New Perspectives: Reno Street Art in Virtual Reality

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New Perspectives: Reno Street Art in Virtual Reality

**Presenter 1 Title**
Digital Initiatives Librarian

**Presenter 2 Title**
Digital Humanities Specialist

**Session Type**
45-minute concurrent session

**Abstract**
UNR Libraries’ Digital Initiatives Unit and Digital Media Technology Department partnered with an art historian, local art organizations, and Reno street artists to create an online archive, exhibit, and virtual reality experience highlighting the explosion of urban street art in Reno. The Libraries assembled a team that photographed the art using traditional 2D digital cameras, and captured 360 VR footage of the art and of several artists creating interior and exterior murals. The team conducted on-camera interviews of prominent street artists in Reno; collected permission forms; generated metadata; preserved the images and created an archive using CatDV, the Libraries’ media asset management system; and will make the images and metadata available through the Libraries new Islandora installation in early 2018. By providing an archive that is accessible to students and community members, the Libraries supports scholarly research in urban street art and creates ties with local communities.

**Location**
KIPJ Theatre

**Keywords**
"Digital Humanities", "Virtual Reality", "Interdepartmental collaboration", "interdisciplinary initiatives", "urban art archiving"

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new perspectives
Reno street art in virtual reality

Amy Hunsaker, Digital Initiatives Librarian
Laura Rocke, Digital Humanities Specialist
Michelle Rebaleati, Multimedia Production Specialist
University of Nevada, Reno
Why create a public art archive?

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
Copyright

Green Day: American Idiot Tour Video backdrop (2005)
Copyright

• 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
Resources

• Project Leader
• Artist
• Camera
• Metadata schema
• Platforms
  • CatDV
  • CONTENTdm
  • Islandora
• Wow….but this was just the beginning
What needs to be done and how to do it:

**Archive**
- Photos of murals
- Edit photos
- Catalogue photos
- Create metadata
- Create collection
- Copy edit and quality control

**Virtual Reality**
- Interviews of artists
  - Signed “Materials Release/Permission” forms
- 360º VR footage of murals
- Interview animations
- Metadata sync
- Creation of map elements
- Unity development for map
- Test, Test, Test

**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
Step 1: Photograph the Murals

Take photos of each mural and fill out the metadata sheets for each mural.

<table>
<thead>
<tr>
<th>Title of Mural</th>
<th>Emma's On My Mind</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist</td>
<td>Lee C. Rock</td>
</tr>
<tr>
<td>Commissioner</td>
<td>Nevada Fine Arts</td>
</tr>
<tr>
<td>Date completed</td>
<td>2018</td>
</tr>
<tr>
<td>Medium</td>
<td>Spray paint, acrylic, latex paint, enamel</td>
</tr>
<tr>
<td>Site/Structure location</td>
<td>Western Wall of Nevada Fine Arts Building</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>Sullivan</td>
</tr>
<tr>
<td>Physical address</td>
<td>100 S. Virginia St.</td>
</tr>
<tr>
<td>Photographer</td>
<td>Yannick H.</td>
</tr>
<tr>
<td>Description</td>
<td>Mural kind of image coming out of it: aerial feet, birds, waves</td>
</tr>
</tbody>
</table>
Step 2: Edit the Photos

I edited the photos (perspective, exposure, color, and borders) using Adobe Bridge, Camera Raw and Photoshop
Step 3: Metadata Creation

- Catalogued photos of murals in CatDV (media asset management software package)
- Created item-level metadata for each object
  - Dublin Core schema
  - TGM and AAT vocabulary
- Exported metadata for each object as an individual XML file for Metadata librarian to crosswalk into CONTENTdm
- Copy-edit/quality control pass once in CONTENTdm
Virtual Reality Experience

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

<table>
<thead>
<tr>
<th>Capturing</th>
<th>Recreating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Dragon</td>
<td>Virtual Reality Headset</td>
</tr>
<tr>
<td>GoPro Omni Rig</td>
<td>VR-Ready Computer</td>
</tr>
<tr>
<td>Autopano Giga</td>
<td>Unity 3D Developer</td>
</tr>
<tr>
<td>Autopano Video Pro</td>
<td>Adobe Flash</td>
</tr>
<tr>
<td>Adobe Premiere Pro</td>
<td>Adobe Illustrator</td>
</tr>
<tr>
<td>Adobe After Effects</td>
<td>Cinema 4D</td>
</tr>
<tr>
<td>Google Maps</td>
<td></td>
</tr>
</tbody>
</table>
Workflow

1. Filming
2. Edit Footage
3. Create & Populate the Map
4. Test the Application
Filming
Edit Footage
Create & Populate the Map
Test the Application
The Human Element

- Mark Gandolfo - Executive Producer
- 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
- Hadi Rumjahn - Unity Developer/Student worker
- Tyler Goffinet - Unity Developer/Student worker
- Amy Hunsaker - Digital Initiatives Librarian
- Laura Rocke - Digital Humanities Project Lead
- Jeannette Martinez - Contemporary Street Art Specialist
- Kathy Ray - Dean, University Libraries and Teaching & Learning Technologies
- Jill Stockton - Marketing & Communications Specialist
- Robin Monteith - Associate Director of Development
- Jack Freer - Additional Still Photography
- Eric Brooks - Curator Art Spot Reno
- Vaka - Muralist
- J. Charboneau – Muralist
- Joe C. Rock - Muralist
- Anthony Ortega – Muralist
Launch Event

Artists’ Reception

• Reception held at the Library to coincide with Art Town
• Inviting artists who participated in interviews as well as any local street artists we can track down
• 2-4 of the interviewed artists will be doing live VR paintings in
• Attendees can view the archive, experience the VR, and take home digital print of live VR painting
• Serve wine, cheese and basic refreshments
• Invite other University and community stakeholders: regents, donors, Arts and Humanities entities in the community

*It’s all about the artists and the community: we undertook this endeavor to document and digitally preserve these murals for the artists who created them and to expose the murals to anyone who wants to view and know more about them.*
Final Thoughts

• Living archive that I’ll continue to add new murals to as they emerge
  • Will also update metadata for existing murals, as they come down/are replaced, which speaks to the importance of this project and documenting these murals while they exist

• No archive exists that documents the street art in Reno this extensively
  • We have the most murals photographed
  • We have the most thorough and complete metadata for the murals

• This is a resource for the entire Reno/Sparks community and it’s sub-communities:
  • the artists and other Arts/Humanities entities; and researchers
  • the general population
  • the University
  • a variety of researchers