

ARTBOX

Final Report

Introduction

The concept design and functionality of this mobile app has evolved a great deal over the past 6 months. From investigating target audience, marketplace, and doing competitive research, to reviewing the concept for the Artbox app, business model and designs, we have carefully considered each aspect to ensure a product and brand that will be well positioned to succeed and be adopted by a wide audience. We have embraced existing social media platforms, online gaming strategies, and mobile technology to make the Artbox app dynamic and convenient. We believe that the unique and comprehensive concept that we are proposing will distinguish our product, and ultimately the brand, in the minds of potential users.

Social Media

Throughout the research, the importance of integrating the app with major social network sites (SNS) was quite clear. Dean Palermo, Elettro Interactive's Interactive Producer emphasized the value of SNS and in our target research surveys, we found that many creatives use SNS to share their work, solicit critiques, announce openings and exhibits and get information. Additionally, potential competitors of Artbox seem to lack an inherent social media functionality on their sites and apps. Where they do exist, the consideration appears to have come later rather than as integral part of the original platform. Here we find an opportunity for Artbox on which to capitalize.

In our concept, the Artbox app will work seamlessly with SNS such as Facebook, Twitter and LinkedIn. In the first phase, this will include liked and shared artwork, game results, and trending reports. Eventually, Artbox's presence could extend even further with widgets. These applications would allow people to access the Artbox app within other SNS, display a user's status or trending list appearances on their own websites and remind them and others about important upcoming events.

SNS integration is only one aspect of the social media experience users can have with Artbox. The app itself encourages networking among users through

actions such as: "liking", commenting, sharing work, using points to virtually purchase creative work, gifting points to other users and setting up and attending offline events. Points and therefore status are tied to constant participation which results from interaction and engagement with other users and their work.

Gaming

The Artbox app is designed around a gaming concept that allows users to enter into an online community and build status, reputations and connections. We have prioritized simplicity and ease of use in our design yet included enough complexity to keep the app fresh and engaging. Status levels allows users to take on a variety of roles within the app. Similar to some virtual reality scenarios, we have allowed users to exchange points to impact each other and even spend them as a form of currency. We have incentivized participation and believe that this will cultivate an active membership base. Additionally we have suggested the inclusion of real world enticements tied to point accumulation and redemption. The gaming aspect of the app is another way that we have set Artbox apart from its competitors, whose apps may allow users to view or even interact with creative work in limited ways but do not include anything like the robust construct for engagement that we have proposed.

Flexibility

While we began our research by looking at artists and have continued to focus on them throughout our process, we have designed the Artbox app to expand to include a wide variety of creative forms. Even in this first phase the app can accommodate a community of creative professionals ranging from artists and photographers to designers and writers. Not only will this encourage networking and collaboration between disciplines that often need each other but it will broaden the base of potential users, increasing traffic to the site and it will set Artbox apart from its competitors as few sites cater to a range of creative endeavors.

Audience

Despite a focus on artists and other creatives, this application considers the needs and wants of a much larger group of stakeholders who consistently participate in and consume creative culture: fans and critics. In our consultations with Portia Holt, EnviroSell's director of marketing, we were reminded that as designers we have to consider the voice of the consumer and the people who will actually use our app and build around that to ensure an enjoyable experience. With them in mind we began to understand that the creative community is not made up solely of those who produce creative work but also those whose enjoyment is derived by its consumption. Members of the Artbox app who consume creative work would not only have the opportunity to browse it, but they would play an important role in the online community too. Because each user has the ability to be a Fan and Administrator as well as a Creative, the potential audience for this app is greatly expanded.

Competing sites and apps do not allow for this type of engagement, rather they put the artist or creative front and center, focusing attention only on their work. Making them the only target of a site can create a situation where creatives speak only to each other, even in cases where their portfolios are essentially in competition. By tapping into a set of core interests and crafting a role in this app for those that consume as well as those that create, we are catering to a wider audience and therefore proposing a much more balanced and sustainable online community. This should also make the app more enticing for creatives, as there is an engaged group of potential employers, buyers, promoters, etc.

