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From the street to the gallery: Evolution and influence of street art on contemporary art culture

Abstract. The purpose of this study was to investigate the mechanisms and consequences of integrating street art into formal art institutions and urban projects, as well as its impact on the development of the contemporary art market. The study included a survey of students of the Faculty of Arts at Kryvyi Rih State Pedagogical University. The results of the study highlighted the significance of street art as a means of visual expression of social, political, and cultural issues. Street art, specifically graffiti and murals, acts not only as an art form, but also as a platform for intensifying social dialogue and protest. The study found that street art has been successful in addressing concerns associated with human rights violations, political injustice, and environmental issues, thus mobilising social movements. The study confirmed that street art is an essential tool for conveying social and political messages that influence public opinion and promote social change. The use of public spaces to express ideas on topical issues enables street art to serve as a visual manifesto of contemporary social consciousness. The integration of street art into the gallery context reinforces its cultural and social impact, ensuring the recognition and preservation of works. This process fosters cultural dialogue and heritage creation, expanding the boundaries of traditional art and enhancing its impact on contemporary society. The study also confirmed that the commercialisation of street art has both positive and negative impacts. While it increases the accessibility and professional opportunities for artists, it can also threaten the authenticity and critical acuity of the art form. Maintaining a balance between commercial interests and cultural values is important to ensure its long-term relevance in the modern world. The analysis of the feedback from the students of the faculty of art confirmed that the use of latest technologies in street art opens wide opportunities for innovation in artistic practice and interaction with the public, which contributes to its development and influence on the cultural and social sphere

Keywords: graffiti; public spaces; street art; murals; innovations

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INTRODUCTION

Understanding the phenomenon of street art is important for identifying how artists use urban space to communicate and transform social consciousness. The study of the evolution of street art contributes to a better understanding of the dynamics of change in artistic culture. Moving

from illegal graffiti to legitimate gallery exhibitions, street artists are creating new forms and styles that push the boundaries of traditional art. It is important to investigate how urban art is integrated into the official art space and how this affects the general perception of art. The study of

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street art is of immense importance for understanding the interaction between art and society. Street art often emerges as a response to social and political issues and researching it can reveal how artists use their art to express protest, support social movements, or cultural identity. This will help to understand how street art contributes to social change and influences the collective consciousness. It is important to explore the economic and cultural aspects of the commercialisation of street art. The involvement of street artists in galleries and art markets opens new opportunities for their financial security and professional development but can affect the authenticity and original purpose of their art. Investigating these aspects will help to strike a balance between preserving the authenticity of street art and its integration into the official art space.

The commercialisation of street art has created problems for the study of the impact of street art on contemporary art culture. On the one hand, the transfer of works from the streets to galleries contributes to a change in their original context and meaning, which affects the authenticity and perception of these works. On the other hand, commercialisation helps to provide financial support for artists, but it also leads to the adaptation of their art to market requirements, which distorts the original idea and reduces social relevance. Street art evokes different, sometimes opposite, reactions in different social groups. Analysing these reactions required a comprehensive approach, considering the socio-cultural context, which was also reflected in the research questions.

In the scientific sphere, street art is considered an important socio-cultural phenomenon that includes graffiti and other forms of public expression. According to A. Gaubert (2024), graffiti serves as a means of expression for both ordinary people and elites, covering both literate and illiterate populations. The researcher emphasises that graffiti functions as socio-cultural objects and direct testimonies, allowing all segments of society to express their thoughts and feelings. On the other hand, D. Karlander (2024) notes that graffiti forms an integral part of public space both within cities and beyond their borders. They influence the perception of the urban environment and contribute to the formation of its unique identity.

Researchers investigate the variety of interpretations of street art and its role in shaping urban space. M. Zhi-gaylo (2021) emphasised the multifaceted interpretations of urban art in the context of the urban environment. He outlined promising areas for integrating this art into the cultural landscape of Ukrainian cities, such as creating a distinction between the terms “street art” and “vandalism” at the legislative level, using urban art in the design of urban spaces and creating a city brand, digitising authorised street art objects and including them in tourist routes, and holding urban festivals. The analysis of street art objects by N. Provotar *et al.* (2021) showed trends towards decentralisation of their location in the urban environment and regionalisation of street art. The researchers are convinced that the main motive for creating new street art objects is the coincidence of interests of local communities and authorities in improving and renovating urban space and individual buildings and territories.

