

# GOOGLE CHALLENGE



DOSSIER - MARCH 2020

PAUL DECROSSE, SIMON MEYER, MANON  
LANTZ



# SUMMARY

---

## I. Introduction to the draft

- a) Context of the brief
- b) Society issues
- c) Our solutions and goals

## II. Details of our solution

- a) Mock-up
- b) Our App
- c) Video Demo (QR code)





# I. INTRODUCTION TO THE DRAFT

---

## a) Context of the brief

For two years, Google has held its DSC Solutions Challenge. Among the 800 students chosen by Google, each of them has to create a group composed of different people from different fields. The main goal of this challenge is to develop a solution for local challenges using Google technology.



# B) ISSUES IN THE COMMUNITY

---

In our society, there are a lot of challenges. We tried to find an issue which the whole group feels strongly about and we found a common passion: the arts. We all think that the arts are really important in our society. To give a simple example, when we travel to a new country, one of the first things we do is discover the city and culture through art. We go to museums, galleries, street art exhibitions, visit monuments, concerts, theatre shows, watch movies, etc. All of these art forms allow us to experience how people in that country think, how they live, how they **interact with each other**, and mostly, how they see the world.

In our group, two people went to Toronto and explored a beautiful city driven by mysterious artists in the streets. In fact, if you walk around the streets of Toronto, you will discover a whole new world depending on the district you are in. Toronto owes most of its beauty to a program called “StART”, which allows artists to express themselves in the streets.

We were lucky to have the chance to visit Toronto, however, the arts are not always easily accessible to everyone. For example, when you are a student in France, you have free access to most of the museums if you are under 26, but that is not the case for people who are older.



# B) ISSUES IN THE COMMUNITY

---

To learn more about this problem, we asked people in the city of Strasbourg about the price of admission to museums for people over the ages of 26. We met Louis, a 28 year-old who is very interested in sneakers and also in museums. After a short conversation, we asked him how often he usually goes to museums, buys sneakers, does his hobbies, etc. One of his answers particularly shocked us:

*"When I was a student, I went to museums every Sunday with my girlfriend, but now that we are settled down in our apartment and we have a lot of new responsibilities, we only go to museums once per month because now we see it more like an expense than a pleasure."*

We also talked to Isabelle, a 37 year-old woman who loves science and contemporary art. She is also a mother of two children.

*"I would like to convey my passion for science and contemporary art to my children because I think it is really important for their personal culture, it also allows them to have a new vision on life. And if I had more money, I would take them to "Le Vaisseau" every month ."*



# B) ISSUES IN THE COMMUNITY

---

One of the arts that is still accessible and free for everyone is, of course, street art! However, in most cities, this type of art is illegal. There are many reasons for this: the degradation of monuments, wrecking the streets in terms of beauty, not considered as “proper” art by some people, etc.

Nonetheless, what if we could change people’s opinions about street art? What if we could help street artists produce their art in a good environment, all the while preserving monuments?

For simplification purposes, we can merge these questions into one:

**“How can we not only give everyone access to art, but also give everyone access to producing their art freely without damaging the cultural heritage of a city?”**



# C) OUR SOLUTION AND GOALS

---

To solve this problem, we have decided to give everyone access to art with a simple tool : Google City Art.

Google City Art is a mobile application available for everyone on every device.

Thanks to our app, artists won't be restrained in their art form. In fact, on the app, artists can express themselves by creating a lot of different kinds of art. They will have access to a blank page with a lot of tools to create new stuff, but they can also import their art created on other software.

After creating their own works of art, they can decide where they want to display it. The goal of the app is not only to allow artists to express themselves, but also to allow people to see their art. Therefore, artists can choose a location in the city where their art will be exhibited for everyone to see.

However, by an "exhibition", we are referring to a virtual exhibition! This way the monuments and city walls will remain preserved because the art will not really be painted on them, and it is also a way to preserve street art because everyone can access it through their phones.