Revenue

Broadening the appeal to include appreciators of creative work will increase traffic to the Artbox site via the mobile app. A wider user group represents greater potential for advertising dollars, something that we have made provision for within the design. For instance ads can be placed in the thumbnail grids in which artwork is displayed. We have also proposed opportunities within the app for

users to purchase more storage space both for their collections and their creative work. We are confident that this app will get the attention of sponsors within the creative fields. These may be advertisers but they may also be entities with which Artbox establishes deeper working relationships such as museums, magazines and supply stores.

Mobile Technology

In our research, we found that both creatives and art appreciators access art and other forms of creative work on mobile devices. As the market of mobile technology grows and more and more people become comfortable with smartphones and tablets, this trend is inevitable. The combination of a burgeoning market and the fact that as yet, none of Artbox's competitors has an app with such a comprehensive concept, we believe that the Artbox app is well timed to become "the" app for the creative community.

Mobile technology is a key component of the offline interactions that we hope to inspire. Notifications about current or upcoming events can be sent directly to users' mobile phones. They can opt for email or text alerts or perhaps even reminders through their SNS. Once attending an event, geolocation technology makes it possible for users to "check-in" using their mobile device and receive the appropriate points which will increase their status in the Artbox community. With the app already open on their phones, members may comment on the event or share it with others, which will also increase their point totals and status, but more importantly it will help publicize the event, the Creatives featured there and Artbox.

In addition to his advice on SNS, interactive expert Dean Palermo also suggested that our app should be usable offline. With that in mind, we decided that users should be able to download artwork onto their phones for offline viewing. Users will be able to take all of the usual actions "liking", sharing, etc. but none will take effect until the user has an Internet connection again. This capability is perfect for users who would like to look at art on the subway or anywhere else that they might not have a signal.

Conclusion

Artbox asked us to design a mobile app that brings together professional creatives and consumers of creative work. The challenge was to produce a concept that would be engaging and “sticky”; something that would bring together a diverse group of users, help them make connections with each other and encourage them to keep coming back.

Our team participated in lectures discussions and field trips, conducted market research and reviewed the Artbox brand and business model. We then developed a unique concept and system for the app and designed its interface. We believe that our work will result in a product that is fun, useful and appealing to a wide audience. With our research and reporting now concluded, and much of the design process complete, product development and beta testing are the next steps.

We are proud and grateful to be part of this project not only because of what we see as this app’s vast potential, but also because of the exceptional learning experience that this process has been.

ARTBOX Game Logic

CONFIDENTIAL

CONFIDENTIAL

CONFIDENTIAL

TABLE OF CONTENTS

- INTRODUCTION 3**
- OBJECT OF THE GAME 3**
- USER STATUS 3**
- CREATIVE CATEGORY 3**
 - Creative Category Rules**
- FAN CATEGORY 4**
 - Fan Category Rules**
- ADMINISTRATOR CATEGORY 4**
 - Administrator Category Rules**
- POINTS 4**
- MEMBERSHIP 4**
- OFF-LINE BROWSING 5**
- TECNICAL NOTES 6**
 - Status Chart**
 - Downloadable Packages**

INTRODUCTION

The Artbox app is a virtual art/creative community that allows users to share and collect creative work, make connections to each other and build reputations. Users can upload personal artwork, browse, share, “like”, comment on and collect pieces that others produce, and by using game dynamics, users can gain status as Creatives, Fans and even Administrators of the community. All of this is designed to give exposure to creatives and their work expanding their professional network.

OBJECT OF THE GAME

The object of the game is to raise your status in the Artbox community. This is done through qualitative participation such as creating and uploading compelling pieces, building impressive collections in personal artboxes, leaving constructive and useful comments for Creatives and sharing other people’s work.

USER STATUS

Every user can gain points and increase their status in each of three categories: Creative, Fan and Administrator. Users receive points in different categories depending on the actions that they take in the game (see chart on Technical Notes page). There are 3 levels of achievement possible within each category. The goals of the levels depend on the category. For the Creative, the levels of achievement are Emerging, Established, and Professional/Blue Chip. For the Fan, the levels of achievement are Patron, Collector, and Curator. For the Administrator the levels are Commenter, Critic, and Moderator.

