XXL Format in Light Graphity the Design of the City Environment

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Abstract. This article discusses XXL graffiti format (mural), classification. The author describes the execution of graffiti format XXL on the facade of buildings, technical features. The main functional aspects of graffiti – mural in the urban environment are identified and analyzed: navigation, lighting, communication. Considerable attention is paid to the first international festival "The Best City of the Earth" in Moscow, where about 150 city walls were painted. In conclusion, it is stated that building owners, architects and urban planners use graffiti to transform abandoned industrial zones, multi-storey residential areas into open-air art galleries and simultaneously change the negative image of urban areas.

1. Introduction
The genre of urban monumental painting has existed for centuries. In the 21st century, graffitists, masters of street art, began working in this genre (in the XXL format) [3,4]. Some of them and street art artists specialize in even larger murals. Figure 1 shows one of the largest graffiti works to date, which was created in the 1990s by Saber craftsman along the banks of the Los Angeles River. [2,3] Monumental painting in a modern urban environment is becoming increasingly developed, in connection with what its study is relevant and timely.

The purpose of this study is to study the monumental painting on architectural structures (mural) in relation to graffiti and its functionality in the design of the urban environment.

In accordance with the goal, the following tasks are solved:
- analysis of the concept of graffiti-mural and its classification;
- a description of the algorithm for executing graffiti of the XXL format on the facade of buildings, and its technical features;
- analysis of graffiti-mural in the city of Moscow;
- definition of functional aspects mural graffiti.
2. Discussion

Mural is a huge picturesque image that is on the facade of a building or structure. In the modern world, the creation of such images is the subject of the efforts of artists of various specializations, but most often, street art masters are involved.

Mural drawings can be classified into:
- aesthetic created solely to improve the visual perception of the urban environment;
- classic with a claim to masterpiece, great, monumental, philosophical;
- political usually created by order of the municipal authorities of cities;
- religious.

One of the distinguishing features of XXL-mural graffiti is that these images are executed with the permission of the authorities and last much longer than illegal graffiti. A large-format artist solves many technical problems, which does not allow him to show spontaneity, characteristic of authors of small-sized murals. A drawing on a large-scale grid or a detailed sketch of the final version is necessary to create, requiring volumetric and careful planning before starting your own painting. [3]

A test for the creator of monumental “paintings” is the calculation of the proportions of the image and the determination of the degree to which details are worked out depending on height. The creation of large-scale mural requires a lot of physical and technical conditions. To get to the upper edge of the “canvas”, auto-hydraulics, a scissor lift or pre-installed scaffolding are needed. When it is required to paint over a very large surface, aerosol cans - a favorite tool of the work of graffiti artists, writers - are not effective enough, in many cases ordinary paint for outdoor works and paint rollers are used. Such paint requires more time to dry, but paint for outdoor use resists weather better than most varieties of aerosols, so graffiti of the XXL format retains its freshness and brightness longer. [3]

Despite all the technical difficulties, monumental murals have significant advantages over small-sized works. Any thing makes a more powerful impression if it is presented on a large scale, the viewer respects the work invested in the monumental creation and admires the artist who has overcome technical difficulties. [5]

In Moscow, graffiti-mural, striving for global trends, entered the “big arena”. In 2013, with the support of the Moscow City Hall, the 1st international festival “The Best City of the Earth” was held, where about 150 city walls were painted.

Below is a selection of XXL graffiti in various art spaces in Moscow.
So in figures 2 and 3. "Winery" (4th Syromyatnichesky Lane, Building 1, p. 1). Project "Wall":

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Figure 1. Saber. Riverbank, Los Angeles, 1997.
The territory of the ARTPLEY Design Center is shown in Figures 4 and 5, (10 Lower Syromyatnicheskaya Street). Mickey Mouse Project

Figure 2. Igor Rezola Dizebi (2011)

Figure 3. Vladimir Abikh (summer 2018)

Figure 4. Evgeny Ches and Dmitry Levochkin. Mickey, 2018
Figure 5. Eugene Ches. Mickey, 2018

Figure 6 shows graffiti in the art space Design - the Flacon factory (Bolshaya Novodmitrovskaya street, 36, building 4)

Figure 6. Zoom

Mural, in Figure 7, is located on the wall of the Atrium shopping center (Kurskaya street)
Figure 7. Okuda San Miguel. Free love

Figure 8 shows the roof of the Red October space.

Figure 8. Pokras Lampas. Calligraffiti on the roof of Red October

On Bolshaya Dmitrovka street, house 16 is a graffiti dedicated to Maya Plesetskaya. Figure 9
Considering the main functional aspects of graffiti-mural, it should be noted that currently one of the main functions of the studied type of images is navigation.

In each city, point development is actively developing. Buildings and structures are endowed with meager colors of the same type, which makes it difficult for people to navigate in this space. Graffiti on the facade changes the appearance of the house, and gives it individual features, as well as a positive effect on the psychological consciousness of a person. The appearance of the modern city is being transformed due to bright colors. Soviet high-rise buildings, due to the mural, acquire a "new" life. Graffiti becomes a guide for transport services and meetings, dates.

Mural can perform the function of lighting. This concept implies the use of a coating with sensors that will be on the facade. With the help of programming and the drawing itself, lighting will be carried out along the contour or throughout the mural. Thus, large-format graffiti or the usual "Writing", which means fast drawing, will become an art object with the function of lighting the urban environment.

Another important function of graffiti-mural is communicative. Communication is manifested in two levels. The first level is a dialogue, correspondence, most often it is graffiti - bombing (bombing - quick graffiti). The second level is represented by the act of communication, where the text or image is addressed to the potential reader.

3. Conclusion
Based on the foregoing, we can conclude that graffiti-mural of the urban environment has significant differences and development prospects compared to other traditional forms of street art. Its functional features allow you to significantly expand the possibilities of improving the design of the urban environment, aimed at a positive transformation of the world.

It is becoming increasingly apparent that building owners, development companies, architects and urban planners have become convinced of the ability of monumental facade murals to turn abandoned industrial areas, residential multi-storey areas into open-air art galleries or change the negative image of urban areas. Currently, in many cities, routes for inspecting street art objects and mural festivals are
being laid [3,4]. All this makes a new kind of monumental art popular and promising, worthy of the attention of researchers and art historians.

4. References
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