

## **Street Art Museum Seattle Taxonomy**

**Domain:** Public Art and Monuments, Group 2

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### **Introduction (200 words)**

Street Art Museum Seattle (SAMS) is the ultimate Urban Art un-Gallery and a disruptor in the sector of museums, galleries, and public art. By using unconventional language for website navigation, SAMS' values of anti-consumerism, playfulness, and visual anarchy are highlighted, while optimizing findability for key collections and offerings. For example, the "What is Public Art?" section uses unique terms such as "un-Gallery Presentations." This reflects SAMS' iconoclastic brand while not confusing users, since the page content explains the original phrases. SAMS' vocabulary is interspersed with mainstream concepts, such as "Experiences" leading to "Learn" (representing classes) and "Explore" (representing tours), so that users can easily browse SAMS' main services.

SAMS' commitment to diversity, equity, and inclusion (DEI) in their collections and services is noticeable to site visitors. The "Collection" section prominently features the artist and their background information, including their identity, in addition to their work (diversity).

Additionally, the tours available are delineated by accessible, hosted, and self-guided, so that users can find the one that best suits their needs (equity and inclusion). While the taxonomy is comparable to their peers (see: [Street Art Museum Amsterdam](#)), unique branding with a commitment to DEI sets SAMS apart from traditional "white cube" galleries.

## Thesaurus (24 terms)

Street Art Museum Seattle--the Ultimate Urban Art unGallery			Translations for the Jive
Collection			
Collection	Artworks		
Collection	Artworks	Image, Title, Artist + Identity, Location	
Collection	Artist		
Collection	Artist	Image, Title, Location	
Collection	Happenings + Spaces		
Collection	Happenings + Spaces	Location + Included Tour Information	
About SAMS			
About SAMS	What is Public Art?		
About SAMS	What is Public Art?	un-Gallery Presentations	def: Street Art
About SAMS	What is Public Art?	Graffiti Connoisseurs	def: Graffiti
About SAMS	What is Public Art?	Stuff That Moves	def: Time-Based Media
About SAMS	Support Dope Shit		def: donation link
About SAMS	Create with Us		
About SAMS	Create with Us	Commissions	
About SAMS	Create with Us	un-Gallery Staff	def: employment opportunities
Experiences			
Experiences	Learn		
Experiences	Learn	Artist-Led	def: how-to classes
Experiences	Learn	Art Historian-Led	def: informative classes
Experiences	Explore		
Experiences	Explore	Accessible Tours	
Experiences	Explore	Hosted Tours	
Experiences	Explore	Self-Guided Tours	