CREATIVE CATEGORY

When a user uploads their own creative work other users will have the opportunity to see it, and more importantly “like” it. If a piece is “liked”, than the user who uploaded it receives points in his/her

creative category. As the uploaded art gets more “likes” the creative author rises new status levels. Pieces that get a lot of “likes” relative to the other work uploaded to the Artbox site will also end up at the top of Artbox’s trending lists. As the creative author’s work gains popularity through likes and exposure on trending lists, the greater their chances of increasing their status, cultivating an audience and building a reputation.

Creative Category Rules:

- Users earn points as creatives in the following ways:
 - When they upload work
 - When their work is “liked” by other users
 - When their work is chosen for inclusion in another user’s “artbox” (see Fan category)
 - When they approve comments left by other users (see Administrator category)
 - When they check-in at events where their work is featured
- Creatives are not allowed to “like” their own artwork
- Creatives are only allowed to upload work that they create
 - Pieces that are not authored by the creative who uploaded them will be flagged/removed and the user will be penalized points
- There is a limit to how many pieces can be uploaded at anytime, however, as Creatives gain status they are granted more space for artwork.
- Creatives also have the option to purchase more upload space either with points they have accumulated or real money (US dollars).
- Creatives can gift limited editions of theri creative work to other users with whom they have connected.
- Creatives may also give gifts of points to patrons they deem to be particularly loyal

FAN CATEGORY

As users browse artwork they have the opportunity to “like” individual pieces, share them online via social media, or collect them in one of their personal artboxes. Personal artboxes are galleries attached to users’ accounts where they can store their favorite pieces. The collections in personal artboxes can also be seen and “liked” by others. Users can follow each other and participate in offline events. All actions gain points and is an incentive to participate in the game. Those points raise a user’s status level as a Fan and thus their reputations as consumers of creative work.

Fan Category Rules:

- Users earn points as fans in the following ways:
 - When they review artwork
 - When they share artwork on social media such as Facebook, Twitter, Google+ or LinkedIn
 - When they invite new people to join the Artbox community (points are awarded when those invitees create a user account)
 - When they attend and check-in to art events with the Artbox app.
 - When they create or add events, that occur at a real time and place, that the public can attend
 - When they create an artbox and place artwork in it
 - When other users “like” their personal artboxes
 - When they have a piece for piece matching artbox with another user (sort of like winning the lottery because it will be a rare event)
- Fans are not allowed to “like” their own artboxes
- Fans may create more than one artbox to store different types of creative work
- Fans can store a limited number of pieces in each of their artboxes, but may purchase more space with accumulated points or real money (US dollars)
- Fans may give gifts of points to creatives whose art they really enjoy
- Fans will also be given an option to follow creatives whose work they admire
 - Fans will receive updates including new work or events associated with those creatives

ADMINISTRATOR CATEGORY

One other action that users can take as they browse work is to comment on individual pieces. Users get points for making comments, having those comments accepted by the creator of the work and having those comments “liked” by other users. These points build status in the Administrator category, where the final status level comes with both distinction and the ability to help moderate the Artbox community.

Administrator Category Rules:

- Users earn points as Administrators in the following ways:
 - When they comment on artwork or artbox
 - When their comments are accepted by the creator of the artwork or artbox
 - When their comments are liked by other users
- Administrators are not allowed to “like” their own comments
- As a Moderator, the highest status level within the category, users are able to:
 - Promote community and conversation
 - Review behaviors that alter the user outcomes
 - Help to preserve the integrity of the community through research and quality control of uploaded content
 - Help to identify and remove flagged or otherwise inappropriate items

POINTS

In addition to increasing user status in the three categories outlined above, users can gift points to other users as mentioned in the Creative and Fan Categories, use them to purchase more portfolio or artbox storage space, and redeem points for special discounts on goods or services such as art supplies or exhibition tickets depending on promotion sponsors.

MEMBERSHIP

Most actions within the Artbox app (uploading work, liking, commenting, adding artwork to a personal artbox, etc.) require membership. Membership makes it possible to both identify users who are contributing in positive ways and to hold every member accountable for their actions

within the community. Actions for non-members are limited to the following:

- Browsing artwork on the app.
- Viewing trending lists
- Viewing events (if the event has been made publicly viewable by the publisher)
- Viewing user profiles (if the profile has been made publicly viewable by the user)

OFF-LINE BROWSING

An added benefit of membership is that the Artbox app offers users the ability to download artwork to mobile devices for offline viewing in addition to stand online browsing. This enables users to continue to participate even when they do not have an Internet connection. Offline access will be limited to the following user actions:

- Browsing artwork
- Liking artwork*
- Commenting on artwork and artboxes*
- Flagging inappropriate items*
- Viewing trending lists
- Viewing a user’s personal artbox
- Viewing other users’ artboxes with limited information
- Viewing friends’ profiles (limited information)
- Viewing events in calendar

*Data from offline interaction (liking, commenting, and flagging) will be pushed to the server upon Internet connection. Please see technical notes for a more detailed outline of the downloadable packages.