# C) OUR SOLUTION AND GOALS

---

Google City Art is not only for artists, it's also for people who love art even if they don't produce any. When you walk around a city and open the app, you will have access to a map which shows you all the virtual art around you. When you click on a specific artwork, you will see the name, the exact location, the name of the artist, the number of likes he/she has received and of course the artwork itself.

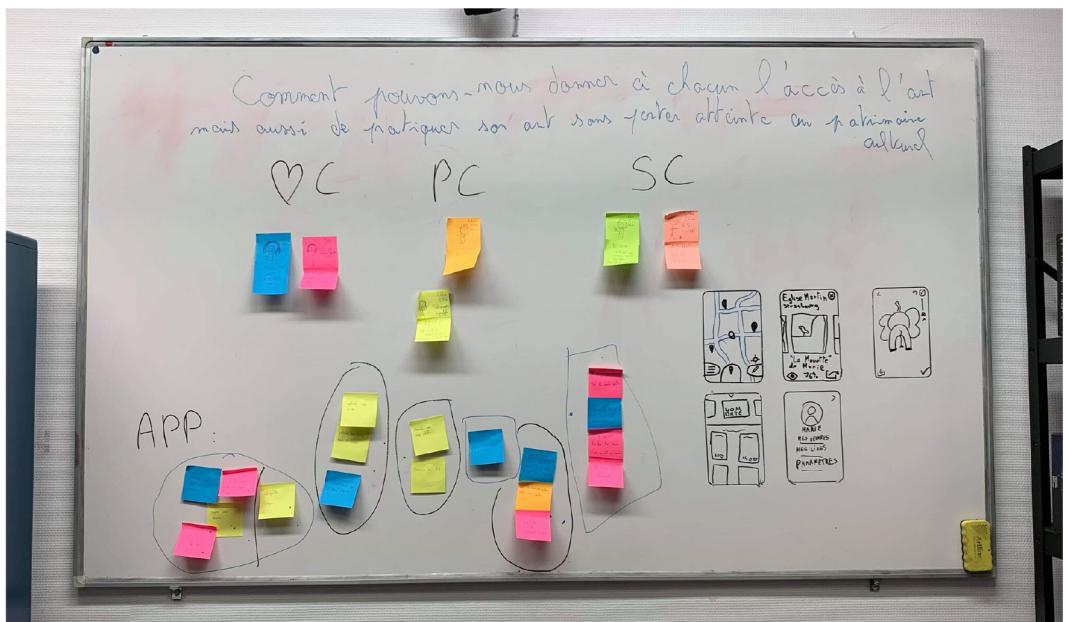
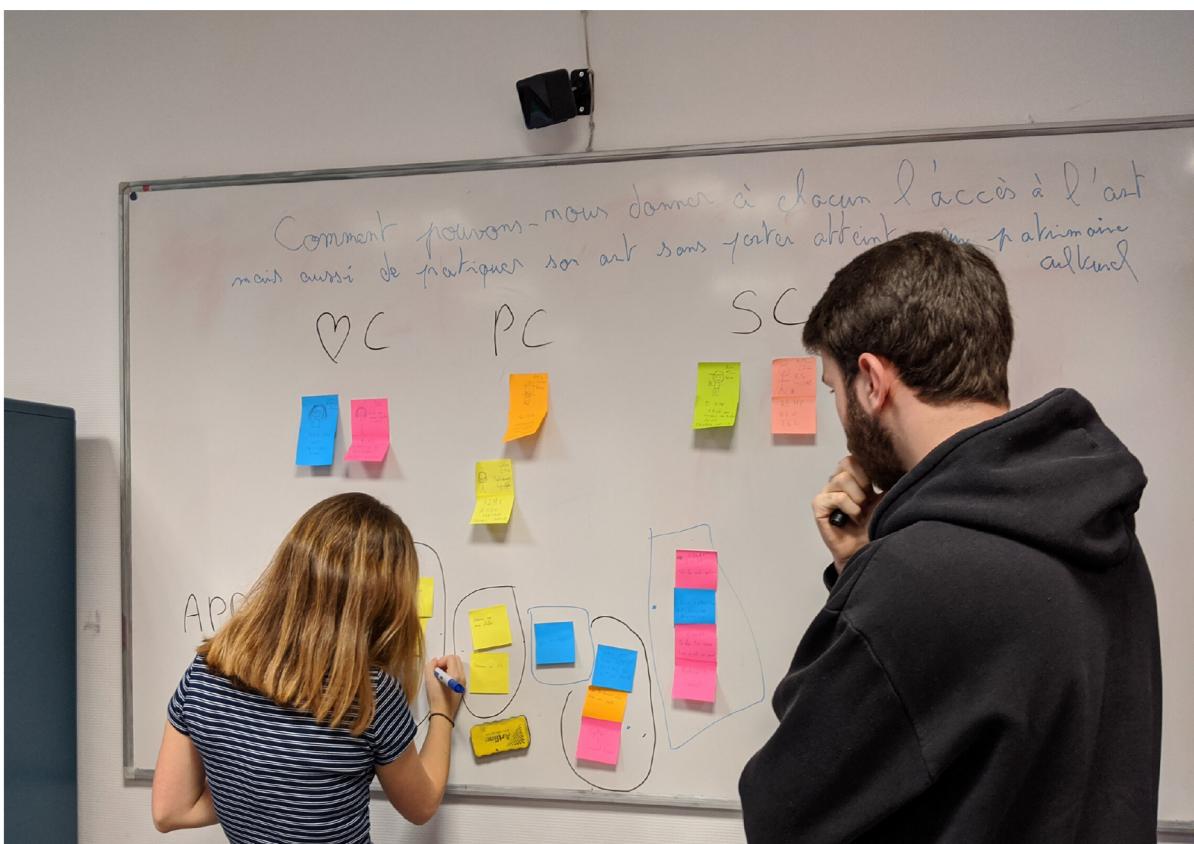
The goal of the app is to give everyone free access to art, and since the app is free, it's easy to get. People just have to walk around the city to have access to that artwork.

