

## THE IMPACT OF SOCIAL-CULTURE ON THE ACCEPTANCE OF GRAFFITI ART IN DELHI

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### **ABSTRACT**

*Vandalism, disrespect, rebellion, a symbol of urban decay, these are few descriptors the vast majority of the population would use for graffiti or Street art but is graffiti any different from any other art form? Just like any other piece of art, graffiti is an expression. It can easily be argued that graffiti is the biggest art movement ever seen, especially on a global scale. Street art today in a way is allowing people to connect with art and expression on a daily basis, the colorful and beautiful murals painted on walls, trains etc reach out to the public every day.*

*As a whole, modern-day graffiti and street art or urban art emerged as an impactful medium of communication and can be broadly categorized into-mass communication like any other social or political commentaries and individual expression. Every culture contributed to this art form with its own set of symbolism. In India using walls as a form of advertisement or expression is not a new idea and so Delhi accepted Graffiti and street art with open arms. The main focus to study Graffiti/Street Art is to understand the ideologies and cultural diplomacy of Graffiti in Delhi, and how street art came to Delhi from a major perspective.*

**KEYWORDS:** *Graffiti, Graffscapes, Cultural Diplomacy, Tag, Mural, Hip-Hop Culture*