TECNICAL NOTES

Status Chart

	Creative	Fan	Administrator
Level 1	Emerging	Patron	Commenter
Level 2	Established	Collector	Critic
Level 3	Professional (Blue_Chip)	Curator	Moderator

Downloadable Packages

The typical size of a downloadable package would be around 5MB. It would consist of approximately 100 pieces of artwork, collected in a manner which is smart, filtered, and somewhat random.

Artwork

- Each piece will have a mobile optimized image that would be up to 50kB.
- Basic information associated with each image would be downloaded as well:
 - Title.
 - Date.
 - Medium.
 - Description.
- Limited profile information of the person who created the artwork will comprise:
 - User's image/avatar.
 - User's status.
 - Number of subscribers.
- Ability to subscribe to the creator (subscriptions requested during offline viewing will be pushed to the server upon Internet connection).
- Trending lists and trending artboxes will display limited information:
 - Number of likes.
 - Number of comments.
 - Number of artboxes throughout the community that contains the artwork.

Artbox

- Basic information associated with each artbox would be downloaded:
 - Title.
 - Description.
 - Creator's name.
 - Ability to subscribe to the creator.
 - Number of likes.
 - Number of comments.
 - Information regarding whether it has appeared on a trending list.
 - Information regarding whether it ever matched item for item with another user on the Artbox network.

ARTBOX Interviews

TABLE OF CONTENTS

INTRODUCTION 4

 Background 4

ARTISTS 5

 Samira Abbassy 5

 Amina Ahmed 6

 Raul Almazan 7

 Emil Alzamora 8

 Andy Bellanger 9

 Alex Nuñez Caba 10

 Pak Yin Chan 11

 Becky Cloonan 12

 David Collins 13

 Melissa DeJesus 14

 Christian De Vietri 15

 Capucine Gross 16

 Robin Ha 17

 Elle Maldonado 18

 Victoria Mckillop 19

 Morgan O’Hara 20

 Amir Parsa 21

 Erica Perez 22

 Gary Petersen 23

 Ramon Rodriguez..... 24

 Xin Song 25

 Austin Thomas..... 26

 Irving Uribe 27

 Lauren Vallese 28

APPRECIATORS 29

 Marcus Bowers 29

 Kacy Charles 30

 Risa “Hwan” Cho 31

TABLE OF CONTENTS (Continued)

Kathryn Darcey 32

Samuel Elam..... 33

Amit Lama..... 34

Marshella Lie..... 35

Stephen Michalik..... 36

Vanessa Nuñez..... 37

Tifani Peguero..... 38

Ivana Pulchan 39

Introduction

The purpose of this report is to present excerpts from the interviews that the Mobile App team conducted with artists and patrons of the art. For each interviewee, we include a description of the person's background, a summary of the interview and direct quotes. At the end of the report we explain how the qualitative data we gathered from the interviews allowed the team to make informed decisions about the concept, design and implementation of the Artbox Mobile application.

Background

Before going into the field to conduct interviews, the team developed two sets of questionnaires—one for artists and another for patrons of the arts. The questionnaires covered five primary areas of research: personal, art, social, technology and mobile applications. We paid close attention to investigating how artists and patrons use technology and social media to interact with art. As we explain in the conclusion of the report, this information gave the team valuable data for the project's development.



Samira Abbassy

Basic Information

Painter, Sculptor

Age: 44

Email: samiraabbassy@gmail.com

Website: www.samiraabbassy.com

Interview By: Raju Maharjan & Antoine Christian

Background

Samira Abbassy is an Arab-Iranian born in the city of Ahwaz in southwestern Iran. In 1967, her family moved to Britain where she was educated and studied painting, first at Birmingham Polytechnic and then at Canterbury College of Art.



