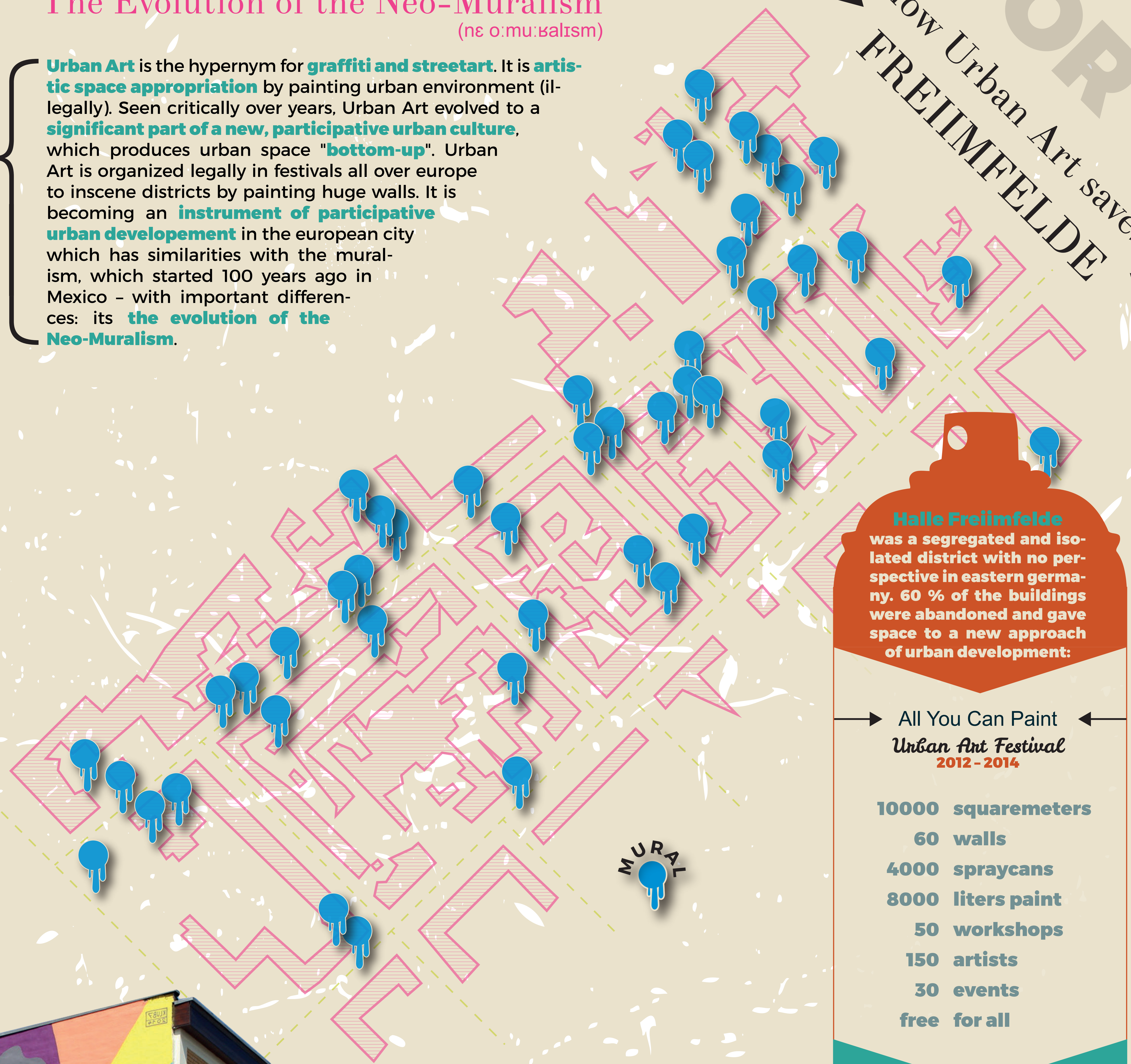


# The Evolution of the Neo-Muralism

(ne o.mi:ka:lism)

**Urban Art** is the hypernym for **graffiti and streetart**. It is **artistic space appropriation** by painting urban environment (illegally). Seen critically over years, Urban Art evolved to a **significant part of a new, participative urban culture**, which produces urban space "**bottom-up**". Urban Art is organized legally in festivals all over Europe to inscene districts by painting huge walls. It is becoming an **instrument of participative urban development** in the European city which has similarities with the muralism, which started 100 years ago in Mexico - with important differences: its **the evolution of the Neo-Muralism**.