In the 21st century, the impact of street art on public sentiment and its role in public discourse is being actively

studied. C. Pollmanns and F. Asbrock (2023) indicated that even a small presence of right-wing graffiti can substantially affect participants’ perceptions of their surroundings and interactions with participants of diverse political orientations. J. Marine (2023) emphasised that street art is a prominent means of public debate, as it allows social and political views to be expressed through artistic forms. J. Zapata and É. Pérez (2023) argued that street art reflects historical identity, emphasising its significance in the context of the cultural and historical identity of communities. They emphasised that street artworks can convey cultural narratives and historical events that shape the collective memory of a society.

Researchers are actively investigating methods of preserving street art and integrating it into official art spaces. According to S. Abram (2024), the significance and necessity of preserving street art is undeniable, as it plays a vital role in the cultural and social life of cities. P. Weill (2022) noted that one of the key aspects of graffiti conservation is its transfer to galleries and the art market. This approach allows not only preserving these works, but also giving them the status of legitimate art that can be recognised and appreciated in the art world.

Despite the considerable amount of research that has already been conducted, there are still many unexplored aspects of street art. Specifically, there is a need to explore the impact of graffiti on social dynamics in diverse cultural contexts, as well as to investigate how graffiti is changing under the influence of digital technologies and globalisation. This will offer a better insight into the role of street art in contemporary society and its potential to promote social change. Further investigation of the impact of street art on the socio-cultural dynamics of cities is also an important task. Effective methods of integrating this art into urban projects should be explored, considering the interests of different social groups. Furthermore, it is important to continue studying the interaction of street art with various political, social, and cultural factors, as well as its impact on public opinion and identity. It is also necessary to investigate the processes of preservation and commercialisation of street art in greater depth, as well as their impact on the authenticity and social significance of these works. This will help to find the best ways to preserve street art, ensuring that its original spirit and cultural value are maintained.

The purpose of this study was to investigate the mechanisms and consequences of including street art in official art institutions and urban projects.

The study, conducted among students of the Faculty of Arts of Kryvyi Rih State Pedagogical University, aimed to determine their attitude towards the most promising forms and technologies in street art of the 21st century. The survey included 100 students aged 18 to 24 (65 women and 35 men). The study was conducted from 1 May 2024 to 31 May 2024 to collect qualitative data that reflects students’ current perceptions and preferences regarding street art.

The survey included the following questions:

What modern forms and technologies of street art do you consider the most promising in the 21st century?

What advantages and challenges do you see in using different forms of street art? How does the use of technology change conventional graffiti and its perception?

The study followed the standards of the American Sociological Association Code of Ethics (1997), the International Code of Market, Community and Social Research and Data Analysis ICC/ESOMAR (2016), and the European Commission's Guidelines on Ethics and Data Protection (2021).

FEATURES OF STREET GRAFFITI ART

From its origins on city walls and underpasses, street art has become a valuable form of artistic expression that has influenced a wide audience and drawn public attention to important social, political, and cultural issues. Graffiti and murals have played a vital role in shaping street art, influencing its aesthetics, techniques, social context, and public perception. Graffiti originated in the 1960s and 1970s in New York City as a form of youth expression (Ferrell, 2021;

Andron, 2023). Writing on walls, trains, and other urban surfaces has become a way to make one's presence known and gain recognition among one's peers. Murals, on the other hand, have older roots, but in the modern context they can be traced back to Mexican muralists such as Diego Rivera, José Clemente Orozco, and David Siqueiros, who used walls to convey political and social messages. According to L. Hughes *et al.* (2021), graffiti is an important means of street communication. The researchers emphasised that graffiti is often used to express social commentary and protest, analogous to the findings of a study that points to the role of graffiti as a voice for marginalised groups. Graffiti introduced new drawing techniques that allowed for the rapid creation of large inscriptions and drawings (Table 1).