Do you find critiques motivating?

Yes absolutely.





Amina Ahmed

Basic Information

Painter
 Age: 47
 Email: amina.a@mac.com
 Websites: www.aminaahmed.com
www.efanyc.org/ahmed-amina
 Interview By: Norali Zamora & Allen Xu

Background

Amina Ahmed was born in Africa and is a Kutchi Turk Indian. She grew up in England and has lived in Iran. Currently, she is 47 years old and lives in the United States. Ahmed is a graduate of Winchester School of Art and the Chelsea School of Art. She received her MFA from the Royal College of Art in 1991. Her studio is at the Elizabeth of the Arts Foundation, in Manhattan.

The foundation of her artwork is nature, symbolism, patterns, and repetition. Circles, squares and triangles, organic biomorphic forms, trees, weeds, and roots are continuous themes in the work. She focuses on nature, how it is realized, revealed, unknown and hidden within and without us. Her recent exhibitions include a solo exhibition, in Seven Arts Gallery, in Delhi; and Facing East Group, in Sundaram Tagore Gallery, in New York.

Amina is not very techy savvy but she made it clear that mobile devices are easier to use than computers. She believes that promoting her artwork is important but that it can also be exhausting at the same time. She would love to have an application that would make this process simpler and faster.



How would you feel about promoting yourself through your cellphone or iPad?

I think applications are really great because it's one button click... What happens with these links (on the websites)-they divert you too much... Applications are a little bit more focus(ed). You know exactly where you going... You don't want to have a hundred and other things thrown at you.



Raul Almazan

Basic Information

Printmaker and Film Artist, Photographer
 Age: 28
 Email: almazan.raul@gmail.com
 Website: N/A
 Interview By: Alfredo Lopez

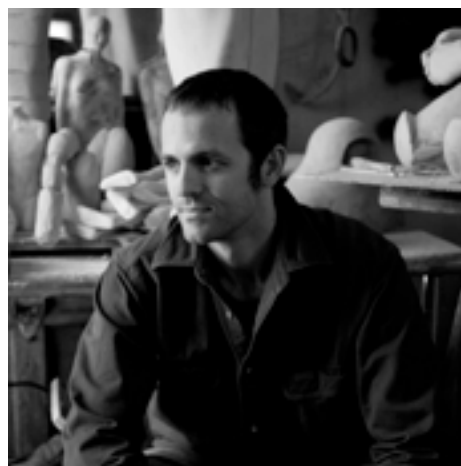
Background

Raul Almazan has bachelor's degrees in Fine Art and in Film from Queens College. Since graduation, Mr. Almazan has continued to work on his art independently while holding a job in retail. In the interview, Mr. Almazan explains that one of the most difficult aspects of being an emerging artist is lacking the skills to market his work. In art school, speaking about pricing was considered taboo. If he had the opportunity, he would love to learn marketing skills for artists. He doesn't have a website, therefore Mr. Almazan relies on Facebook to promote his art. He recognizes the potential in an app that could help him to gain exposure.



I feel some critiques are motivating depending on how you say it and what context. It's not just about saying 'it's nice or it's pretty' but when someone gives you a good critique or feedback and you give an explanation of what you are doing and get feedback, your work becomes more understandable, instead of 'it's pretty. Ok, next'. I feel feedback is important.





Emil Alzamora

Basic Information

Sculptor
 Age: 36
 Email: emil@emilalzamora.com
 Website: www.emilalzamora.com
www.facebook.com/pages/Emil-Alzamora/49930529420
 Interview By: Norali Zamora

Background

Emil Alzamora was born in Lima, Peru, in 1975; and raised in Boca Grande, Florida. He later attended Florida State University where he graduated Magna Cum Laude in 1998 earning a BFA. Alzamora started his sculpting career in the Hudson Valley. Currently he lives in Beacon, NY, where he has his own studio.

His work is constantly about human form. In his artists statement, he points his interest in exploring what it means to inhabit one. He seeks to reveal emotional or physical situations. His recent exhibitions include a solo show A Nice Reflection, in Krause Gallery, in Manhattan; HVCCA Benefit Auction, in Robert Miller Gallery, in Manhattan; and Body Language, in Sculpturesite, in Sonoma, CA.

