Poetry *Bombing*: from Streets to Social Media

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Instagram poetry starts to be old news in the field of media and literary studies but what if the mediation of poetry would have a dual nature mirrored in the public space of the street?

Street poetry is a contemporary artistic practice that consists in the insertion of short poetic compositions in the urban context. Known also as poetic assault or guerrilla poetry, street poetry represents the crossroad between poetry and street art. As an example of media combination its main features cover the field of poetry (lyrism, rhyme, irony, etc…) as much as the field of street art (visual impact, guerrilla effect, bombing and urban inspiration).

In the present contribution I will focus on the concept of *bombing*, namely the massive repetition of the same message. It is one of the cornerstones of street art and it entails the reiteration of all street art expressions, from murales to tags, in the city context. The practice of *bombing* concerns also street poetry: indeed, it occurs parallelly in the streets and in the web.

From the analysis of different street poems collected on Facebook and Instagram, and from the study of such pages, authors and collectives I will draw a reflection about the connection of the urban and the digital filter. This discussion will involve: **a)** an exchange on the concept of re-mediation on a synchronic level considering how the poetic media, the one in the streets and the digital one, influence the materiality of this kind of poetry which is plastic and digital at the same time **b)** an analysis on a diachronic level, namely the evolution of this practice between the pre and post covid-19 pandemic **c)** a reflection on the oxymoronic tension between the ephemeral nature typical of street art and the reproducibility of such in a digital environment as the one of social media.

This contribution will be draw from theories related to intermediality, alongside sociology of literature with the intention of sharing a new sensibility on contemporary poetry as an urban and digital art form.

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Bio

Rachele Gusella (°1994) is a PhD candidate at Vrije Universiteit Brussel. Her research project funded by FWO, "Street Poetry and Socio-Political Engagement in Contemporary Western Europe", examines how exposed poetry expresses present issues such as consumerism, capitalism, sexism, and modern communication in the urban context. She graduated with distinction from the Multilingual Master in Literary Studies at the Vrije Universiteit Brussel, her thesis "Street poetry and democratization of the poetic genre in Italy" was awarded the Emile Lorand Prize for the Best Master Thesis in Literary Studies (2019). Rachele Gusella is a published poet and author of poetic exhibitions and performances.

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