Table 1. Techniques for creating graffiti

Technique	Description
Spray painting	The main technique that uses aerosol paint cans. Allows quickly applying paint to large surfaces. Requires control over the pressure on the spray button to create different lines and effects.
Templates	Use of cut-out templates to apply images or text. It allows quickly and accurately reproducing complex shapes and details. Often used for political or social messages.
Tags	Simple signatures or pseudonyms written in quick movements. Use of a marker or an aerosol can. The basis of graffiti culture, demonstrating the artist's individuality.
Plays	Intricate, multi-coloured works with detailed letters, shapes, and effects. They require more time and technical skills. Display a great level of skill.

Source: developed by the author of this study

Murals are usually made using more conventional methods, such as latex or acrylic-based paints, but using a large format that allows for detailed compositions. Graffiti has become a voice for marginalised groups that have used urban space as a canvas to express their identity, protest, or social commentary. Murals are often more formal in nature, commissioned or funded by public organisations, governments, or individuals, and they often reflect cultural, historical, and social themes important to the local community. Graffiti has influenced the development of street art aesthetics through the use of bright colours, complex fonts, and abstract shapes (Carastathis & Tsilimpounidi, 2021; Fransberg *et al.*, 2023). Murals added elements of classical and contemporary art to street art, using a variety of styles and techniques to create complex and often large-scale compositions. Graffiti is often associated with vandalism, which is why it has a controversial reputation. However, over time, some graffiti artists have gained recognition in the art world, which has helped to change attitudes towards this art form. Murals, on the other hand, are usually received positively, as they decorate urban spaces and are often created in collaboration with communities or local organisations.

Graffiti and murals became the basis for the development of street art as a multifaceted art movement. They opened the door to other forms of street art, including installations, stencils, and digital art. Street artists such as Banksy, Shepard Fairey, and Jean-Michel Basquiat have successfully integrated graffiti and mural elements into

their works, helping to increase the popularity and legitimacy of street art in the wider culture. Street art, including graffiti and murals, is a powerful form of self-expression and protest, reflecting a wide range of social and political themes. This art form often becomes a voice for those who are unable to express themselves through conventional channels and serves as a platform for expressing thoughts and emotions on acute social issues. I. Muharremi *et al.* (2023) also emphasised the significance of street art in the context of social communication and social impact. Their study confirms that street art is an effective tool for addressing social and political issues, as well as for supporting and mobilising social movements.

One of the main social themes reflected in street art is the struggle for human rights. Artists use city walls to draw attention to the problems of discrimination, racism, gender inequality, and the rights of the LGBTQ+ community (Wheatley, 2022; Lewin & Jenzen, 2023; Cox, 2023). These works can have both local and global contexts, but in both cases, they contribute to raising awareness and stimulating dialogue in society. Political themes are also widely represented in street art. Artists often criticise corruption, authoritarian regimes, political injustice, and economic inequality. Street art becomes a form of protest against governments and systems that do not serve the interests of the people. It can also serve as a means of supporting revolutionary movements and activism by providing visual support for protests and rallies. Environmental issues are another important topic of street art. The artists

draw attention to climate change, environmental pollution, loss of biodiversity, and other environmental disasters. They use their works to inform the public and call for action to preserve the planet. Social inequality and urbanisation issues are also often reflected in street art. The artists highlight the problems of poverty, homelessness, social exclusion, and inequitable distribution of resources. They use their art to show the reality of life in marginalised communities and call for social change. War and violence are another prominent topic. The artists express their opinions on conflicts, military operations, and their impact on people. They often depict the suffering of war victims, expressing solidarity with the victims and calling for peace. Thus, street art as a form of self-expression and protest is a valuable tool for reflecting and understanding social and political issues. It raises awareness, stimulates dialogue, and calls for action, making a considerable contribution to the development of society

Street art has a significant impact on public opinion and social movements, acting as a powerful medium for conveying social and political messages. Artists use public spaces to express their ideas and address a wide audience, influencing the consciousness and behaviour of society. Themes that include human rights, social inequality, racism, gender discrimination, environmental issues, and other topical issues are often reflected in street art (Ross, 2021; Kucukali, 2023). These artworks become visual manifestos that draw public attention to issues that may go unnoticed or ignored by conventional media. Street art also contributes to the mobilisation of social movements. Images that express support for certain ideas or movements can become symbols of resistance and solidarity. Famous examples include works that support civil rights movements, feminist initiatives, environmental actions, and anti-war campaigns. Such works can inspire people to take part in protests, rallies, and other forms of activism, helping to spread ideas and bring the community together.