Emil is very conscious of emerging technology. He is very active on Facebook, which he uses continually as a blog, usually posting about his work in progress. Furthermore, he's aware of the importance of accessing art through mobile devices. For instance, he plans to convert his Flash website into HTML because he knows that it will allow for iPhone and iPad users to access it. He uses the internet to look at other artists and their artwork. He does this because it opens a door for art that is not mainstream, and things people are not used to seeing. In addition, for promoting himself, he values his relationship with galleries. However, as means of having the artwork available to the public, he thinks an app could be very beneficial.



Technology... is definitely affecting how art is being presented to the public. You can find it on the Internet to the gallery or you can find it on the Internet to the blog.... I'm sure this app could definitely affect the marketing industry if it did take off and if people did start take it seriously, and if art lovers, buyers, (and) artists like it.



Andy Bellanger

Basic Information

Professional Illustrator
 Age: 34
 Email: andy@andybelanger.com
 Website: www.andybelanger.com
 Interview By: Albert Li

Background

Andy Bellanger attended Fanshawe college for a degree in Fine Art. Andy works out of the Toronto-based Royal Academy of Illustration & Design and has done work for comic book publishers: D.C. Wildstorm, Devil's Due, and Boom! He is currently the artist on IDW's "Kill Shakespeare". He is the creator of D.C.'s Comics' "Bottle of Awesome" and Transmission-X's "Raising Hell". He currently freelances for book publishing companies such as Moonstone and Scholastic.

Andy sees the potential of going digital and exploring social networking but that comes with a lot of caveats for him. He feels that the devices that are out are still incapable of performing well enough to suite the needs of artists thinking of displaying their art digitally. His concerns about fairness in art competitions also helped us to decide on our game logic decision about moderation and how users would consume artwork through the app.



To be perfectly frank on the internet?...The people that were winning would do it just based on their popularity...based on how many friends they would get to do it (vote) so it's just a question of marketing really. Is that person gonna go out and get the most amount of people to vote for them? Doesn't really matter if their artwork is the best so I think if you had a jury system for judging by other professionals, I think it would work...





Alex Nuñez Caba

Basic Information

Photographer

Age: 23

Email: anunez076@gmail.com

Website: www.alexnunezcaba.com

Interview By: Antoine Christian

Background

Alex Nunez is a freelance Photographer with a BFA in Photography from the School of the Visual Arts (SVA). He often uses his surroundings and upbringing to create culturally relevant art. He finds time to collaborate with other artists, such as illustrator, Christian Castro, to depict strong visuals that sum up life as a Latino in the city. Mr. Nunez' work process is mainly about making his subjects feel comfortable, he avoids contrived poses and tries not to make things look forced.

Through his work, he has embraced digital technology for the many ways it speeds up the process. Personally, he shoots on film, which is slowly becoming extinct due to the same technology, but Mr. Nunez simply shrugs it off stating that there are always going to be pros and cons to every thing.

Mr. Nunez mentions that he prefers to present his art without context so that the viewer can take it in as is. However he also feels that after viewing it three or four times, if the viewer would like to read about it, the information shouldn't be hard to find.

Mr. Nunez is an ideal target for our app because he represents the artist who has an appreciation for old while accepting the new. His lack of preference over how art is displayed tells us that artist will love the exposure regardless of the device providing the content.



On critiques:

Yeah, they can be motivating, It just really depends on who is critiquing you. At the end of the day a critique is critique, everyone is going to have their opinion, sometimes you'll take their advice, sometimes you won't.



Pak Yin Chan

Basic Information

Graphic Designer

Age: 26

Email: thompson122003@yahoo.com.hk

Website: www.pakmandesign.com

Interview By: Allen Xu

Background

Pak is a recent graduate from The New York City College of Technology in Advertising design. As an advertising student, he did conceptual and unconventional work in advertising classes and his work showed his solid and creative conceptual ability.

Although he does not own a smartphone or tablet, he falls within the target market for the Artbox app because he understands that showing his creative work to potential employers and clients at anytime, anywhere is big advantage for getting a job. He believes getting the most updated news about art events, and feedback about his work in real time will inspire him to produce new and better pieces.



How would you feel about promoting your art on a mobile device?

It certainly will help me a lot. I don't need to carry my portfolio case around. I can show my work to anyone, at anytime, anywhere.