how Urban Art saves  
**FREIIMFELDE**



**Halle Freimfelde** was a segregated and isolated district with no perspective in eastern Germany. 60 % of the buildings were abandoned and gave space to a new approach of urban development:

All You Can Paint  
*Urban Art Festival*  
2012 - 2014

- 10000** squaremeters
- 60** walls
- 4000** spraycans
- 8000** liters paint
- 50** workshops
- 150** artists
- 30** events
- free for all**

Freiimfelde became an  
**urban canvas**  
everyone was invited to create!



## Impact of the murals on Freimfelde since 2012

Results of survey (2015)

- 17%** Main Reason for visiting Freimfelde are the murals
- 23,7%** growth in population in 3 Years
- 41%** of abandoned houses were renovated in 3 years
- 66%** of the population in Halle know the Project
- 27,4%** Urban Art is the main imagefactor of the area
- 31%** Murals are the strongest imagefactor for Freimfelde
- 85%** of the local inhabitants like the project
- 27%** revitalization & attractivity are main effects for the district

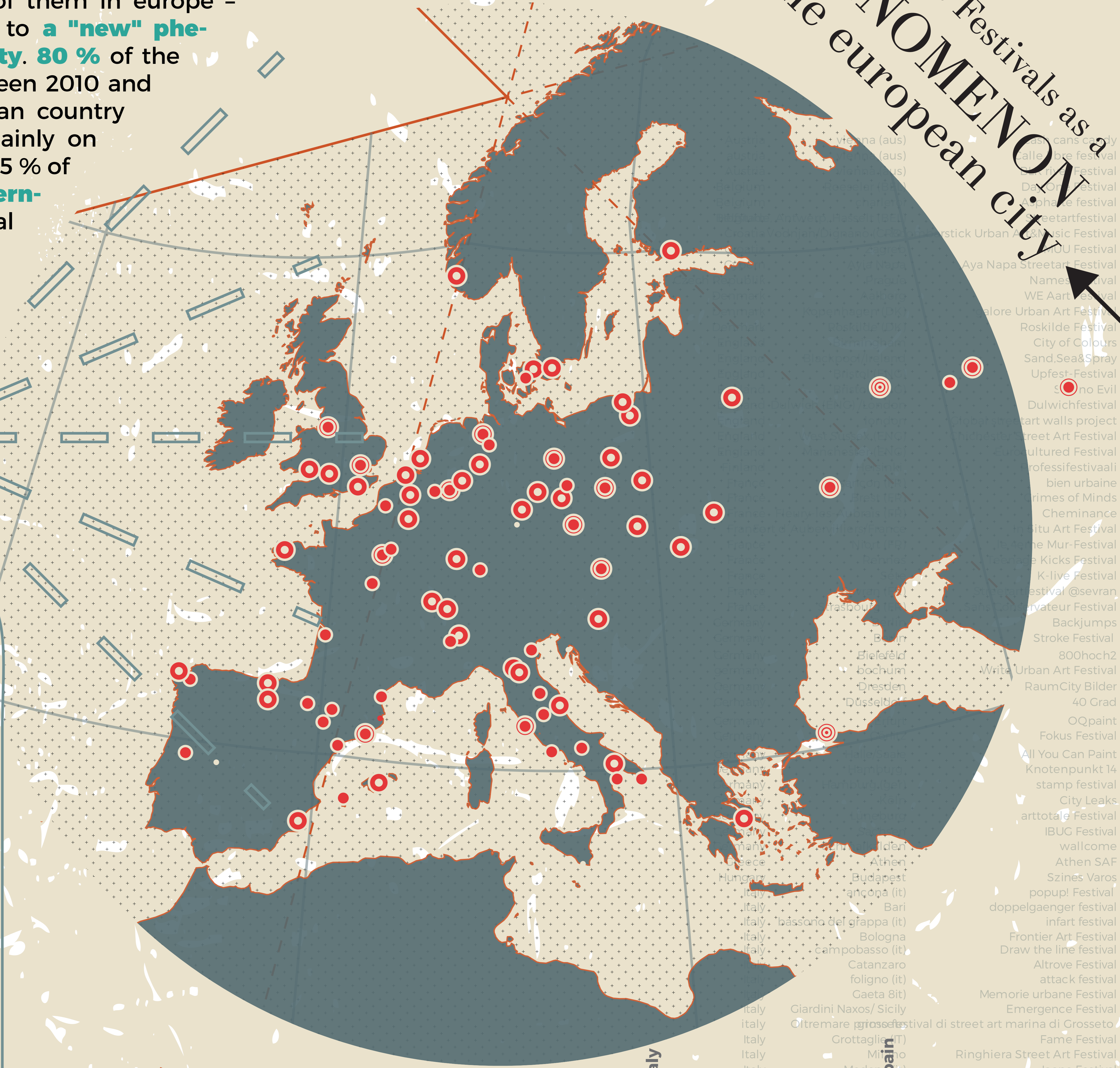


**Halle is not the only city** which uses streetart and graffiti within an Urban-Art-Festival to work in the **appearance of urban environment**. There are 191 Urban Art-Festivals in the world, and 132 of them in Europe - making Urban Art-Festivals to a **"new" phenomena of the european city**. **80 %** of the festivals were founded between 2010 and 2014. Almost every european country has at least one festival, mainly on major city levels. More than 95 % of the festivals are **non-governmental organized**. The legal implementation of Urban Art in festivals becomes an instrument of the **bottom-up-development**.

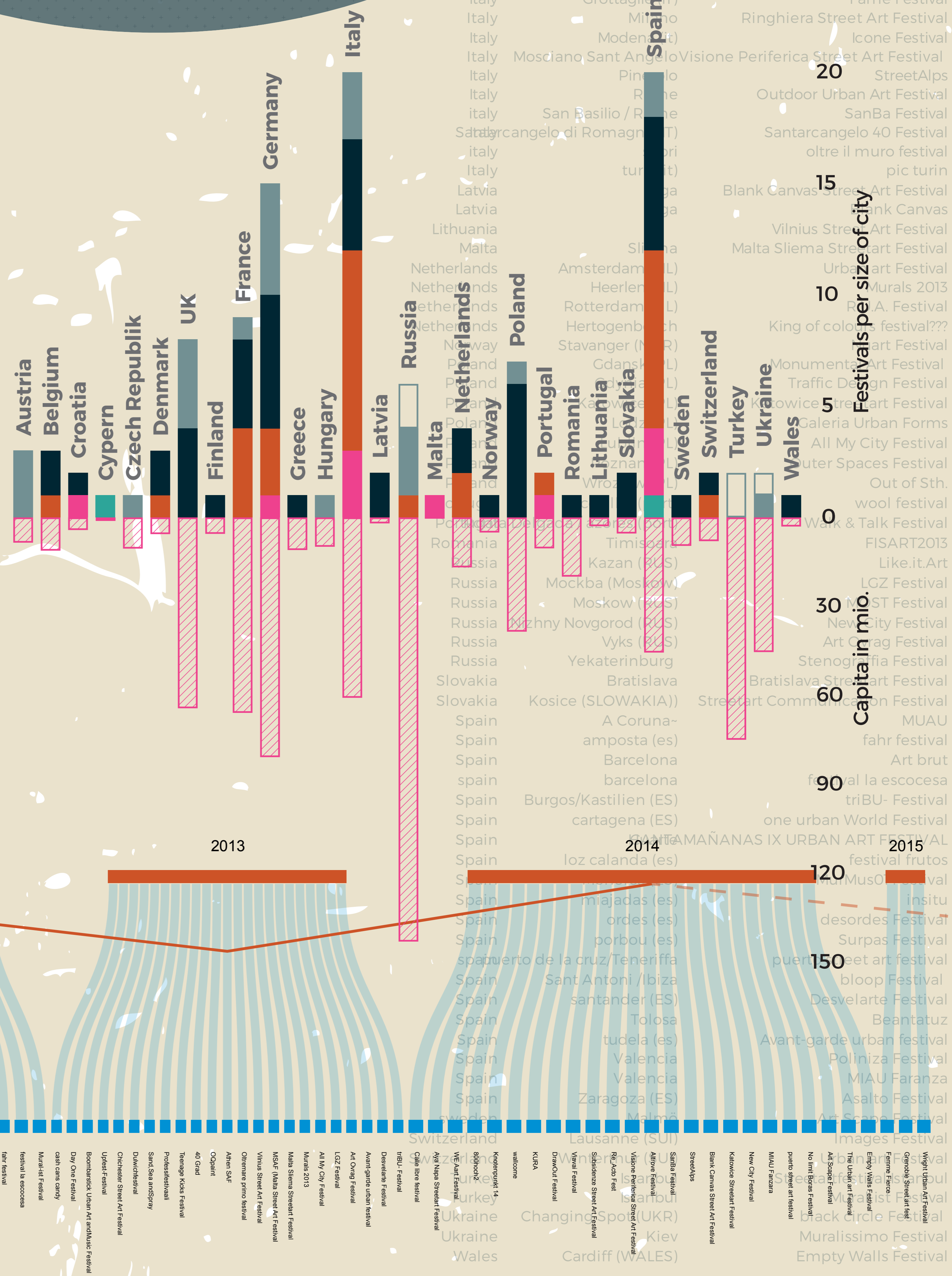
Urban Art Festivals as a **PHENOMENON** in the european city