The interactive nature of street art also increases its influence on public opinion. Many of the works are created with the possibility of interaction with viewers in mind, making them more accessible and understandable to a wide audience. Such works can provoke discussion and reflection, encouraging people to think about the issues raised in the artwork. Furthermore, street art can serve as a catalyst for change in local communities. Public art projects can engage residents in creative processes, improve the urban environment, and increase civic engagement. This can lead to stronger social ties, a better quality of life and the development of local culture.

Street art also can document social moods and historical events. It often reflects current events and reactions to them, creating a kind of visual archive of public sentiment and change. This makes street art an essential source of information and analysis for future generations. Considering the ability of street art to reflect and capture important social and historical moments, its integration into the gallery space becomes especially significant. There are several important reasons for this process, which reflect the interaction between traditional and non-traditional art forms, as well as changes in the perception of street art by society and the artistic community. One of the key reasons for integration is the desire to give street art official

recognition in the art world. Moving works out of the city and into galleries allows artists to gain professional recognition, and their works – to gain the status of legitimate art, appreciated by collectors and critics. Street works are often exposed to weather, vandalism, or dismantling. Galleries provide an opportunity to preserve these works in conditions that protect them from destruction (Campos & Leal, 2021; Hacer & Erdem, 2022). This is especially important for works of historical or cultural value. Exhibitions in galleries allow artists to sell their works, receiving financial support for further creativity. Street artists often work without pay, and therefore commercialisation through galleries helps to ensure the stability and development of their art.

MOVING STREET ART TO GALLERIES AND COMMERCIALISATION

Galleries and museums are visited by a variety of audiences, including collectors, critics, tourists, and students. This allows street artists to communicate their ideas to a wider public that may not encounter their works on the streets. Galleries often hold exhibitions accompanied by lectures, discussions, and educational programmes. This contributes to a better understanding and appreciation of street art, its context and significance. This approach helps to change attitudes towards street art and increase its cultural value. Integrating street art into the gallery space promotes cultural dialogue between different art forms. This allows investigating the interactions between traditional and contemporary art, expanding the boundaries of both fields, and contributing to their mutual enrichment. Street art often has a strong social and political message. Gallery spaces provide a platform for in-depth discussion and analysis of these topics, which contributes to raising public awareness and activism. Street art brings new aesthetic elements, techniques, and styles to the traditional art world. This contributes to the development of new forms and methods of artistic expression, enriching the art scene.

Thus, the integration of street art into the gallery space has a multifaceted nature, including legitimisation, preservation, financial support, audience expansion, educational value, cultural dialogue, raising the visibility of social and political issues, and aesthetic development. This process reflects the growing significance of street art in contemporary culture and its ability to influence social and artistic processes. These findings are supported by the research of A. Vieth (2023), who also emphasised the significance of street art as a valuable means of communication and influence on society. A. Vieth argued that street art integrated into the gallery space not only retains its authenticity, but also acquires new dimensions, contributing to cultural dialogue and social activism.

A prominent aspect is the commercialisation of street art. The commercialisation of street art has a complex impact on its authenticity and spirit (Gonçalves, 2022). On the one hand, it opens new opportunities for artists, but on the other hand, it can lead to a loss of the original idea and social relevance of this art form. Commercialisation helps artists receive financial support and recognition, which allows them to develop professionally. Selling artwork, taking part in exhibitions, and collaborating with brands can provide a steady income and resources to create new projects. This helps to spread street art and raise

its status in the art community. Through commercialisation, the works of street artists become accessible to a wider audience, including those who may not have access to street art in its natural environment. Galleries, museums, and other commercial spaces can become a platform for promoting this art, helping people to better understand and appreciate its significance. However, commercialisation also has negative aspects. When street art becomes a commercial product, it can lose its authenticity and original purpose. Street art has always had a rebellious spirit, reflecting social and political issues and criticising social norms. Transferring this art to a commercial context can reduce its poignancy and make it more adaptable to market demands. Artists who collaborate with brands or galleries may face demands to adapt their art to commercial interests. This may lead to a change in the style, subject matter, or content of their works, which may adversely affect their creativity and ability to express independent ideas. According to B. Dobratz and L. Waldner (2021), street artists' works often become a valuable tool for commercialising their activities. They argued that commercialisation allows artists to obtain resources for further creativity, but, like the present study, they noted the risk of losing the authenticity and social relevance of street art.

