Reno street art in virtual reality

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Why create a street art experience?

George Ferris Jr. Tribute
(2012)
Unknown Artist
Challenges

- Copyright
- Creating Trust
- Resources

Home Means Nevada (2017)
Lisa Kurt
Copyright

• Seltzer v. Green Day

Scream Icon (2003)
Dereck Seltzer
• **Fair Use**
  - “the purpose and character of the use was transformative and not overly commercial”
  - “the nature of the work included its status as a widely disseminated work of street art”
  - “Green Day’s use of the work was not excessive in light of its transformative purpose”
  - “Green Day’s use did not affect the value of the piece or of plaintiff’s artwork in general”
  - “the court concluded that plaintiff failed to establish any trademark rights”
Creating Trust

• Get permission
• Create relationships
  • Facilitates image collection
  • Facilitates metadata creation
  • More opportunities with other artists
  • Living archive

Untitled mural by unknown artist (2017)
Digital Archive: Resources

- Project Leader
- Artist
- Camera
- Metadata schema
- Platforms
  - CatDV
  - CONTENTdm
  - Islandora

Untitled mural by unknown artist
Digital Archive: Process

- Build relationships
- Capture metadata
- Photograph the art
- Process the photos
- Upload into content management system

Untitled mural by unknown artist
Virtual Reality Experience: Process

• Capture 360 Video
• Conduct Interviews
• Design a Virtual Map of Reno
  • Populate the Map with Elements
• Metadata Sync
• Test, test, test!
Virtual Reality Experience: 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 Street Art Archive & Virtual Reality Experience: The Human Element

- Project Manager - Laura Rocke
- Amy Hunsaker - Executive Producer: Digital Archive
- Mark Gandolfo - Executive Producer: VR Experience
- Jeannette Martinez - Contemporary Street Art Specialist
- Daniel Fergus - 3D Modeler
- Shawn Sariti - Unity UX Programmer
- Michelle Rebaleati - 360 Video Producer
- Luka Starmer - 360 Video Producer
- Kyle Weerheim - Second Unit Photography
- Maryan Tooker - 360 Video Utility
- Jeremy Floyd - Metadata Librarian
- Jack Freer - Additional Still Photography
- Eric Brooks - Curator Art Spot Reno
- Jill Stockton - Marketing & Communications Specialist
- Robin Monteith - Associate Director of Development
- Vaka - Muralist
- J. Charboneau - Muralist
- Joe C. Rock - Muralist
- Anthony Ortega - Muralist
- Hadi Rumjahn - Unity Developer/Student worker
- Tyler Goffinet - Unity Developer/Student worker
Final Thoughts

• This is a living archive
• This archive isn’t just for UNR: it serves the entire Reno/Sparks community
• The VR experience provides unique opportunities

Reno (2017) by Joe C. Rock