

cooperation of architects and designers of the urban environment in shaping it. Unfortunately, Cherkassy today have not traced the figure of street culture as an approach to the improvement of both individual buildings and structures, and entire areas of the city are haphazard , but the first ray of hope is already there.

Group students in "Design" Cherkasy State Technological University ( ChSTU ) consisting of: Hola Anton Kuzoma Maxim, Andrei Fedorenko , Bedenko Taras, Kuchma and Stanislav Chirkov Igor took an active part in painting the fence that separates the coastal zone of the Valley of Roses from the city disordered . The usual technique of painting and airbrushing created images of the subway. The plot unfolds rapidly image and has several climactic moments: a picture of the underground , jazz performers who entertain passers his game , and subway cars that rush past , and so on. The composition of the artifact is created in an open space where the eye of man fall far targeting elements , including the surrounding architectural and natural forms . Therefore, during the development of the project was considered as a significant interaction between the composite graphic image of the architectural elements of the urban environment and selected warm color scheme that blends with the color of the paint surrounding buildings. Size of images shown are comfortable to view, since the scale takes into account the following two modules as architecture and people. Street-art for different duration perception: combines the stylized image plane covered with local color and expressive written some detail. The project complements the landscape of the city that opens the viewer to the Valley of Roses and its unexpected and original graphical solution evokes positive emotions ( Fig. 3).



*Figure. 3. Street-art - «Cherkasy Metro»*

An example of the use of street art in a confined space is painting the walls of buildings at Cherkassy art school for children artist Tatyana Vasilyeva (the teacher of this school) and student ChSTU Victoria Koshelev (Fig. 4). The latter is the author of the original drawing which discloses school activities, doing so in addition to aesthetic, yet informative and promotional functions. In an enclosed space, there is no guidance, so the graphics composition needs more attention in perception. In the first place, it is the composition and content of the relationships between the components of the image. This relationship was made due to overflow of one part of the painting to another, as well as through the use of stylized elements Petrikivsky.



*Figure. 4. Street-art - Children's Art School*

In 2012 he started in Social Street Art project of city -level "Decorate our city". Within the project, the participants were asked to work on playgrounds, fences, walls of buildings. Specifically, seventeen schoolgirl Tatiana Dmitrenko made painting playground located in the yard on the street. Bydhoschskiy, 36, and Rosa Luxemburg, 149. Images previously discussed with residents of nearby houses, heroes of Soviet cartoons chosen such as: "Oh wait," "Winnie the Pooh" and "Prostokvashino." Space playground for children was significantly changed, it

became more comfortable and attractive ( Fig. 5).



*Figure. 5. Street-art - Playground for children*

To citywide project joined high school students Cherkasy Gymnasium № 9 named. A. Lutsenko, where there is a special class of artistic training students. Students painted abstract compositions fence around the school (Fig. 6).



*Figure. 6. Street-art - Cherkasy Gymnasium № 9 named. A. Lutsenko*

In August 2013 in Cherkassy started the project " Body Che ", the first stage of which was the discovery of the art studio to create sketches street art objects that are to be implemented in the urban area. Four-day workshop for local artists and creative community of active members of the Kyiv- artist - a renowned expert



Andrew street art Klochko. " The body of Che " is a social project that aims to draw together the youth of the city through business card specific targets street-art. Together with artist Andrew Klochko Project Coordinators are graduate ChSTU Alexander Bull , Malkov and Daria Anne Myhal . Today, young artists Cherkassky Malkov and Daria Alexander Bulla working on the implementation of the planned image of the Leaning Tower walls to works by Cherkassky Executive Committee . (Fig. 7).

The design of the buildings require extraordinary painting graphics solution , so the basic plot of the street-art world-famous image formed of ancient sculptures: the Venus de Milo ( 150 BC, author unknown ) discobolus (V century BC. Myron ) , Thinker ( Auguste Rodin, 1880-1882 years), located between the supporting columns of the image of the Leaning tower. To accurately reflect the proportions of the picture on the wall surface texture used screen painting.



*Figure. 7. Street-art - image of the Leaning Tower of Pisa*

**Conclusions.** By carrying out the analysis of individual artifacts street-art in Cherkassy for their artistic value and usefulness as one of the components forming

the urban environment , found:

1. Street art as a genre of graphic design has artistic value in cases where this kind of creativity involved professionals and artists ;

2. The main purpose of art Street art - draw attention capita appropriate plot of visual information ;

3. The basis for the creation of objects of Street art in the urban environment has become a stylistic and compositional data objects matching the existing architectural ensembles and the natural environment;

4. Street Art Objects should be located in areas that require this information in an amount corresponding to the real possibilities of human perception , in a manner that best facilitates its acceptance and use;

Prospects for further research aimed at developing educational base forming artistic and compositional and stylistic features of street art, searching for place of street art mural in the modern design environment of cities.

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#### Анотація

**Романенко Н.Г. , Вискварка Я.Н. , Галицька Е.В. Street - art і його розвиток на вулицях міста Черкаси.** У публікації розглядаються умови формування естетичного образу міста у свідомості городянина , жителя міста , носія естетичних та культурних нормативів , здатного впливати на навколишнє середовище , досліджується художньо - проектний синтез міської архітектури і street - art , його вплив на формування композиційної цілісного середовища; здійснено аналіз окремих артефактів street - art в місті Черкаси та окреслено умови доцільності їх використання в якості одного із складових частин формування міського середовища .

Ключові слова: street - art , дизайн міського середовища.

#### Аннотация

**Романенко Н.Г., Вискварка Я.Н., Галицкая Е.В. Street-art и его развитие на улицах города Черкасы.** В публикации рассматриваются условия формирования эстетичного образа города в сознании горожанина, жителя города, носителя эстетических и культурных нормативов, способного влиять на окружающую среду, исследуется художественно-проектный синтез городской архитектуры и street-art, его влияние на формирование композиционной целостности среды; осуществлен анализ отдельных артефактов street-art в городе Черкасы и очерчены условия целесообразности их использования в качестве одной из составных частей формирования городской среды.

Ключевые слова: street-art, дизайн городской среды.