



# GLOBAL GRAFFITI

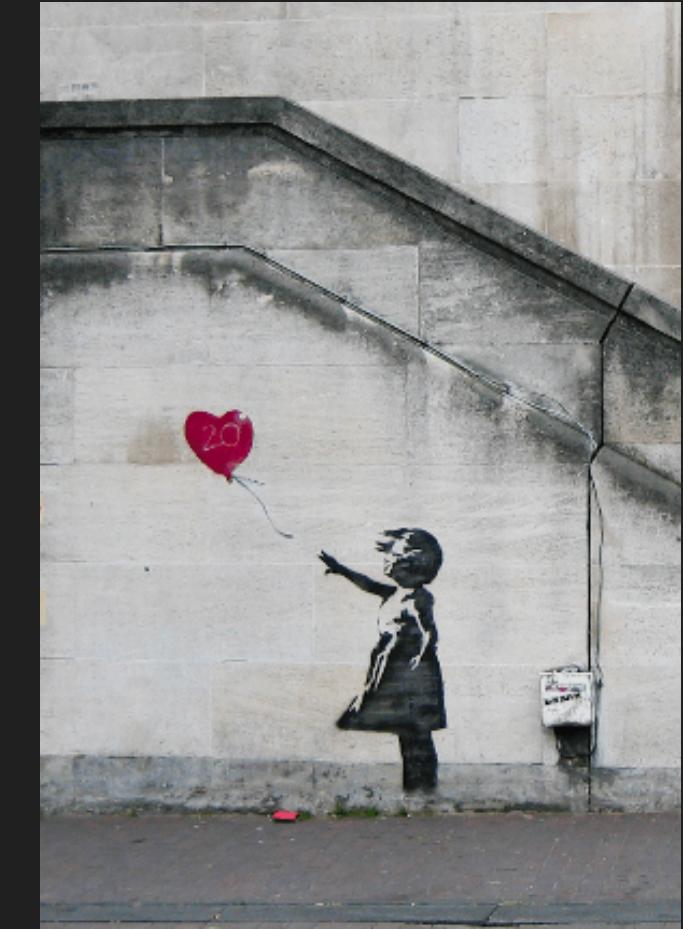
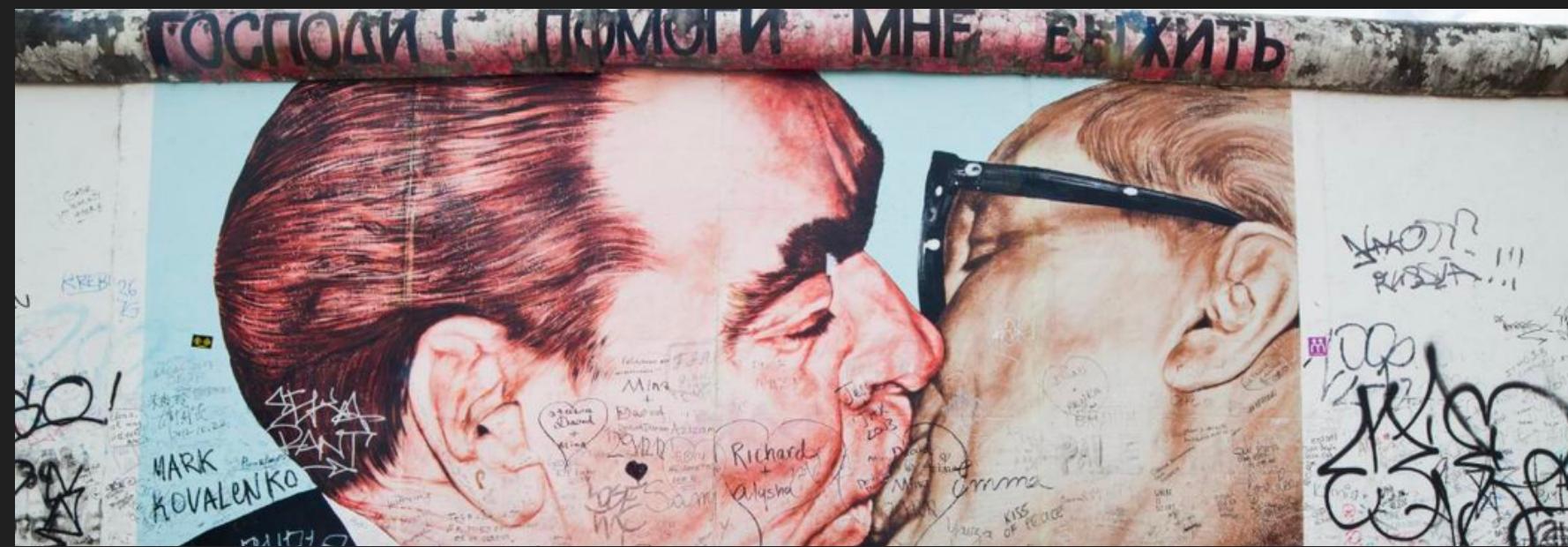
## A JOURNEY THROUGH TIME AND ART



