From Pokémon to Public Art,
Integrating interaction into your website
Of every municipal capital improvement project

Public artworks in the collection

Invested in public art since 1988
We are planning to participate in the Denver Startup Week and I was hoping to get your input on a concept I have for a session.

The session would be called something along the lines of, *Picture Denver — Learning how to Design Sprint by Increasing Awareness of Public art in Denver*. The basic premise of the session would then engage participants to apply a condensed [Google Design Sprint](https://www.google.com/design/sprint/) to increase awareness and interest in public art around Denver.

Participants would split into groups and would be given goals along the lines of, "create a solution that showcases current public art and artists, encourages the spreading of awareness (people take pictures in front of the art), and could be considered a piece of art itself."

They would then be guided through the design sprint steps by us, first understanding the problem, then exploring a ton of different solutions, and finally designing a flushed out solution. Then collectively, we would decide the best solution.

Assuming it was a digital solution, Clique would then build that solution for the community.

To make sure we were able to present the full breadth of the design challenge we would require some partnership from some folks around town. Likely the RiNo Arts District and Visit Denver. I also have a note into Gloria Schoch to see if it might be something MillerCoors is also interested in participating in.

I am just in ideation mode on this concept right now and know it will take some refinement, but what do you think? Do you think that something that could be interesting to participants and useful to the city?

Best,

Michael
Start with a sprint.

We narrowed down the goal: **increase viewership and interactivity with public art.**

And picked a sprint target: **communicate nearby art pieces to the public**
GOAL:

- Set an example for other cities
- Educate the public about the collection
- Increase awareness of art hiding in plain sight
- Increase awareness of civics generally, how public can get involved
- Increase # of people viewing/intracing w/ art => how to make it interactive
  - Engaging to different audiences
- Make Denver a destination for public art
  - "Can't miss" for visitors
  - Make it a journey
- Share media (not just reading information)
  - Different ways to get info & more unique
- Make the "app" a piece of art itself
At Denver Startup Week, we led a community design sprint workshop.

We took ideas from participants and created a clickable prototype that we then tested.
Mobile-first, accessible design.

Instead of building an app, decided to build a mobile-first “web app” with advanced functionality that is as interactive on desktop as it is on your phone.
Built for exploration.

Users can find nearby pieces, explore neighborhoods, and check-in. They can login to save where they’ve been, favorite pieces, and curate their own “collections.” All while integrating to Collective Access.
People in Denver can now get more out of their public art collection by exploring both online and in-person with an interactive web-app, built to strengthen the city's art community and help make public art more accessible.
Mobile-first web “app”

Personal profiles for users to curate and share collections and tours

Gamification through points awarded for interacting with pieces of art

Interactive map functionality to encourage exploration

Users can locate the nearest piece of art, navigate to it, and check in to earn points

Built custom APIs to integrate with the Collective Access art database

Designed and built against WCAG 2.1 accessibility standards
Learning Objectives: Note and Vote

Taken from the design sprint we’ll use this process to drive home the learning objectives.

**Step 1:** By yourself brainstorm ideas. Write as many as you can (quantity over quality - 1 min)

**Step 2:** Vote – Put dot stickers next to ideas of your tablemates you think are great. 3 per topic (2 min)

**Step 3:** Share out. Each table will get 30 seconds to share the top voted idea.
Learning Objective 1: Edu-tainment

How might you include engaging activities on your website or in your social media strategy?

Example: Self-guided tours

Directions: By yourself brainstorm ideas. Write as many as you can (quantity over quality - 1 min)
Learning Objective 1: Edu-tainment

How might you include engaging activities on your website or in your social media strategy?

Directions: Vote – Take a moment to move around your table reading your compatriots’ ideas. Put 3 dot stickers next ones you think are great. (2 min)
Learning Objective 1: Edu-tainment

How might you include engaging activities on your website or in your social media strategy?

Directions: Vote – Share out the top voted on idea at each table (just pick one 😊)

Any ideas you really like? Chat about it after the session.
Joe Local

(We don’t know him)
Explore Your Denver Public Art Collection

Search by Artist, Title, Type or Neighborhood

Or explore near me
National Velvet

ARTIST
John McEnroe

LOCATION
Highland Pedestrian Bridge

NEIGHBORHOOD
Highland
TITLE
National Velvet

ARTIST
John McEnroe

LOCATION
Highland Pedestrian Bridge

NEIGHBORHOOD
Highland
Through the award-winning Urban Arts Fund, Denver draws locally, nationally and internationally renowned artists to turn the blank canvases of ordinary urban walls into works of art.
City of the Sun
Pinhorn Statue and Fountain
Coral Sphere
Red Rocks Park
American Indian Orpheus and the Animals
Girls Inc.
Sun Spot
Iridescent Cloud
Martin Luther King, Jr.
The Boy and a Frog
Floating/Falling
Whole Life
The Boy and a Frog

ARTIST
Elise Ward Hering

LOCATION

ARTWORK TYPE
Public Sculpture

MATERIAL
granite

Woven Light

ARTIST
Catherine Widgery

LOCATION

ARTWORK TYPE
Public Sculpture

MATERIAL
wood, dichroic glass

Sing and Glide

ARTIST
Jeanne Quinn

LOCATION

ARTWORK TYPE
Public Sculpture

MATERIAL
glass smalti (mosaic), Styrofoam, concrete, aluminum
With 1% of all public improvement project budgets in the city going towards public art — over $40 million so far, Denver is a great place to be an artist.

