

# Public Art Futures Lab

A public-private partnership exploring the intersection of art and technology



FULTON COUNTY  
arts & culture

# Presentation Outline

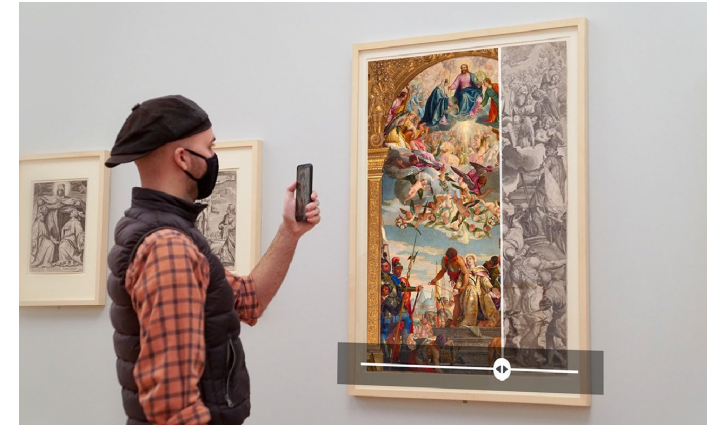
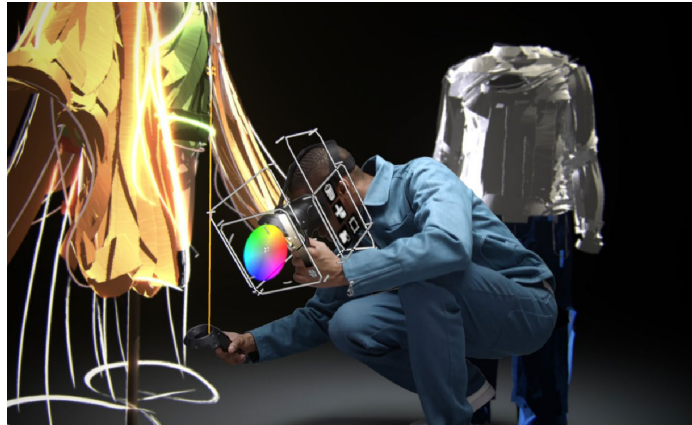
- The intersection of art+tech
- Why should we care?
- The Public Art Futures Lab
- Public-Private Partnerships
- The challenges of innovation in Government

## // The intersection of art+tech

Technology is evolving at a rapid pace,  
presenting new opportunities for artists and  
audiences

## // Why should we care?

- New ways of experiencing existing art
- Immersive and interactive digital and physical art experiences
- Expanding the notion of who and what an artist is



## // Why should we care?

- 6 billion smartphone users
- Global Gaming Industry Value now exceeds \$300 Billion
- Global VFX Market Value - \$6.8 billion
- Annual sales of art-related NFTs - \$2.6 billion
- Growth of the 'metaverse'

## // Why should we care?

“The global crisis has accelerated the necessity to replicate and expand our confined reality, yet it seems that the art world is still struggling to understand the full potential of XR”

Valeria Facchin, The Art Newspaper (2021)

## // Why should we care?

But, Atlanta artists' risk being left behind through a lack of opportunities, funding, and awareness to fully utilize technology in their creative practice.

## // Why should we care?

These barriers have limited the adoption of new technology in the arts and only those with access to resources can explore these emerging technologies.

This is even more prevalent in public art.



## // What is the Public Art Futures Lab?

- The Lab is a physical and online space to exhibit, experiment, educate and experience the role of technology and its intersection with public art.
- Core functions:
  - Educational events with artists teaching artists
  - Artist-in-residence program (3 per year)
  - Education stipends
  - Exhibition space

## // What is the Public Art Futures Lab?



## // Educational events

- Providing the tools for artists to participate in these emerging spaces
- An emphasis on artists teaching other artists
  - Examples: coding art, sketching in VR, introduction to the metaverse
- Knowledge Partners: Spelman Innovation Lab, GSU Creative Media Industries Institute, Georgia Tech Arts



## // Artists-in-Residence: 2022 cohort

A&E Atlanta Resident: SALVADOR IGLESIAS      Apr 25 - Jul 30

Iglesias will use a mixture of 3D and augmented reality to create an interactive and immersive experience using the A&E Atlanta digital signs.



## // Artists-in-Residence: 2022 cohort

MARTA ArtBound Resident: MAX WOO  
Jun 27 - Oct 1

Woo will explore digital game development as an innovative tool to increase MARTA bus ridership and improve the transit experience.



## // Artists-in-Residence: 2022 cohort

A&E Atlanta Resident: EDDIE FARR

Aug 29 - Dec 3

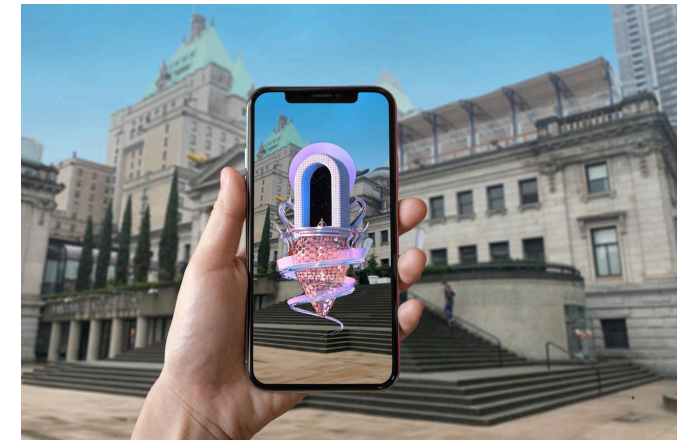
Farr will use traffic navigation software and real-time algorithmic traffic updates to convert data into art, allowing the ebb and flow of downtown Atlanta to generate digital artwork.



## // Emerging art+tech: education stipends

TeMika Grooms: will explore the possibilities of digital media merged with traditional art mediums.

DeSitaa Lipscomb & Jamaali Roberts: will explore NFTs and interactive media applications.





## // Exhibition space

To address the barrier of lack of access to technology and physical space for showcasing art+tech.

Current equipment available: projectors, VR headsets, LiDAR sensors





## // Public-Private Partnerships

- Microsoft interested in supporting the Atlanta arts community
- MARTA and A&E wanted to support an artists-in-residency program, but couldn't staff their own
- Atlanta Underground interested in supporting artists, with particular focus on digital art and technology
- Knowledge partners keen to support development of the ecosystem

Official Technology Partner



Hosting Partner



Residency Partners



Knowledge Partners



## // The challenges of innovation in Government

- Getting buy in from other departments
- Slow processes and extended timelines
- Brands and organizations don't necessarily see a county government as a good partner