Becky Cloonan

Basic Information

Professional Illustrator
 Age: 31
 Website: www.estrigious.com/becky
 Blog: www.inkandthunder.blogspot.com
 Email: beckyattack@gmail.com
 Interview By: Albert Li

Background

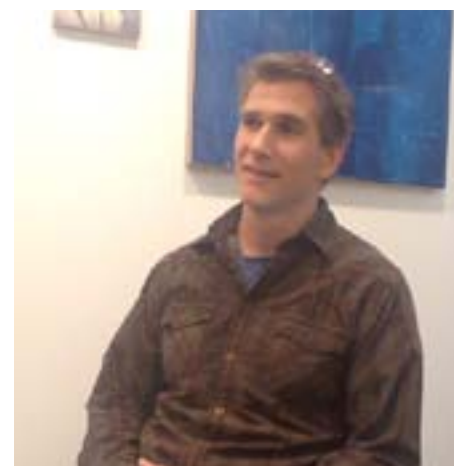
Becky Cloonan is a professional illustrator located in New York City. She is best known through her work in the independent graphic novel scene. Becky was formally trained at the School of Visual Arts. Becky became one of the most sought after illustrators in her field by self publishing volumes of her work. Her dedication soon became recognition with a twelve issue series named "Demo" authored by writer Brian Wood. This piece would be nominated twice for the Eisner Award, finally winning the award as part of a collaboration for best Anthology piece in 2008.

Becky uses social media websites for casual purposes. She is incredibly busy with demanding schedules so ideally any application she participates in will feature quick and easy features such as our random downloadable packages. Becky also commented that sites with social components that give her the latest work on the fly are her favorites.



On competitions:

For me it's not worth it because it's kind of a waste of time for me...because I have work...I'm established so I don't really think for me it's really worth it. I could just be spending my time doing something else that I know will be published.



David Collins

Basic Information

Painter
 Age: 45
 Email: dcstudionyc@gmail.com
 Website: www.davidcollinsstudio.com
 Interview By: Kendell Burton

Background

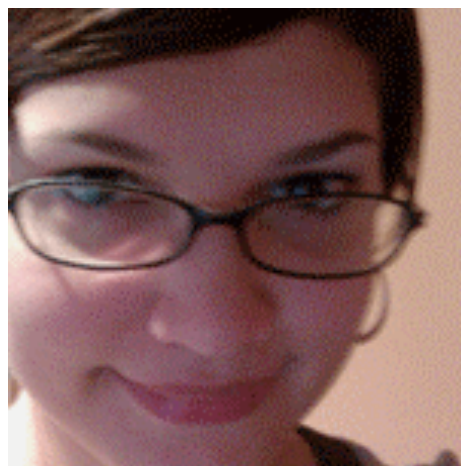
David was an undergraduate of Rhode Island School of Design back in 1988. He drove cross-country and ended up in San Francisco for six years. At this time, he was doing various jobs that didn't really include painting. However, he always practiced and aimed to be better at his craft. He later decided to do studio work full time. David's website describes his work as, "Densely layered abstract paintings inspired by his family's history in Cold War era technology. His current work reflects upon the unreliability of memory and his personal recollections of places such as homes, airports and construction sites. In these paintings the viewer is lead through a complex space of geometric planes and color. Structures assemble into familiar forms while simultaneously they are expanding and fragmenting." Promotion through social media is nothing new to David. In his opinion, any app that promotes collaboration and exposure is golden. Also, due to his very busy family life attending tons of art shows each month is impossible. An app that has the capability to keep him updated in the art world would be amazing.



On collaboration:

I do printmaking so I'll work with printmakers a couple of times during the year. Unfortunately, I haven't this year... when I do printmaking more people come through the shop as I'm working. It's always nice to be a little bit more social throughout the day.





Melissa DeJesus

Basic Information

Illustrator

Age: 31

Email: melissa.dejesus07@gmail.com

Website: www.estrigious.com/mel

Blog: www.paintberry.blogspot.com

Interview By: Albert Li

Background

Melissa DeJesus was born and raised in Queens, New York. She studied cartooning in Art & Design High School and animation at The School of Visual Arts.

