

Urban Heritage Hub Project – Finding balance between a digital source and a digital entertainment for graffiti culture and street art in Serbia

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ABSTRACT:

Graffiti and street art are quite sensitive topics for archiving. Dealing with them takes knowing when it is legally possible to publish a photo. And if it is possible to publish a photo what does it mean without any background information? Therefore in archiving graffiti culture and street art one has to find a fine balance between giving too much information and not giving enough. This affects the users of the archival materials in different ways. Those that belong to these subcultures most of the time know more than researchers or archive managers and to them archives like this are most of the time convenient places to store or find some of the materials. But we have learned through most of our activities that the general population has a tendency to overcome their fear of graffiti and street art and to look at them as more than just vandalism when they get the background story. Therefore, association Street Art Belgrade, aims at finding the fine balance in these endeavors in order to make graffiti and street art in Serbia understandable and more lovable for the general population. Also, with properly updated archive and with plenty information that contextualize an art piece on the street it is much easier and much faster to prepare virtual reality exhibitions. Instead of starting the research process from scratch every time we plan to do a VR exhibition, there is a good base to start with and to top it up with some new materials that, properly contextualized, will serve for the next exhibition. 3D walls become archival materials as well and they are relatively easy to use as part of the exhibition. Until scanning a whole area becomes a standard, scanning 3D walls is easier and more manageable on a financial level and in terms of storage space. Urban Heritage Hub is imagined in such a way to always provide as much knowledge as it is possible while trying to adjust to the changes in technology. This archive collects historic materials and materials that are being produced at the moment in collaboration with artists, photographers and researchers of these artistic forms.