



## Visual Rhetoric and Over-tourism in Italy

Is “Tourist” the New Dirty Word?  
Laurie Bishop | KCAD | 2020

## Research Question:

---

How does (or how can) anti-tourism street art *Venezia Land* by Guerrilla Spam address the growing global issue of “over-tourism”?

And is it doing it's job?





Understanding the differences: Urban Art | Street Art | Graffiti — audience matters

# Guerrilla Spam

---

- Why the name? Guerrilla: Unauthorized action delivered impetuously; Spam: like spam email — delivered without consent
- Anonymous collective based in Florence, Italy; undefined group of people.
- Strong interest in social issues and the relationship between individual and public space.



# Artistic Influences

---

- Surrealism (Dali/Goya)
- Bruegel (Peter Bruegel the Elder) | social commentary on human behavior
- Blu (London street artist) | cartoon characters, caustic messaging

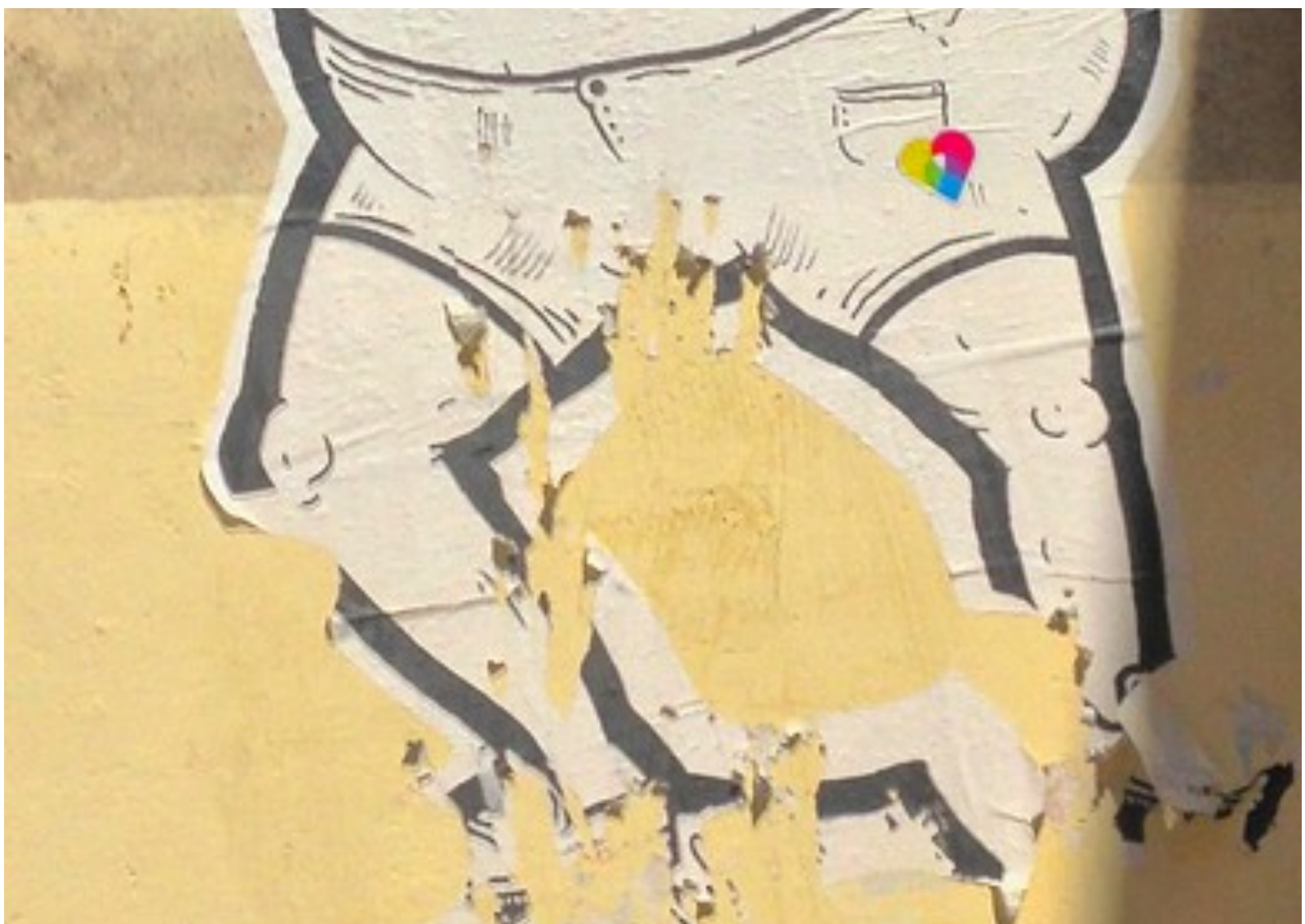


Bruegel: The Wedding Dancers



Blu: unknown title





Interaction and changes by participating audience over time



Triumph of Appearance

San Michele, Taverna, Italy 7.29.2014



Art Ambulante (Traveling Art)

Città di Castello, Perugia, Italy 2.6.2016

“If you want to talk about the world (and society), that's where you have to be, and not in the intellectual salons to talk. Or, at least, you can do both, but still have the lucidity and simplicity to be comfortable in both contexts.”