Street art often has a social mission – to address social problems, inspire change, and protest injustice. Commercialisation can diminish this mission by turning art into a commodity sold for profit rather than for social change. Mass replication of street artworks, their transformation into merchandise or advertising campaigns can lead to the loss of originality and uniqueness of street art. This can reduce its cultural value and significance for society. Thus, the commercialisation of street art has both positive and negative consequences. It can provide support and recognition for artists, but it also threatens to lose the authenticity and social relevance of this art. It is important to strike a balance between commercial interests and preserving the original spirit of street art so that it continues to be a powerful means of self-expression and social criticism.

RESULTS OF THE STUDY OF ARTISTS' POSITIONS ON THE PROSPECTS OF STREET ART IN THE 21ST CENTURY

It is worth noting the results of a survey of the younger generation of artists about promising forms and technologies in street art in the 21st century (Fig. 1).

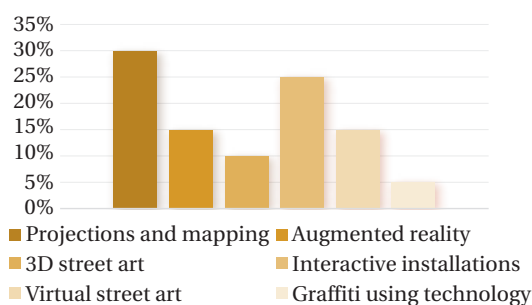


Figure 1. Results of the analysis of students' opinions on promising forms of street art

Source: compiled by the author of this study

The survey participants noted the prospects of virtual street art, seeing in it a significant potential for the development of contemporary art. The respondents also stressed the significance of technology in graffiti, seeing massive potential for improving technical aspects and visual expression. The respondents consider mapping technology important because of its ability to create temporary installations that interact with the architecture and environment of the city. Projections can transform the space and enhance the experience of art objects, engaging viewers in participation and reflection. Projections and mapping in contemporary street art are a vital element that attracts the attention of art students because of their innovation and potential to transform urban space. This technology allows for the creation of temporary installations that interact with the architecture and landscape of the city, changing the perception of space and the atmosphere in it. The main advantage of projections is their ability to influence the aesthetic perception of art objects, making them more impressive and encouraging viewers to take an active part and reflect. Projections in street art are used to create unique visual effects that need to be built promptly and used for interactive communication with the urban environment. This can include not only projecting images, but also playing them in real time. A. Buchanan (2021) noted that street art, especially projection works, is unique because of its ephemeral nature and ability to change urban forms through light projections. A. Buchanan emphasised that projections can temporarily transform physical surfaces, creating new visual effects without damaging the architecture. Students also consider projections important for creating temporary installations. A. Hatzipapas and K. Teligadis (2023) emphasised the importance of projection graffiti and film projection graffiti as the most relevant trends in street art.

Augmented reality (AR) is a technology that allows overlaying virtual objects on real scenes that can be seen through the screens of mobile devices or special glasses. This technology is becoming especially attractive in the context of street art, as it provides an opportunity to create interactive stories and virtual objects that exist in the real world. AR technologies allow artists and curators to organise exhibitions that are not limited to physical objects, but include dynamic, variable, and virtual elements. According to the respondents, this not only expands the boundaries of traditional art, but also makes it more accessible and interesting for young people and the general public, who actively use mobile applications and social networks. AR can be used to create interactive city tours where viewers can interact with virtual objects, adding a new level of engagement and participation in the artistic process. Augmented reality helps to improve the perception and retention of information, as it stimulates several sensory systems of the viewer at the same time. This makes AR a particularly effective tool for education and dissemination of cultural and social messages through street art. Furthermore, AR's interactive capabilities can be used to create personalised experiences tailored to the user's individual preferences and context, making art even more inclusive and accessible.

