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The Archive

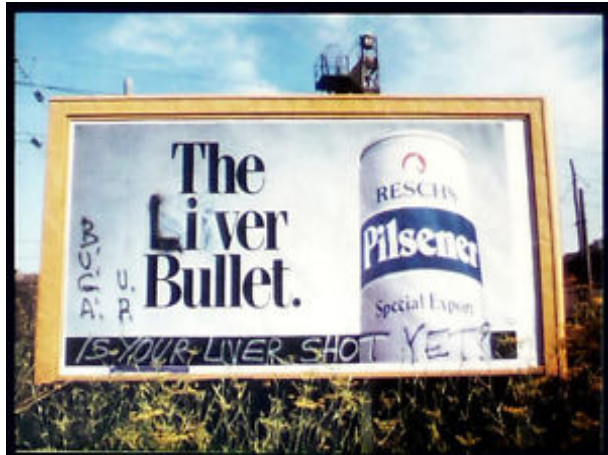
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BUGAUP | Billboard Utilizing Graffitiists Against Unhealthy Promotions by jessica.leahlu

Graffiti is defined as writing or drawings that have been scribbled, or sprayed illicitly on a wall or other surface in a public area. Graffiti is considered a form of vandalism leading to criminal behavior. One such group utilized graffiti in Australia, is "BUGAUP." BUGAUP began in response to tobacco advertising that had been opening displayed on billboards throughout the late 1970s. Participants in BUGAUP painted and sprayed billboards displaying tobacco advertisements. These graffiti tactics made humor of the billboards as a form of protests for the open advertisements. Because of the efforts of BUGAUP, Australia banned the tobacco advertising in 1994.

This can be considered art in altering the public's view and disrupting media culture and mainstream cultural norms, causing those who come across these billboards to see things in different perspective. It grabs attention and causes people to think about the consequences of societal norms and culture. This can also be considered one of the earliest examples of "culture jamming" which is also called "guerrilla communication."