

Bringing the Museum to the Streets

Street Art Talks is a text-based audio tour that provides information about street art in downtown Los Angeles.

CONTEXT

Los Angeles' Arts District is replete with public murals, stencils and other forms of guerilla art work.

Gentrification has led to higher rents and pushed out the artists who transformed the area into the tourist destination it is today.

THE CHALLENGE

Street art is more accesible than art in a museum: anyone with a can of spray paint can exhibit their art, and admission is free to anyone passing by.

But museums provide information about artists and their work which can enhance people's appreciation and raise the artist's profile.

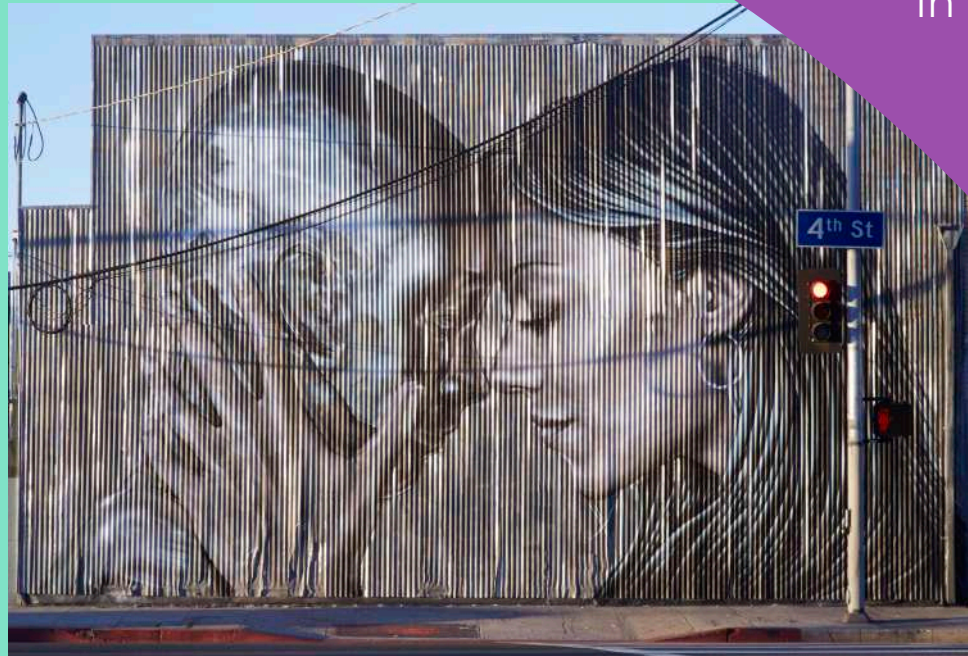
I wanted to bridge the gap between museums and the street, by providing more information about art/artists without creating barriers to access.

THE SOLUTION

- A web app that serves up content about street art and the artist behind the work.
- Content is accessible by text
- Text instructions are presented in the form of street art, stenciled near each featured mural