The students emphasised that this technology allows creating the illusion of depth and realistic images that

capture the attention of viewers and create the effect of “live” art right on the streets. As 3D street art uses optical illusions and trompe l’oeil techniques to create 3D images on flat surfaces such as pavements, walls, or buildings. This approach allows artists to create exceptional visual effects that make viewers perceive two-dimensional objects as three-dimensional and realistic. Such street art often becomes the centre of attention, attracting passers-by to interact with the art, take photos, and discuss it. 3D street art can considerably increase audience engagement through its ability to visually deceive and engage. Psychological research shows that people tend to be more interested in and engage with art that creates the effect of surprise or arouses wonder. This makes 3D street art a powerful tool for attracting attention and spreading cultural and social messages. Furthermore, 3D street art contributes to the development of the urban environment, adding to its aesthetic appeal and uniqueness. Considering that modern cities often face the problem of visual monotony and lack of creative spaces; such installations can become an important element of urban design. They not only decorate the urban landscape but also contribute to the cultural level of the community by creating places for gathering and discussing art. Thus, 3D street art is a significant trend in contemporary art that combines technological innovations with conventional artistic techniques, creating an interactive and engaging experience for a wide audience.

Interactive installations, according to the respondents, allow for the creation of art that viewers can interact with physically or through technology, making the process of perceiving art more dynamic and engaging. The students note that interactivity in art allows the audience to be actively involved, forcing them not only to observe but also to become part of the artistic process. According to research, this can happen through physical interaction with installations, such as touching, moving, or using sensory elements, or through digital means, such as mobile applications, and other augmented reality technologies (Gwilt & Wilde, 2022; Clarke, 2022). Interactive installations create a unique experience that changes depending on the viewer’s actions, making each interaction unique. Interactive art projects promote deeper audience engagement and improve the emotional perception of art. Interaction with the arts can help develop critical thinking, increase creativity, and enrich cultural experience. Interactive installations can also serve as a means of social commentary, as they allow artists to convey complex ideas and provoke reflection in viewers through their personal experience of interacting with the art object. Furthermore, interactive installations can attract a wide audience, including those who may not be interested in traditional art forms. Due to their originality and the ability to create unique experiences, they can help to increase interest in the arts among young people and other demographic groups who are accustomed to the active use of modern technology in everyday life. Thus, interactive installations are a promising area in street art that combines traditional art forms with the latest technologies, creating new opportunities for expression and audience engagement.

Virtual street art, which uses augmented reality (AR) and virtual reality (VR) technologies, opens new opportunities

for creating and displaying art in the digital space, which is especially attractive to the younger generation and those who are used to technology in their daily lives. The students believe that virtual street art allows artists to experiment with new forms and concepts that may be difficult or even impossible to implement in the physical world. With AR and VR technologies, artists can create interactive and immersive virtual installations that viewers can explore through mobile applications or special glasses. This opens endless possibilities for creativity and innovation, enabling the fulfilment of the most daring artistic ideas. Furthermore, virtual street art has immense potential to attract a wide audience. AR and VR technologies are actively used by young people and other groups that are already integrated into the digital environment. These technologies can make art more accessible and understandable, attracting those who may not have been interested in traditional art forms before. Virtual art objects can be placed anywhere and at any time, enabling the creation of unique art projects that can be viewed and interacted with regardless of geographical limitations. Virtual art installations can foster critical thinking and creativity in viewers, as well as raise awareness of important social and cultural issues. Virtual street art can serve as an effective tool for spreading social messages and ideas, creating new platforms for dialogue and discussion. Thus, virtual street art is a promising trend that integrates art with advanced technologies, offering new forms of expression and audience engagement. This area has exciting potential for development and expansion, creating new opportunities for artists and viewers in the digital age.