**Artist Information**

The Public Art Program has worked extensively with regional, national and international artists and artist studios, as well as fabricators, engineers, photographers and consultants.

A complete listing of artist opportunities, guidelines, and resources are available in the Artist Information section. If you have additional questions, please don’t hesitate to call and

**Información para los Artistas**

El Programa de Arte Público ha trabajado extensamente con artistas regionales, nacionales e internacionales y con estudios de artistas, así como productores, ingenieros, fotógrafos y consultores.
Learning Objective 2: Maximize your content

How might you customize your content to give people a personal experience?

**Example:** Basic information initially with deeper dive descriptions, videos, etc on the art detail pages.

**Directions:** By yourself brainstorm ideas. Write as many as you can (quantity over quality - 1 min)
Learning Objective 2: Maximize your content

How might you customize your content to give people a personal experience?

Directions: Vote – Take a moment to move around your table reading your teammates’ ideas. Put 3 dot stickers next ones you think are great. (2 min)
Learning Objective 2: Maximize your content

How might you customize your content to give people a personal experience?

Directions: Vote – Share out the top voted on idea at each table (just pick one 😊)

Any ideas you really like? Chat about it after the session.
Joe’s Friend

(We’ll call her Mel)
Create New Gallery

GALLERY NAME
Art to show Mel when she is in town

DESCRIPTION (OPTIONAL)
Hey Mel, here are some of the coolest pieces of art around Denver. I think you will love them!!! Using this website is the easiest way to find them and also keep track of what you like. Hope you have a great time exploring the city :)

SAVE GALLERY
Hey Mel, here are some of the coolest pieces of art around Denver. I think you will love them!!! Using this website is the easiest way to find them and also keep track of what you like. Hope you have a great time exploring the city 😊.
Explore Your Denver Public Art Collection

Search the Collection
Robin Kniech’s Public Art Tour (At-Large)

About This Tour

First elected to Denver City Council in 2011, and re-elected in 2015 and 2019, Robin Kniech is one of two At-Large Council members. Raised in a working class family, she has a deep respect for the value of hard work and has dedicated her life to making Denver a better place for all its residents.
Aegis

ARTIST
Kelton Osborn

LOCATION
Carla Madison Rec Center, 2401 E Colfax Ave

NEIGHBORHOOD
City Park

YEAR
2018

Children’s Fountain

ARTIST
Max Blondet

LOCATION
City Park

NEIGHBORHOOD
City Park

YEAR
1912

Quetzal

ARTIST
Blair Torres

LOCATION
Prodigy Coffeehouse

NEIGHBORHOOD
North Park Hill

YEAR
2017
Learning Objective 3: From visitor to advocate

How might you make your marketing interactive to turn your visitors into advocates?

Example: Shareable user created tours

Directions: By yourself brainstorm ideas. Write as many as you can (quantity over quality - 1 min)
Learning Objective 2: Maximize your content

How might you make your marketing interactive to turn your visitors into advocates?

Directions: Vote – Take a moment to move around your table reading your compadres’ ideas. Put 3 dot stickers next ones you think are great. (2 min)
Learning Objective 2: Maximize your content

How might you make your marketing interactive to turn your visitors into advocates?

Directions: Vote – Share out the top voted on idea at each table (just pick one 😊)

Any ideas you really like? Chat about it after the session.
YOUR RANK

Fash123
7th place • 0 pts this month
42.5 pts • 5%

ALL RANKINGS

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Learning Objective 4: Leveraging current tech trends

How might you incorporate current tech trends into your website or social media?

Example: “Checking in,” “dropping pins,” “leaving a review,” or even “catching them all”

Directions: By yourself brainstorm ideas. Write as many as you can (quantity over quality - 1 min)
Learning Objective 4: Leveraging current tech trends

How might you incorporate current tech trends into your website or social media?

Directions: Vote – Take a moment to move around your table reading your peers’ ideas. Put 3 dot stickers next ones you think are great. (2 min)
Learning Objective 4: Leveraging current tech trends

How might you incorporate current tech trends into your website or social media?

**Directions:** Vote – Share out the top voted on idea at each table (just pick one 😊)

Any ideas you really like? Chat about it after the session.
From Pokémon to Public Art,
Integrating interaction into your website
New Public Art Accounts