there are **191** Urban Art festivals in the world:

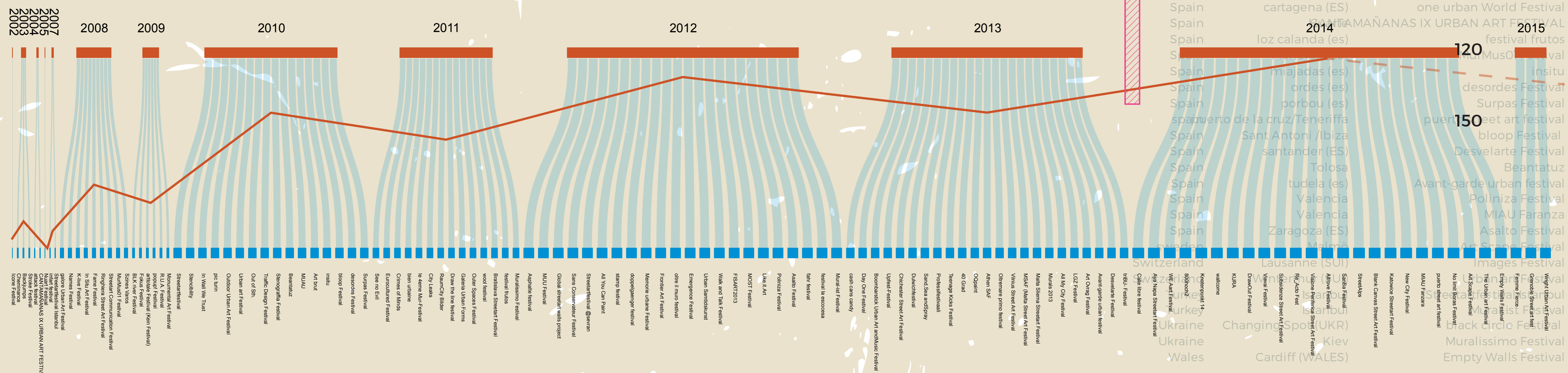
- 1 in Egypt, 1 in Ghana,
- 2 in Marocco, 1 in South Africa,
- 6 in India, 1 in Indonesia,
- 1 in Lebanon, 1 in Malaysia,
- 1 in Thailand, 2 in Emirates,
- 5 in Australia, 1 in Canada,
- 1 in Dominican Republic,
- 1 in Jamaica, 6 in Mexico,
- 14 in USA, 3 in Oceania,
- 2 in Argentinia,
- 1 in Bolivia,
- 1 in Brasil,
- 2 in Chile,
- 2 in Peru
- 2 in New Zealand
- 1 in Venzuela
- ... and **132** in Europe (**WOW!**)



Megacity	> 10,000,000
Metropolis	< 10,000,000
Major City	< 1,000,000
City	< 100,000
Town	< 20,000
Village	< 5000
Capita	