Respondents believe that modern technology allows for more complex interactive or multimedia installations on the streets, making street art more innovative and dynamic. Students note that technology, such as digital projectors, drones, 3D printers, and special software tools, can substantially change the approach to graffiti creation. These tools allow artists to work with high precision and detail, which was previously difficult or even impossible using conventional methods. For instance, digital projectors can be used to transfer complex images onto large surfaces, which greatly facilitates the process of creating large murals and frescoes. The use of drones in street art opens new possibilities for creating art objects in hard-to-reach places or at high altitudes. This allows artists to experiment with new forms and scales of work, pushing the boundaries of what is possible in street art (Bonadio & Egeland, 2022). Furthermore, drones can be used to film and broadcast the graffiti creation process in real time, adding another layer of interaction with the audience. 3D printers allow creating 3D graffiti elements that can be integrated into traditional wall art, creating hybrid installations that combine two-dimensional and three-dimensional elements. This allows for the creation of multi-layered, more complex, and more interactive artworks that can communicate with the environment and viewers in new ways. Furthermore, special software tools and applications allow artists to plan and visualise their projects before they are implemented. This allows experimenting with colours, shapes, and composition, improving the final result and ensuring a prominent level of quality. Thus, the use of modern technology in graffiti opens new

horizons for creativity and experimentation, allowing artists to create more complex, interactive, and multimedia installations on the streets. This increases the level of viewer engagement and makes street art more accessible and attractive to a wider audience.

These trends in street art reflect the rapid development of technology in art and its potential role in the perception and interaction with contemporary audiences. Students actively explore and experiment with these technologies to discover new ways to express and communicate through art. Most students said that the use of technologies such as projections and mapping, as well as augmented reality, substantially enhanced their artistic expression. Traditional graffiti, which was previously limited to physical materials, can now include digital elements, making it more dynamic and interactive. Students noted that interactive installations and virtual street art allow viewers to interact with art directly. This adds a new dimension to the perception of graffiti, where the viewer becomes an active participant in the creative process. According to the survey participants, the use of technology changes not only the art itself, but also the space in which it exists. Specifically, projections and mapping can transform buildings and other urban objects into canvases for art, creating new visual illusions and realities. Virtual street art and graffiti using technology have become more accessible to a wider audience thanks to the Internet and social media. The students noted that this helps to spread street art and attract new fans. Some students believe that technology raises the aesthetic level of graffiti, allowing artists to use more complex techniques and methods. On the other hand, there are opinions that this may lead to a loss of authenticity and spirit of traditional street art. According to the students, technology is changing the perception of graffiti as art. It is becoming more acceptable and legitimate in society as the integration of technology gives it a new status and expands its capabilities. The survey results demonstrate that technology is substantially changing traditional graffiti, expanding its capabilities and influence. This is reflected in the way art is created and presented, as well as in the way the audience perceives it. The use of modern technologies in street art contributes to the emergence of new forms of artistic expression and interaction, making street art even more dynamic and exciting.

As a result of the study of the feedback from the students of the Faculty of Art, it can be concluded that various forms and technologies in street art are significant and promising. Projections and mapping are recognised by most students as a major area of study, due to their ability to transform space and create interactive installations that actively interact with the architecture of the city. Augmented reality and virtual street art have also attracted considerable interest as they open new possibilities for virtual interaction with art and attract the younger generation. 3D street art, interactive installations, and technology-enabled graffiti are also making an impact, using technical innovations to create spectacular visual experiences. These technologies not only expand the possibilities of art itself but also stimulate discussions about the future of artistic practice and its impact on contemporary culture. They show how rapid technological changes are affecting

the artistic process and the perception of art, opening new ways for creativity and interaction with the public.

CONCLUSIONS

The study found that street art has evolved from its origins on city walls and underpasses into a significant form of artistic expression that not only attracts the attention of a wide audience but also raises important social, political, and cultural issues. Graffiti and murals have played a vital role in shaping street art, changing its aesthetics, techniques, and public perception. Graffiti emerged as a way for young people to express themselves in the 1960s and 1970s in New York City, while murals have their roots in Mexican muralists. These art forms have influenced the aesthetics of street art through the use of bright colours, complex fonts, and abstract shapes. Although graffiti is often associated with vandalism, it has become a voice for marginalised groups, using urban space to express identity and social commentary. On the other hand, murals are more likely to be formal and reflect cultural, historical, and social themes that are important to local communities. Together, graffiti and murals became the basis for the development of street art as a diverse art movement, opening the door to other forms of street art and helping to change the perception of this type of creativity in the wider culture.