**–Guerrilla Spam**

# Theoretical Filter: Stuart Hall

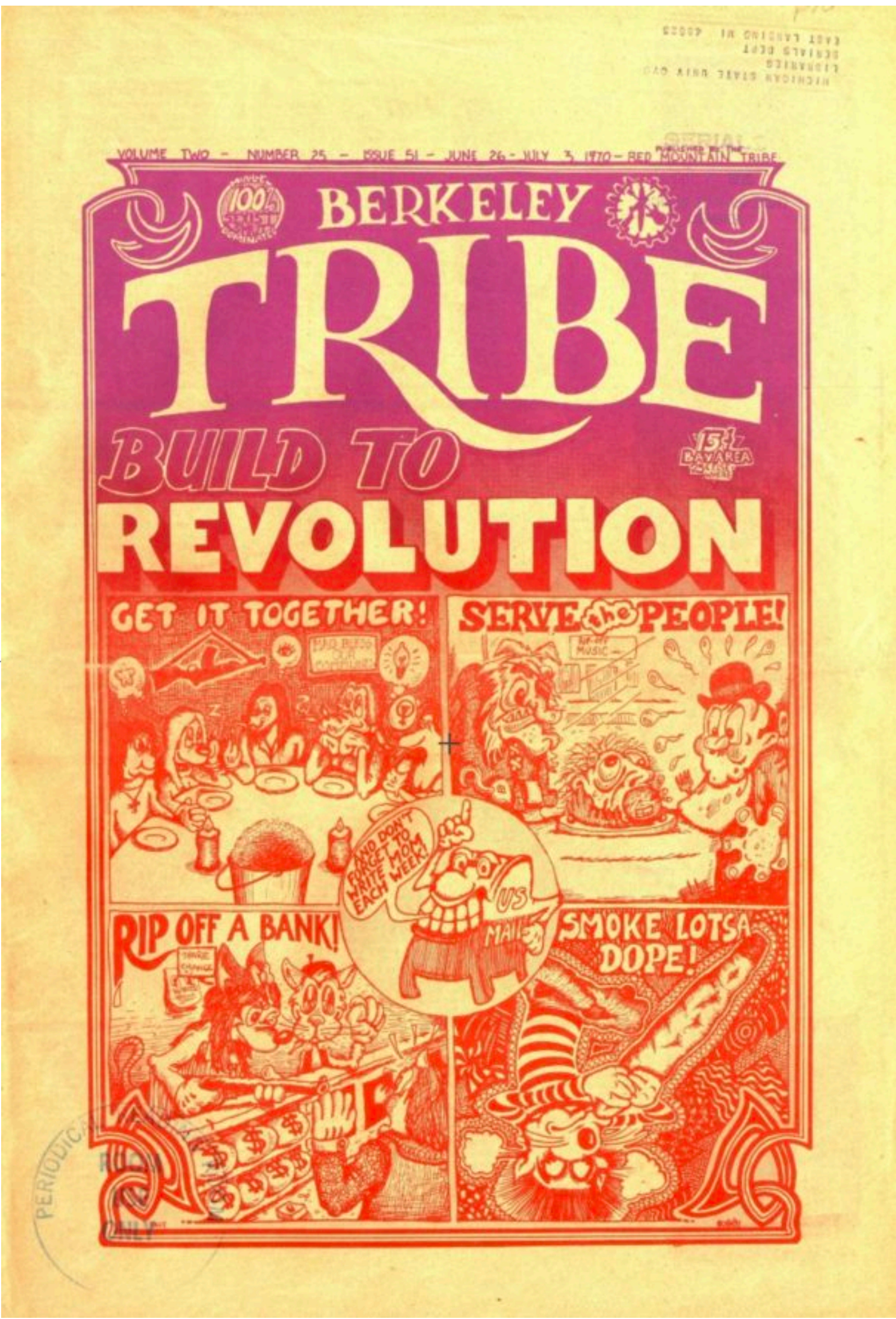
---

- Speaks to the idea of looking in “low art” spaces for the cultural pulse
- Notions of encoding and decoding: audience response and dominant narrative
- Translates to “outsider power”, and how power can shift
- Ideas of audiences being largely passive and uneducated on topic being addressed
- Mass culture and exposed ideology





Venice in Oil - Banksy



Tribe Magazine, Underground Newspaper

# Conclusion

---

Does the art address over-tourism?

How does the art impact the audience/viewer?

Does the art perform its job effectively?

