VirtualStreetArt.Global

Open Innovation Pilot for Human–AI Virtual Street Art

1. Project Overview & Proven Concept

VirtualStreetArt.Global is a non-profit, open-innovation platform that enables artists worldwide to create and exhibit **virtual street art placed on real urban façades**. Developed over five years, it evolved from the successful FISART International Street Art Festival (Timişoara, European Capital of Culture 2023) and now archives over **1,600 virtual works**. The platform is a mature, functioning proof-of-concept operating at the intersection of urban culture, public space, and digital communication, connecting real cities and artists into a global digital ecosystem.

2. Artistic Philosophy: Human-First, Tool-Agnostic

Our design is **artist-first**. Most works are created manually by professionals using established tools (photography, compositing, Adobe Photoshop). **Generative AI is introduced not as a replacement, but as an optional creative accelerator** for ideation, visual variation, and improved productivity. This hybrid approach ensures artist autonomy while piloting the responsible, ethical integration of AI into respected, professional creative practices.

3. Purpose of the Collaboration: Low-Risk AI Pilot

The goal is to explore how generative AI can **responsibly augment existing professional creative workflows** in public-space art and urban visual communication. The collaboration is designed as a **small, low-risk pilot** focused on:

- Human–AI co-creation and ethical use
- Artist autonomy
- Real-world visual outputs connected to actual urban locations

The emphasis is on **learning, observation, and cultural experimentation**, not commercialization.

4. Proposed Pilot: "Light Version"

Pilot Components:

- **Scope:** 20+ international street artists (Europe & Latin America)
- **Output:** 100–200 curated virtual street artworks
- **Creation Process:** Artworks created using: professional tools + **optional generative AI support** (ideation, enhancement, variation)
- **Dissemination Channels:** VirtualStreetArt.Global platform, Instagram, **Google Photos & Maps**, YouTube / Shorts

The pilot is intentionally compact and scalable, allowing evaluation before any larger-scale engagement.

5. Why Google is the Ideal Partner

- **Deep Technological Alignment:** The platform already relies heavily on **Google Maps, Google Photos, and YouTube**. Partnership streamlines these integrations and offers a testbed for premium features and technical support.

- **Creative AI Showcase:** We offer a unique opportunity to demonstrate **Gemini's** (or other Google AI tools') utility in augmenting established creative workflows, promoting a vision of **human-AI co-creation**.

- **Geospatial Innovation:** Our project's unique combination of **real-world façades and virtual art** is a perfect fit for showcasing the capabilities of Google Maps/Earth and their ongoing development in **Augmented Reality (AR)** technology.

6. Non-Financial Collaboration Model

The pilot is designed to function **without direct financial funding**. Possible non-financial incentives include:

- Access to Google advanced creative tools (e.g., Gemini, Google Photos, Google Maps, Youtube).

- Participation in a curated human–AI creative showcase.

- Visibility through association with an applied cultural AI pilot.

7. Platform Readiness

VirtualStreetArt.Global is operational and requires **no speculative development**. The pilot focuses on activation and refinement, leveraging an existing:

- Global artist community

- Archive of 1,600+ virtual works

- [Proven workflows and publishing channels](#)

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