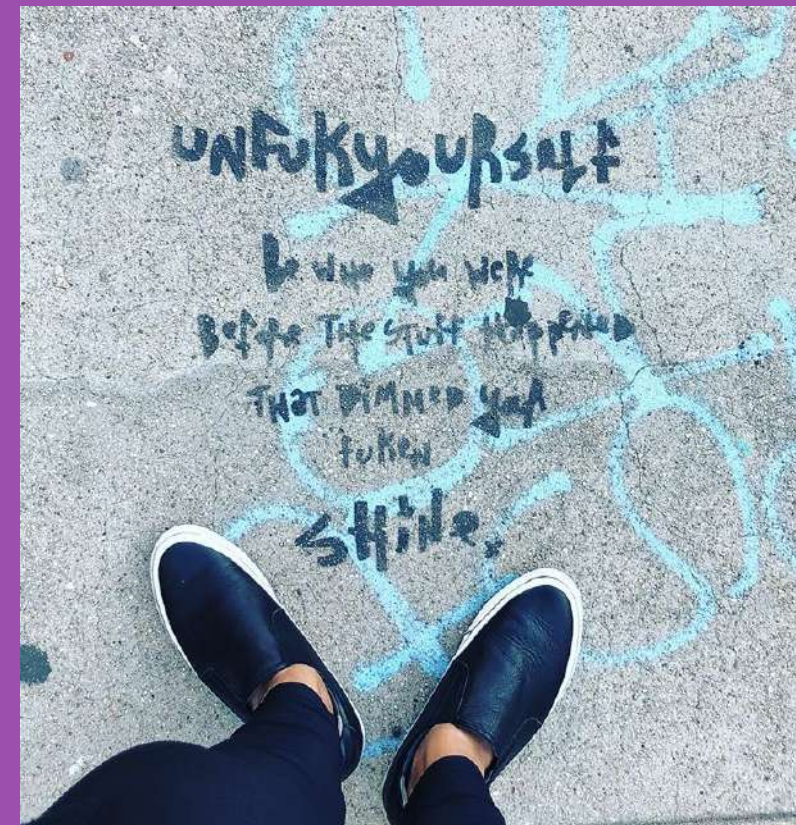
Large scale murals

is one form of artwork in the Arts District.



Sidewalk stencils

is another common art form in the Arts District.

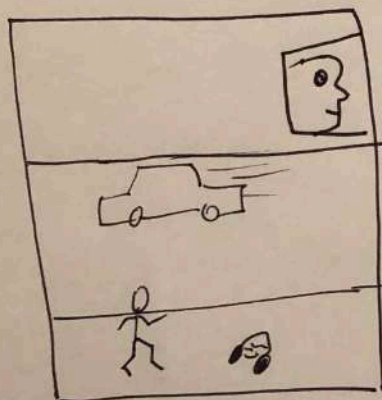


Blending In

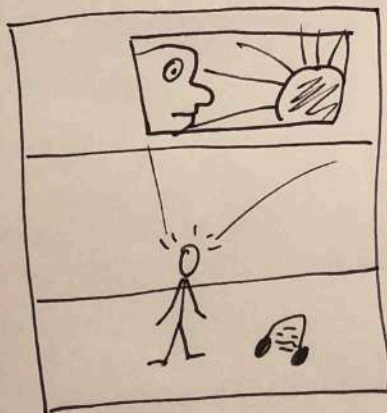
The idea was to use one form of street art (sidewalk stencils)....

Standing out

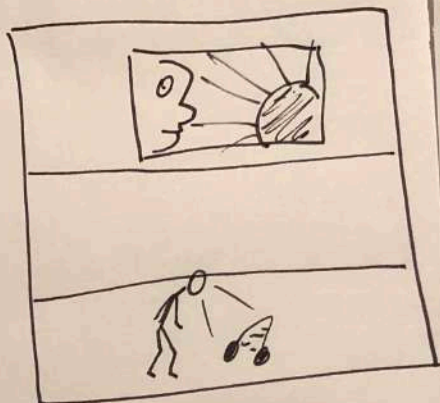
... to draw attention to another kind of street art (large murals).



While walking
around the arts
district...



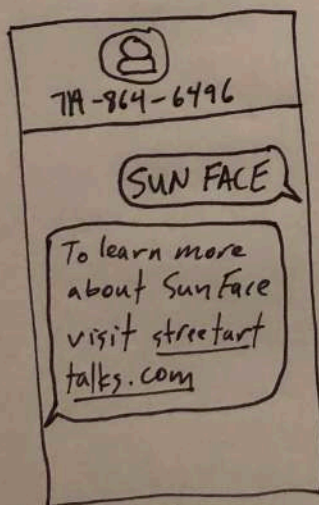
You stop to admire
a piece of street
art.



Then you notice
a stencil on the
ground...