# SCOPE



**Creating an interactive digital archive of  
street art from around the world and  
over different time periods.**



Combination of personal observation and academic interest on how the artworks often reflect the political climate and social issues of their respective environments. This observation sparked a curiosity to explore further how graffiti can be a powerful medium of expression.

# INSPIRATION

# GOAL



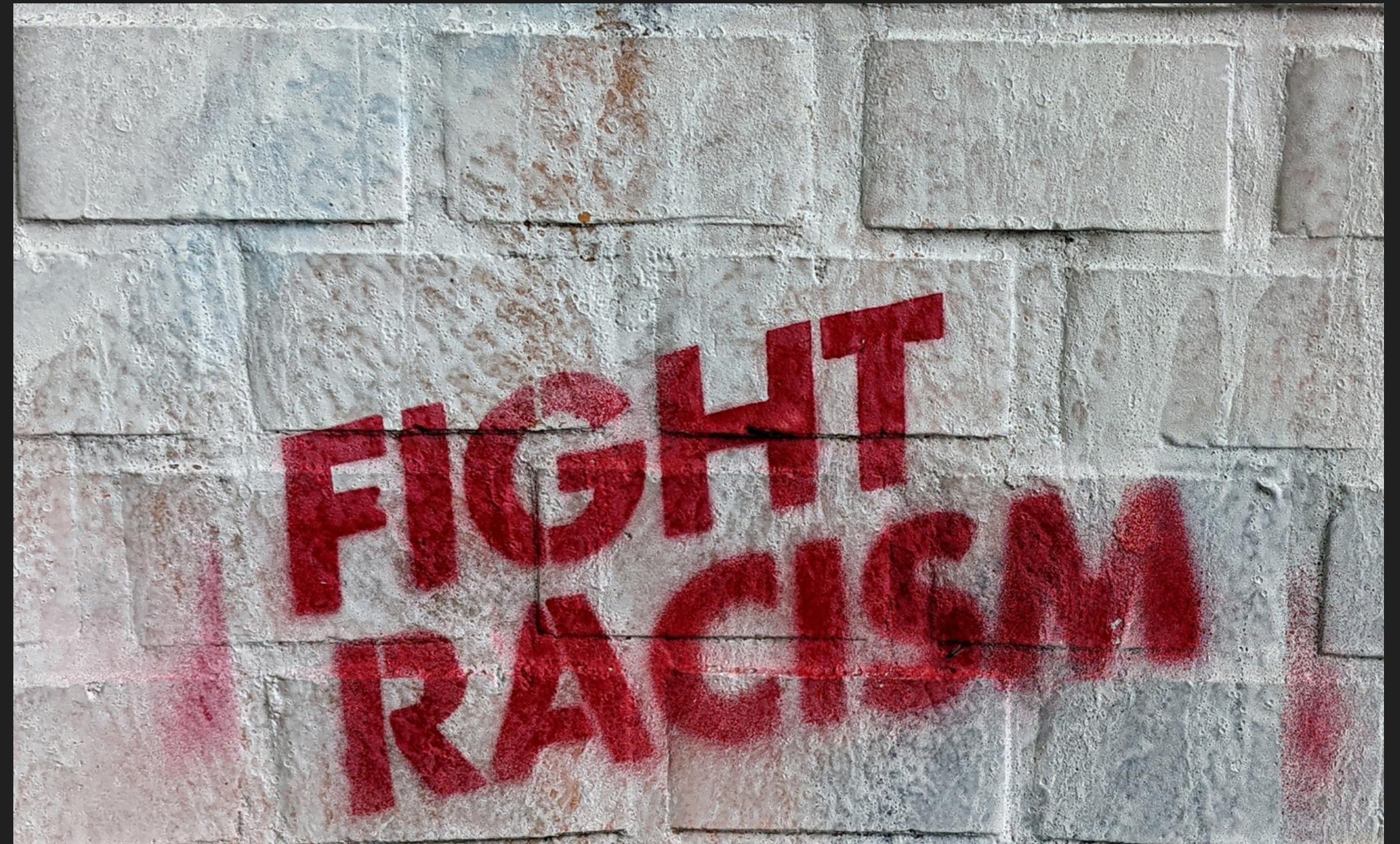
To preserve and showcase the history  
of street art in museums in an  
interactive format, making it accessible  
and engaging for a global audience.