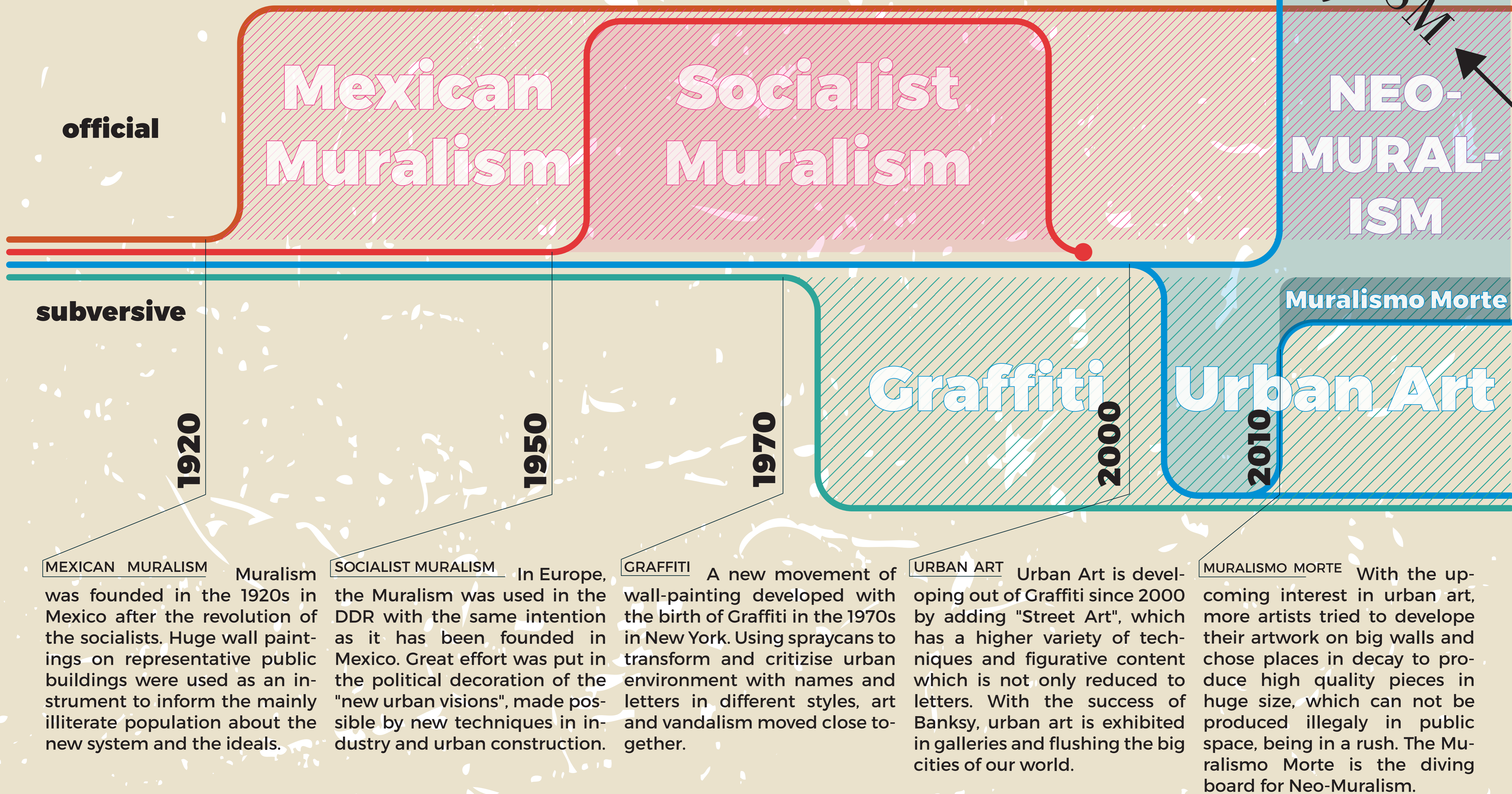
Year of foundation: Festivals in europe





The characteristic and **systematic creation of murals on gable walls** with Urban Art Festivals shows similarities to the historic muralism in Mexico and has also many differences, which give reason for creating a new term: the Neo-Muralism. This Neo-Muralism fulfills many current requirements of a **participative and resilient urban development**.

evolution of the  
**NEO-MURALISM**  
(ne o:mu:balism)



## Relevance of Neo-Muralism for the modern Urban Development

Since 2010 Urban Art-Festivals produce big time murals all over Europe as an instrument of revitalization, cultivation and increasing acceptance towards contemporary Urban Art. The specific application of murals differ from the original muralism. Neo-Muralism is an bottom-up-development. The images are not used to confirm the state of politics. The phenomenon of Neo-Muralism has an influence on the socio-cultural future of the european city. It fulfills many current requirements of a participative and resilient urban development.

