



# SoMos LOS URBS In HORTO

## Somos Los Urbs In Horto

@wearethecityinagarden

Discover and explore The City of Chicago's 1837 adopted motto "Urbs in Horto" (Latin for City in a Garden) growth through snapshot-collage storytelling; a Digital-Desktop Internet Art Style with pictures encompassing a portal-feeling transporting viewers to the natural world location. Covering the community led initiatives, organizations, businesses, current events, and the amazing people behind the work - Further learning about the implications communities face, the barriers that are specific to their group, and how the community is changing their natural history through an inter-web of community support. Explore open-resource projects on [SOMOSLOSURBSINCHICAGO.com](http://SOMOSLOSURBSINCHICAGO.com) - from sections of Environmental Justice history, CTA nature guides, to community resource & organizing maps.

This project is based on a holistic viewpoint in that Chicagos communities are a part of what makes "Urbs in Horto", from the flowers we grow and the produce we share being part of "Urbs in Horto" to the art created by locals and the wild animals we share space with. Everything within these city-garden lines play a vital role in our motto, and without one, "Urbs in Horto" would not be complete!

I invite you to explore our Instagram page @wearethecityinagarden and open-resource projects in shaping your sense of belonging with the environmental movement in Chicago!

### How To Use This Zine

Learn the eco-friendly, low cost and innovative ways of Guerrilla Marketing, through a nature lovers guide to 'Free' marketing. Download this open-access printable zine and learn public marketing techniques surrounding eco-friendly methods using natural and accessible resources.

### Zine Licensing and Contact

This zine is an open resource for personal use only. If interested in mass production or public dispersal please contact the author Somos Los Urbs In Horto ([somoslosurbsinhorto@gmail.com](mailto:somoslosurbsinhorto@gmail.com)).

### Sources

Prisby, R., Luchini, A., Liotta, L. A., & Solazzo, G. (2024). Wheat-Based Glues in Conservation and Cultural Heritage: (Dis)solving the Proteome of Flour and Starch Pastes and Their Adhering Properties. *Journal of proteome research*, 23(9), 1649-1669. <https://doi.org/10.1021/acs.jproteome.3c00804>

Azhar, Ratih. (2022). The Effectiveness of Guerrilla Marketing For Small Business: A Systematic Literature Review. *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*. 03. 10.41191/JeFms/v3-i11-11.

### How To Fold This Zine

1. Fold in half hot-dog style, so the long sides of the edges touch.
1. Then Fold hamburger style so the short edges touch.
2. Repeat a hamburger fold again.
3. Unfold the paper flat.
4. Fold hamburger style once.
5. Cut half way down the middle starting at the folded side and follow along the crease.
6. Unfold flat.
7. Fold hot-dog style so the long edges meet.
8. and push the ends of the paper together till the paper collapses into itself and creates a star shape.
9. Now Fold into a Mini Magazine!

# Guerrilla Marketing

Low-cost, innovative, and unconventional marketing techniques that use personal interaction to surprise and attract audiences in public spaces and maximize exposure for a product/brand.

Is it ... legal?  
 Even though low-cost, effective, and easy to do ensure your marketing is in non-monitored spaces as cities regulate public advertising and not having a license/permit based on location and activity can lead to fines. Along with curating safe messaging that will avoid fast removal or bar you from posting in public spaces without interference.

- Don't...
  - Mess with a mural or structure built by and for community.
  - Spread false misinformation!
- Respect the environment and avoid over-consuming, over-producing, and wasting material.
- Engage with. For your audience to create open resources

## Check whats available to your neighborhood & in your community!

Expand your low-cost marketing ability by learning artistic marketing techniques and receive take-home materials via open community arts programing. Aimed to help you access arts material, learn new skills like how to create printing stamps to embellish your brand on packaging (Ex: seed packets) to being able to use large or expensive tools and learn from local expertise!



A nature lovers guide to eco-conscious free\* marketing!



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# Seed Paper

Seed paper can create various marketing methods, from business cards to flyers!

## Stickers n' Posters

Create your own stickers with mailing labels!



Free\* Resource: search online "USPS label 228" where you will find a 10 pack of free medium sized mailing labels. They will ship to your house for free as well.

Make posters using an ancient technique ... Wheat paste! A mixture of water and wheat flour (or starch). Normally used as an adhesive for bookbinding and arts like pasting over paper-posters/ fliers/drawings to adhere on public surfaces!



Eco-Friendly Tip: Avoid using material easily washed off or tear prone. Its better if the postings are ripped clean off than tear in pieces and litter the environment.



- ### Seed Paper Making 101:
1. Blend recycled paper with water to a semi-smooth consistency.
  2. Within a container, pour and filter blended paper-water through a screen frame\* to create a paper layer.
  3. Sprinkle and tap the seeds\* into the top of the paper before it dries.
  4. Layer a cotton cloth on top of the semi-wet seed paper.
  5. Using a sponge, press down and soak up excess water from the paper. Squeezing water back into the recycled paper-water to re-use.
  6. Peel off semi-dry seed paper onto a drying location and repeat!

- ### \*Free Alternatives:
- Collect native seeds at local seed swaps or from your backyard garden spaces.
  - As an alternative to a screen frame use cheese cloth, two flat surfaces, and weights to press flat and push excess water out.

Eco-Friendly Tip: Use soy based inks to keep seeds and planting environment safe from long lasting contaminants!