# DATA

Historical data will be sourced from archives, public records, street art publications, and contributions from artists and cultural organizations.

For a comprehensive collection of existing street art, employ teams to photograph street art in cities worldwide.

Develop a platform for public submissions, ensuring quality and relevance.



# TECHNIQUES



## GEOSPATIAL ANALYSIS

Geocode each piece with coordinates for precise mapping on an interactive world map.



## DIGITIZATION

Converting physical records to digital formats.

## COMPUTER VISION AND IMAGE CLASSIFICATION

To categorize and tag artworks.

## DATA-MINING

Extracting patterns and trends in street art over the decades including public contributions for data enrichment.

# INTERACTIVE DISPLAY

Provision of an engaging user interface on a touchscreen display.

Ability to click anywhere on the map to view street art collections from different time periods (categorized by decades).

Ability to view profiles of prominent street artists and read details of significant pieces.

Ability to filter between individual vs government commissioned pieces to provide more clarity on the narrative.



# IMMERSIVE EXPERIENCES



## Augmented Reality (AR)

Develop AR features to allow users to view street art in its original location, providing a sense of immersion.

## Virtual Reality (VR)

Offer VR experiences for iconic or lost street art pieces.

# GENERATIVE AI



Generative AI can be used with our dataset to create unique designs for merchandise in museum gift shops. Users can choose their favorite art locations and/or artists and get customized merchandise on the spot, contributing to the commercial aspect of the project.

Cultural preservation, educational enrichment, respect for artistic expression, and commitment to data privacy and ethical sourcing.

Prioritize consent, proper attribution to artists, and sensitivity to the cultural significance of artworks.

# VALUES AND ETHICS



# RESOURCES

**Required Resources**  
High-resolution cameras for digitization, advanced computer systems for data storage and processing, software for image classification and computer vision, interactive touchscreen technology.

**Technologies Utilized**  
Image processing tools, database management systems, interactive display software, AR/VR technology for immersive experiences.

**Project Participants**  
Historians, curators, software developers, graphic designers, data analysts, street art experts, and legal advisors.

# WORK PLAN

We hope that project will result in an engaging, educational, and visually stunning interactive touchscreen display. Users will be able to explore the rich history of street art from around the world, delve into the lives of influential artists, and understand the cultural significance of this dynamic art form across decades. The platform will serve as a bridge connecting past and present urban art cultures, offering a unique lens through which to view global and local histories.

## Research and Data Collection

Gathering and digitizing data, establishing partnerships.

## Content Creation and Curation

Organizing data, creating educational content.

## Launch and Promotion

Official unveiling, marketing, and public engagement.

## Technology Development

Developing the interactive display and software.

## Testing and Refinement

Beta testing with target audiences, refining user experience.

## Execution

Exhibitions in museums and cultural centers, online platform access, educational programs and social media engagement.

**THANK**  
**YOU!**