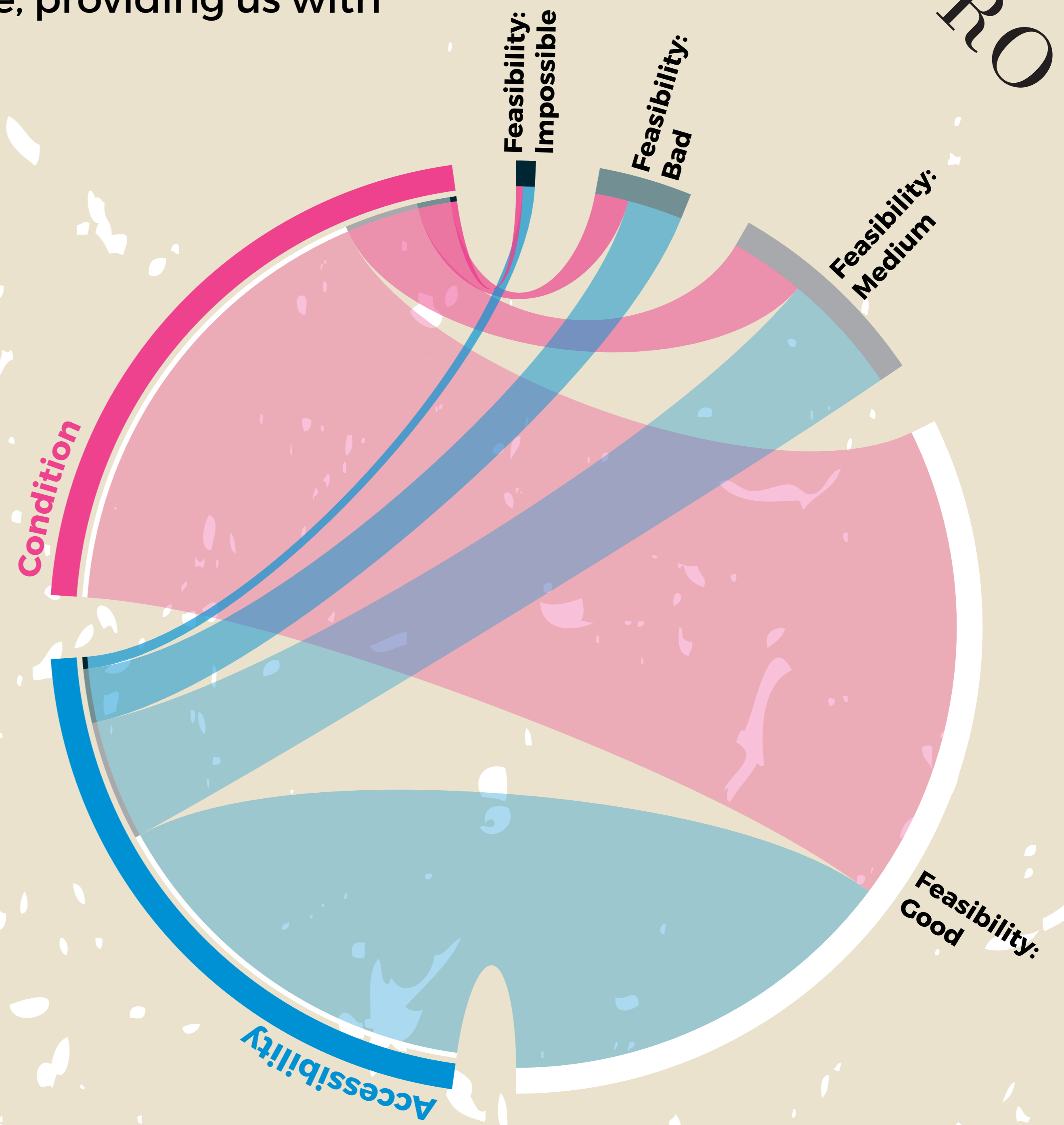
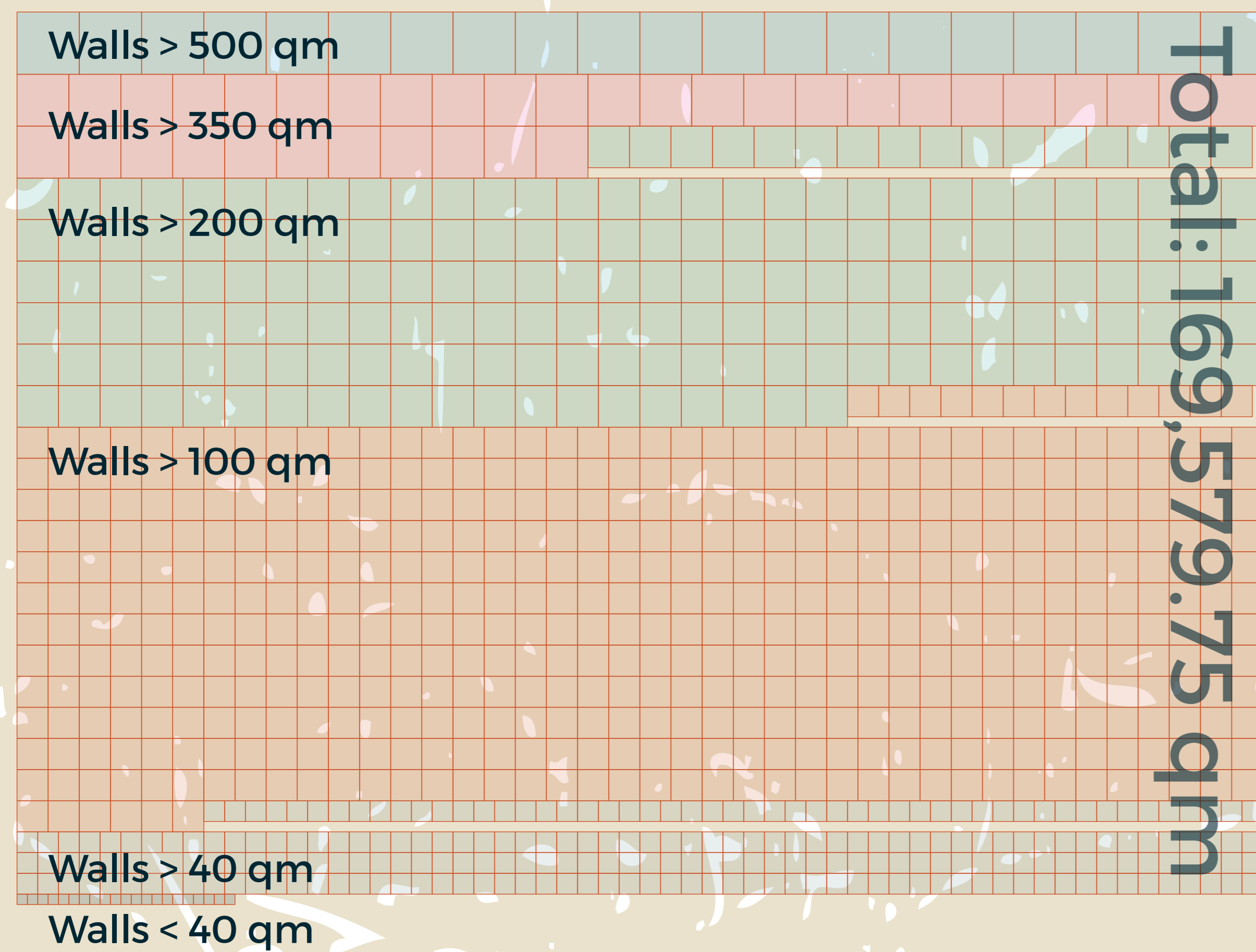




Coming back to Halle and considering the Neo-Muralism as an innovative instrument for a citizen-orientated urban development, **we construct a vision**: every gablewall in Halle becomes a canvas for Urban Art.

MURO is a big data research to **equip this utopia with a statistic background**. It is a catalogue of all gablewalls in the inner city of Halle/Saale, providing us with details of all walls: acreage, condition and accessibility.

992 walls were counted, gathering up to 169.579,75 squaremeters, which are available to present contemporary ways of education, culture, participation and urban development on a vertical level. The walls have different presets for painting them, considering "accessibility" and "condition". These attributes are combined to "feasibility", showing that 80 % of the Halle's gablewalls are instantly ready to become canvases.



urban canvas:  
**MURO**

location and size of gable walls in Halle (Saale), central city & Neustadt

