



BOMB IT (60' & 90')
GENRE: Art / Culture

BOMB IT is an explosive new documentary from award-winning director Jon Reiss (BETTER LIVING THROUGH CIRCUITRY) which explores the most subversive and controversial art form currently shaping international youth culture: graffiti.

While some believe graffiti is as old as the innate human need for communication and self expression and may even predate language, graffiti remains a highly controversial issue and raises important questions about our contemporary social structure: Who has the right to express themselves? What is a canvas? Where should art take place? If public space is a forum for discussion, which voices are allowed to be heard?

Today we are as likely to encounter graffiti-influenced art in the Smithsonian as we are on an urban bus ride. How did this radical street art evolve into the ultimate signifier of urban cool, co-opted by corporations from MTV to Nike to Nissan? BOMB IT explores how graffiti has developed worldwide to encompass stenciling, postering, and unsanctioned graphic "interference" in public space.

Using myriad original interviews from around the world and guerilla footage of graffiti writers in action, BOMB IT tells the story of graffiti from its origins in prehistoric cave paintings through ancient Rome and more recent Latino *placas* to its notorious emergence as a visual adjunct to the rise of hip-hop culture in New York, culminating in its current complex variations around the planet.

The most comprehensive documentary on graffiti to date, BOMB IT is the first film to explore the movement from a truly global perspective, examining how artists around the world have taken the medium and applied it to their particular cultural and social conditions, from its modern birthplace in the slums of Philadelphia and New York City to Europe, where a dadaist / surrealist tradition produces deliberately confrontational prankstering, to Brazil, where graffiti traces its roots to the anti-fascist pichação writings of the 1960s and 1970s, to Japan, where anime-inspired graffiti challenges conformist societal norms, and back to Los Angeles, where graffiti has been strongly influenced by Chicano and gang culture.

BOMB IT also explores how graffiti writers vary in their attitudes toward the art world's embrace of graffiti as evidenced in gallery shows and commissioned work and examines the effect "sanctioned" writing has had on a form known for its guerilla tactics and essentially subversive nature.

Grffiti, postering, stenciling, and stickering form a fascinating and radical movement that defies definition except as a voice demanding to be heard. Born out of urban blight, graffiti's tough mimetic code consistently defies the forces that try to stop it and thrives today in varied and artistically sophisticated forms around the world. BOMB IT brings this exciting global phenomenon to the screen.

