Why digitally preserve street art?

Pop (2014), Erik Burke (OverUnder)

-Structure torn down in 2018
Why digitally preserve street art?
Challenges, Things to Consider, First Steps

- Copyright
- Creating Trust
- Logistics and Resources

Home Means Nevada (2017), Lisa Kurt
Copyright

• Section 107 of the US Copyright Act (Fair Use)
• Four factors determine Fair Use:
  • *The purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes*
  • The nature of the copyrighted work
  • The amount and substantiality of the portion used in relation to the copyrighted work as a whole
  • The effect of the use upon the potential market for, or value of, the copyrighted work
Connect with Artists

- Creates buy-in from the artists
  - Willingness to participate in and contribute to project
- Leads to connections with other artists/people involved with the Arts & Culture scene
  - Additional resources and contributions
Create Trust

- Convey legitimacy
- Invite input and guidance
- Convey respect and deference

Unknown [Girl with the Blue Hair] (2017), Rachael Blizzard (BLzRD)
Resources

- Project Leader
- Street Art Expert
- Cameras
- Platforms
  - CatDV
  - CONTENTdm
  - Islandora
- Metadata
  - Dublin Core
  - AAT and TGM

Unknown [Profile of Bearded Man with Lady Bug on His Finger] (2000-17), Unknown Artist
-Painted over in 2018
What needs to be done:

**Archive**

- Photos of murals
- Edit photos
- Catalogue photos
- Create metadata
- Create collection
- Copy edit and quality control
What needs to be done:

Virtual Reality

- Interviews of artists
  - Signed “Materials Release/Permission” forms
- 360° VR footage of murals
- Interview animations
- Metadata sync
- Creation of map elements
- Unity development for map
- Test, Test, Test
What needs to be done:

Launch Event

- Get your administration to acknowledge, support, and buy into your project
- Collaborate with your marketing department
- Artists’ reception to acknowledge and thank the people who create the art you are documenting and archiving in the first place—really, it’s all about them!

Wizard Owl (2017), Anthony Ortega
How to Do It
Step 1: Photograph the Murals

- Identify murals
- Take photographs
- Collect metadata
How to Do It
Step 2: Selection & Preparation

- Selection of images
- Editing images
  - Perspective
  - Exposure
  - Borders
How to Do It
Step 3: Metadata Creation

- CatDV
- Item-level metadata:
  - Dublin Core schema; TGM and AAT vocabulary; Address & Location; Detailed description
How to do It
Step 3: Metadata Creation

- XML file
  - Quality Control; Crosswalk into CONTENTdm
- CONTENTdm
  - Quality Control
- Islandora
  - MODs conversion; Quality control

Unknown [Tiger, Shark, Panther] (2015-17), Cortez
How to Do It:
Virtual Reality Experience Task List

- Conduct Interviews
- Capture 360 Video
- Design a Virtual Map of Reno
- Metadata Sync
- Populate the Map with Elements
- Test the Application
Tools & Software Used

Capturing
- Red Dragon
- GoPro Omni Rig
- Autopano Giga
- Autopano Video Pro
- Adobe Premiere Pro
- Adobe After Effects
- Google Maps

Recreating
- Virtual Reality Headset
- VR-Ready Computer
- Unity 3D Developer
- Adobe Flash
- Adobe Illustrator
- Cinema 4D

[Reno is Rad] (2017), Michael Lucido
Launch Event: Artists’ Reception

- Curated images from the collection
- Live VR paintings by street artists
- Archive scavenger hunt
- VR demonstrations
Launch Event: Artists’ Reception

Artists who provided interviews for the Reno Street Art Project VR Experience: Vaka (Andres) Martinez, Jennifer Charboneau, Joe C. Rock and Anthony Ortega
Final Thoughts

• Living Archive

UNR Street Art Project Team
-Artists’ Reception
July 17, 2018
Final Thoughts

• Providing a resource and strengthening communities

Reno: Home Means Nevada (2017), Joe C. Rock