As the study found, the commercialisation of street art has a complex impact on its authenticity and social mission. While it opens new opportunities for artists and contributes to their professional development, it can also lead to a loss of the original spirit and critical acuity of the art. Commercialisation makes street art accessible to a wider audience, but it also makes it more susceptible to adaptation to market conditions. Maintaining a balance between commercial interests and preserving the cultural and social value of street art is an important task to ensure its long-term impact and significance in the modern world.

Based on the results of the study of feedback from students of the Faculty of Art, it can be concluded that latest technologies are significant and promising in street art. Projections and mapping are recognised by the majority of students as a promising area, as they can transform space and create interactive installations that actively communicate with the architecture of the city. Augmented reality and virtual street art have also attracted considerable interest as they open new possibilities for virtual interaction with art and attract the younger generation. 3D street art, interactive installations, and technology-enabled graffiti are also making an impact, using technical innovations to create spectacular visual experiences. These technologies not only expand the possibilities of art itself but also stimulate discussions about the future of artistic practice and its impact on contemporary culture. They show how rapid technological changes are affecting the artistic process and the perception of art, opening new ways for creativity and interaction with the public. These trends not only add originality to artistic practice, but also promote innovation in interaction with the viewer, increasing the accessibility and attractiveness of street art to a wider audience. Thus, the use of innovative technologies in street art has a powerful potential for the development of art, changing the way it is perceived and interacts with the public. The lack of access

to the specifics of many types of street art, including graffiti, made it difficult to conduct the research. Further research should focus on how legislation and local public policies regulate street art, and what mechanisms exist for its dissemination, including graffiti and other forms of street art.

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CONFLICT OF INTEREST

The author of this study declares no conflict of interest.

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Від вулиці до галереї: Еволюція та вплив вуличного мистецтва на сучасну художню культуру

Анотація. Мета дослідження полягала у вивченні механізмів і наслідків інтеграції вуличного мистецтва у формальні мистецькі інституції та міські проекти, а також його вплив на розвиток сучасного арт-ринку. У дослідженні було виконано опитування студентів Факультету мистецтв Криворізького державного педагогічного університету. Результати дослідження підкреслили важливість вуличного мистецтва як засобу візуального вираження соціальних, політичних та культурних питань. Вуличне мистецтво, зокрема графіті та стінописи, виступає не лише як мистецька форма, але і як платформа для активізації соціального діалогу та протесту. У роботі виявлено, що вуличне мистецтво успішно привертає увагу до прав людини, політичної несправедливості та екологічних проблем, мобілізуючи громадські рухи. Дослідження підтвердило, що вуличне мистецтво є суттєвим інструментом передачі соціальних і політичних меседжів, що впливають на громадську думку та сприяють соціальним змінам. Використання громадських просторів для висловлення ідей щодо актуальних тем дає йому можливість служити візуальним маніфестом сучасної соціальної свідомості. Інтеграція вуличного мистецтва у галерейний контекст підкріплює його культурний та соціальний вплив, забезпечуючи визнання і збереження творів. Цей процес сприяє культурному діалогу та створенню спадщини, розширюючи межі традиційного мистецтва і підсилюючи його вплив на сучасне суспільство. Дослідження також підтвердило, що комерціалізація вуличного мистецтва має як позитивний, так і негативний вплив. Хоча вона збільшує доступність і професійні можливості художників, вона може загрожувати автентичності й критичній гостроті цього виду мистецтва. Збереження балансу між комерційними інтересами та культурними цінностями важливо для забезпечення його довгострокової значущості в сучасному світі. Аналіз відгуків студентів художнього факультету підтвердив, що використання нових технологій у стріт-арті відкриває широкі можливості для інновацій у мистецькій практиці та взаємодії з публікою, що сприяє його розвитку та впливу на культурну та соціальну сферу.

Ключові слова: графіті; громадські простори; стріт-арт; стінопис; інновації