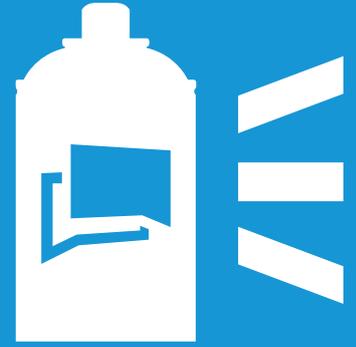


# GRAFFOLUTION



**Awareness and prevention solutions against graffiti vandalism among public areas and transport**

## Background

European city administrators, public transport services, law enforcement agencies and other stakeholders spend enormous amounts of money attempting to tackle graffiti vandalism. Effective and more holistic approaches to fighting illegal graffiti is needed, including a community resource to help understand vandalism problems whilst at the same time sharing and innovating new protocols and responses. Graffolution seeks to counteract increases in graffiti vandalism in public areas and transportation networks by focusing on smart awareness and positive prevention solutions for all affected stakeholder groups, including those who manage graffiti, as well as those who have utilised street art as part of city regeneration, place making or community involvement strategies.

Graffiti vandalism remains a serious safety issue in settings such as transport environments. However, it is also linked to changing European contexts and demands an holistic approach, beyond the “Broken windows theory” (Kelling and Wilson, 1982). Currently, this theory is being revisited (Gladwell) and, to some extent, overcome with new insights. Taylor & Kahn (2014), report that over two years following the introduction of a new scheme to increase financial and incarceration penalties for repeat graffiti offending in Australia, there was no significant reduction in the incidence of graffiti offending. Such findings demand new analysis, dialogue and innovation around new approaches that could help streamline effort, resources and efficacy related to graffiti responses. Multiple and different publics are also indicating the increased value of certain kinds of illegal graffiti related practice, some of which are now seen to “regenerate” rather than simply to “degenerate” (Young, 2014; Iveson, 2007).

## Project Facts

Duration  
03/2014 – 02/2016

Theme  
FP7-SEC-2013-1

Project reference  
608152

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## Consortium

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University of Barcelona - Spain

Eticas Consulting - Spain

University of Arts London - UK

Sine -Institute gGmbH - Germany

Ferrocarrils de la Generalitat de Catalunya - Spain

London Borough of Islington - UK

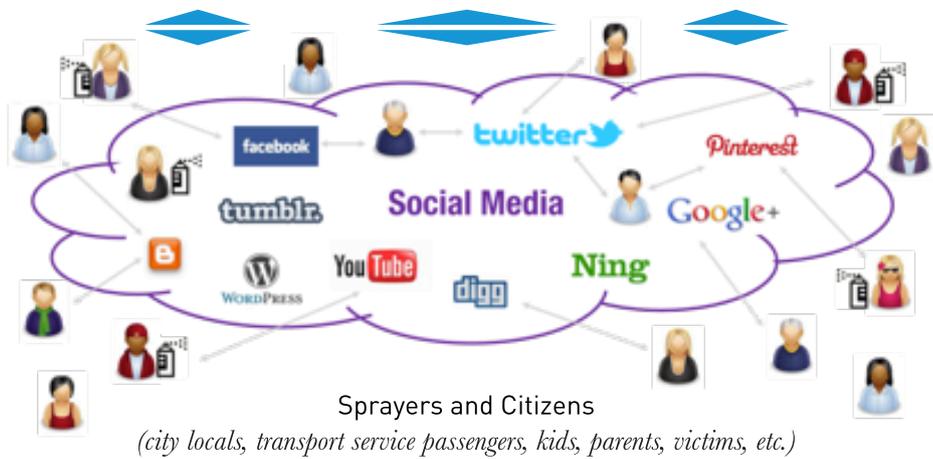
Union Internationale des Chemins de Fer - France



**Project** Graffolution will work to deliver an extensive set of “Collaborative Tools and Resources” that would include (a) a secure space for duty holders, with cases studies and other methods of evidencing successful practice, to empower city administrations, public transport services and law enforcement agencies, to share knowledge and more widely promote best practices. Additionally, Graffolution will develop (b) an interactive “Open Information Hub” addressing local communities, citizens and sprayers to strengthen public awareness and enforce the prevention of illegal spraying activities, using effectual tools and visualisations. Social media features and channels will also be integrated to reach young people, graffiti writers and other connected publics.



# GRAFFOLUTION



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## First Results

First results. The conceptualization of graffiti by stakeholders has changed over time and three main milestones have been identified: this social phenomenon was born in the 70's in New York City and since then it has spread mostly through mass media into other countries. In late 80's, public authorities start considering graffiti as a problem although since 2000's graffiti received closer attention from the art world, partially fostered by the rise of street artists. Concepts such as street art appear and fine art galleries admit graffiti in their exhibitions. Obviously, this new phase requires a reconceptualization of both prevention strategies and awareness campaigns. In order to better inform this practices, a diagnosis phase has been carried out.

The very early stages of the project have been oriented to information gathering through an interview process to relevant stakeholders (from dutyholders to graffiti writers). Undoubtedly, Graffiti is a social phenomenon that usually starts during adolescence and may last for years and even decades. It is an urban and international phenomenon. Graffiti writers are mainly male although female presence it's increasing rapidly.

Generally speaking, graffiti writers recognize graffiti as a way of expression whereas other stakeholders, including transport operators or law enforcement agencies understand this practice under vandalism and anti-social behaviour incidents. This latter conception leads to implement repressive prevention strategies in contrast to legal alternatives such as "free walls". This highlights the lack of communication between stakeholders. Understanding each other's views and needs while allocating specific people that can have dialogues with both parts seems to be crucial. Graffolution seeks to accomplish this through the web-based platform.

Building the platform. This tool will be iterated and improved through the new insights arising from the on-going research. The main objective is to create novel ways to positively impact graffiti vandalism across Europe. Currently the design and development team of Graffolution is working on the overall interface concept of the platform. On basis of early insights made by the research provided in the diagnosis as well as on initial collection of case studies, the first vision of the Graffolution platform will be established.

## Useful References

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