

# 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)).

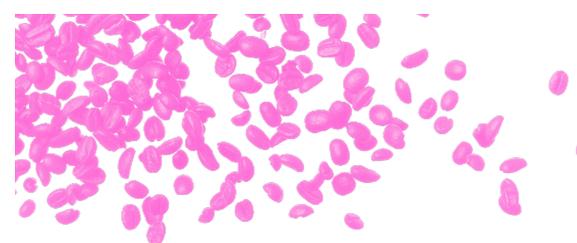
### Sources

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Azhar, Ratih. (2022). The Effectiveness of Guerrilla Marketing For Small Business: A Systematic Literature Review. *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*. 03. 10.47191/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!



- 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!

- 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. 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!

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

## Seed Paper



## Stickers & Posters

Create your own stickers with mailing labels to promote your messaging or logo!

**Free Resource:** Search "USPS label 228" online where you will find a 10 pack of free medium sized mailing labels. They will ship up to 75 orders to your house for \$0 shipping.

**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.



Or 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 , and drawings to adhere on public surfaces!

### How to make Wheat Paste @ home

1. Prepare 1-part wheat flour or starch by mixing with a bit of cold water till its lump free.
2. Prepare 4-parts water by ensuring it reaches a boil.
3. Slowly pour the paste into the boil and stir to avoid lumps.
4. Add a pinch of salt or spoonful of vinegar to act as a preservative.
5. Once it reaches a gravy like consistency (takes within 3-10min) remove to cool and store within an airtight container.

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

Expand your low-cost marketing ability by learning artistic marketing techniques and even take home materials via open community arts programing! By visiting your local arts non-profits/ organizations you can access arts material, learn new skills like how to create printing stamps to embellish your brand on packaging (Ex: seed packets) , use large or expensive tools, and learn right from local expertise!

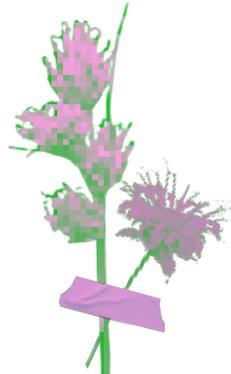


Low-cost, innovative, and unconventional marketing techniques that use personal interaction to surprise and attract audiences in public spaces and maximize exposure for a product/brand.

# Guerrilla Marketing

## Guerrilla Marketing The Eco-Friendly Way

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



By Somos Los Urbs In Horto  
@Wearethecityinagarden 25'  
\*Aip inside out for copyright info

- Create open resources for your audience to engage with.
  - Respect the environment by avoiding over-consuming, over-producing, and wasting material.
  - Mess with a mural or structure built for you and create images or stencils. However, if you're creating messaging without the intention of permanent paint visibility then it's just marketing!
- DO....**
- Create open resources for your audience to engage with.
  - Respect the environment by avoiding over-consuming, over-producing, and wasting material.
- DON'T....**
- Mess with a mural or structure built for you and create images or stencils. However, if you're creating messaging without the intention of permanent paint visibility then it's just marketing!
  - Spread false information.

Even though low-cost, effective, and easy to do ensure your marketing is in non-monitored spaces as cities regulate public advertisement 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 ban you from posting in public spaces without interference. Not necessarily, graffiti is a specific art form whereas guerrilla marketing covers advertising techniques to promote a product or brand. Guerrilla marketing can include graffiti as a method of attracting audiences via spray paint, stencils, and point-to-sticks to create images or messaging. However, if you're creating messaging without the intention of permanent paint visibility then it's just marketing!

**Is it ... legal?**

**Isn't this graffiti?**