



an evolved history, the competition is huge - a test of how big, how strong your will is to communicate your dream.

It would be difficult to imagine an anti-pub campaign happening in NY to the extent that it has taken place in Parisian metros. New Yorkers love publicity. And if there is dirty money behind it, all the better. Nobody can deny the glamour of the mafia, the gangster or the power monger, whether he be underground or corporate. Yes, New Yorkers love publicity, especially their own. And they love publicity with style. It may be a harsh reality, but if a message doesn't have style, New Yorkers probably won't listen. Graffiti artists in New York know that commercial advertising cannot compete with the hand-painted tag. The tag itself is a sort of brand. But what the tag is selling is a home-grown vision of an individual in the streets - a publicity more alive than any commercial marketing campaign.

Bringing your dreams to the streets of New York is also to confront the haunting reality of all art. Art, no matter who makes it, should be just outside, on the edge, flirting with the limits, of what is acceptable. But this thrill of testing limits is a ghost-like and passing thing there one minute, perhaps erased by the authorities the next. New York is, above all, a canvas for dreams with a spirit that changes in every heartbeat.

The New York State of Mind is to act without hesitation. It is to act knowing where you come from and to represent with fearless pride. The New York State of mind is the mentality of defending and supporting the borough, the crew, the family that reared your dreams. The most poignant example is the 9/11 Memorial by Cope,

T-Kid, Jew, Ces, Ewok, Yes2, and Jez in the Bronx. Their individual tags come out, like the individual stars in the flag, to represent in full force. But behind these tags is the place that made their dream of putting their color, style, character and individuality on the street at all possible. The New York State of Mind is the drive and the freedom to get out there and put one's most vivid personal dreams onto concrete reality.

*Sara White Wilson*

- 01. Panorama de Manhattan côté Hudson River, New Jersey.
- 02. Union Square Manhattan.

Pages 06-07 :

- 01. Noho Nolita, Manhattan.
- 02. Gramercy, Manhattan.
- 03. The Hub, The Bronx.
- 04. Williamsburg Bridge, Greenpoint, Brooklyn.
- 05. E149 St., The Bronx.
- 06. Mott Haven, The Bronx.
- 07. E17 Broadway, Manhattan.