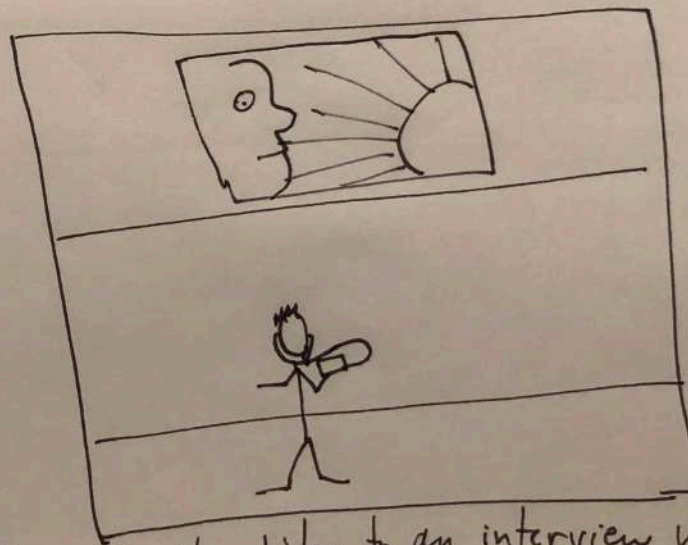
... which encourages
you to text a number
to learn more about
the work of art.



You text the # & receive
a hyperlink



which takes you to
a page w/ info + audio



You listen to an interview w/
the artist about the mural you're looking
at

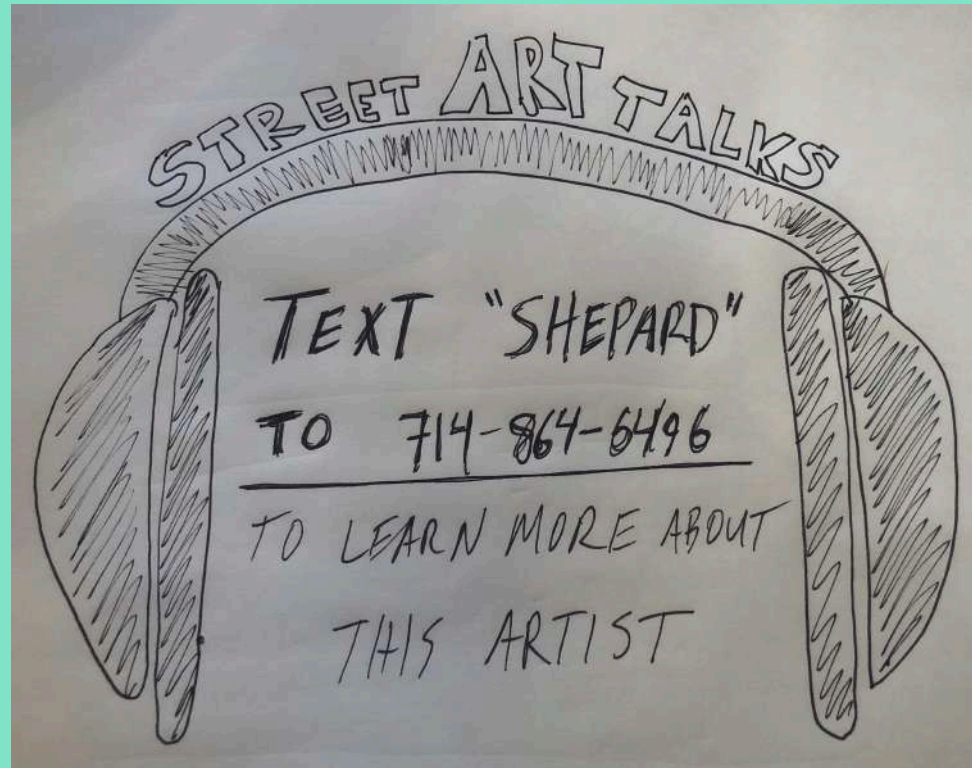
Analog

Spray paint

Concrete

Text messaging

Audio



Digital

Internet

URLs

Twilio

GPS