In the near future, we would like to add features to our app. We want to propose using AR (augmented reality) artwork, so when you walk around the city and find a piece of art, you can see it in front of you in 3D. We would also like to create events such as real exhibitions in cities. Imagine a street in which artists could physically display their art for 1 month.

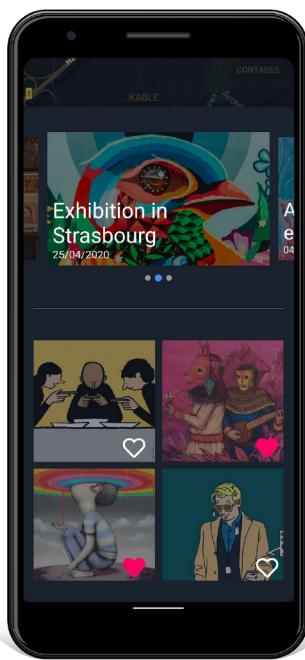
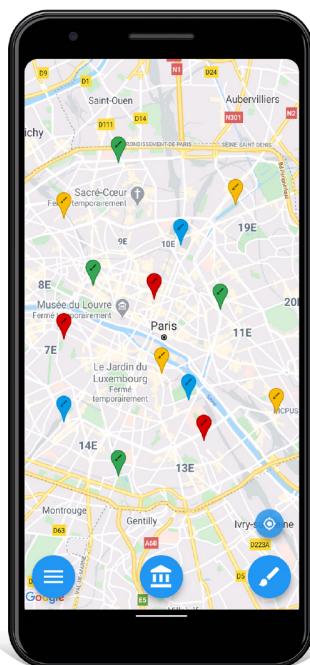


# II. DETAILS OF OUR SOLUTION

## a) Creation of the app



# B) OUR APP



# C) VIDEO DEMO

---

