

ABSTRACT

The following draft grade then we perform the basis and reference the history of graffiti New Yorker through which the accompanying was made (analysis of aesthetic role in the public spaces of the city of Ibarra) today this artistic expression being mislabeled as " social problems " in our city because of its illegality and social stigma. The theoretical framework is based on basic and referential aspects as: (Background , artistic , philosophical, aesthetic , psychological , technical , morphological and scientists) covering several areas of very extensive study by great complexity that allows us to explore more complex branches as: (design, illustration , literature, history , advertising , marketing, urban planning , music , radio television with this , with your great power and great social influence that this has visual cogency . .) . The methodological framework used for the research was the same (scientific, inductive and deductive - synthetic analytical) applying research through surveys generated with basic questions, based on the reference key content , viewers (general public) and their respective authors these forms of expression (writers) which define us in a clear and concise way their role in our surrounding environment is Ibarra. As a final conclusion and final result tells us that the graffiti if it has social-cultural acceptance, now today is considered as (a form of artistic cultural expression contemporary) opening doors to new processes of socialization , proceeding to the creation of the proposal, which seeks to integrate urban public spaces for socialization of graffiti in the urban space as a means of contemporary artistic expression. Guided by the marketing and advertising of events, creating this innovative idea "LATITUDE INERTIA " the first festival of graffiti and conceptual art in the country. Raised to insert into your new contemporary urban format expressions like (live music, body, paint, tatto, performance and juggling). Achieving better design and socialization of graffiti and especially of all urban culture related to this art with all its impacts socio - cultural large- scale and long -term in our city