Melissa also taught cartooning to children for several years at a local community college in Queens, teens at Hostos Community College in the Bronx, and substituted a senior portfolio class at The School of Visual Arts. Melissa is a life long fan of traditional art, illustration and animation. Melissa is coming off a year long stint as artist on a syndicated newspaper strip, "My Cage" written by Ed Power. Currently she splits her time freelancing art for companies like Tokyopop. She is also engaged in her new project entitled, "Santa vs. Dracula."

Melissa is an ideal candidate for this application because of her constant presence on social networking sites. Her experiences on the web could potentially mirror many of the issues and concerns that our target audience has. Most recently Melissa was able to leverage social media sites such as 'Kickstarter' to fund her own projects. This served as a valuable case study in social network monetization.



On the importance of having an online presence:

I think it's very important to stay active online...and nowadays it's a lot easier to gain a fan-base and...meet people from everywhere... and keep up to date with what I do and where I go.



Christian De Vietri

Basic Information

Sculptor/3d Modeler/Curator/etc.

Age: 30

Email: christiandevietri@gmail.com

Website: www.christiandevietri.com

Interview By: Raju Maharjan

Background

Christian De Vietri is a unique artist in the sense that he does not want to limit himself to any one specific medium. He has worked in a wide varieties of mediums, most of them recently being sculptures. Currently he is interested in pursuing 3D modeling. He got his Master of Fine Arts degree from Columbia University in 2009. Some of his exhibitions include XYZ at the Nordin Gallery in Stockholm, Being and Becoming at the Goddard de Fiddes Gallery in Perth, and New Work at the Dominik Mersch Gallery in Sydney.



Do you look at artwork online?

Yes I do. I go to gallery websites, museum websites. These things travel around so you get to know about them eventually.





Capucine Gros

Basic Information

Conceptual Artist
 Age: Early 20s
 Email: tocapucinegros@gmail.com
 Website: www.capucinegros.com
 Blog: www.capucinegros.wordpress.com
 Interview By: Alfredo Lopez

Background

Capucine Gros is a Fine Art student at Savannah College of Art (SCAD). She is a resident at Elizabeth Foundation for the Arts. In her work, Ms. Gros investigates the relationship between humans and technology. For instance, in "Abstract Blog," Capucine placed a piece of canvas on top of her computer keyboard and typed with painted fingers. She then scanned the painting and posted it as a blog entry.

Capucine uses a personal website and a blog to record her development as an artist. She discovers new artists and art events through her network of friends and through the Elizabeth Foundation's newsletter. She doesn't want to own an iPhone or iPad because she feels these devices would distract her from her work. Capucine is somewhat weary of using emerging technologies to view art. She doesn't want mobile devices or the internet to substitute viewing art work in person.



How do you feel about people critiquing your artwork?

I think it's very important. It's part of how we grow. It helps you to see how someone reacts when they see (artwork) for the first time. It's interesting to see how (viewers) react or respond, or how they are affected by the artwork. Feedback is essential.



Robin Ha

Basic Information

Professional Textile Designer and Watercolor Artist
 Age: 32
 Email: robinha81@gmail.com
 Website: www.robin.megaten.net
 Blog: www.robin-ha.blogspot.com
 Interview By: Albert Li

Background

Robin Ha is a multi faceted creative who's work draws from many sources of inspiration with a degree from the Rhode Island Institute of Design. Ha is particularly skilled in watercolor based paints and inks in her artwork. Originating from Korea, she now resides in New York City as a textile designer for large companies. She has also worked as an illustrator for Polo Ralph Lauren. Her current occupation consists of her freelancing for well-known companies such as Marvel Comics.

Robin does a lot of blogging and sharing her thoughts with the online community. The ideal situation for Robin is to have a forum where dialogue can be created between like minded individuals. This is why we decided that the best way for the community to grow is to empower the users to police themselves. As a user, it is imperative for Robin to have a positive atmosphere where she could earn her spot in the community as she has on her blog.



On social media interactions:

I mean, I guess if I see something that is really interesting and very intriguing then I do want to share my opinions...not necessarily like 'oh this sucks' or anything like that. I do want to have a conversation with people out there who find the same thing interesting.





Elle Maldonado

Basic Information

Painter, Illustrator
 Age: 45
 Email: ellemaldonado@gmail.com
 Website: www.ellemaldonado.com
 Interview By: Norali Zamora

Background

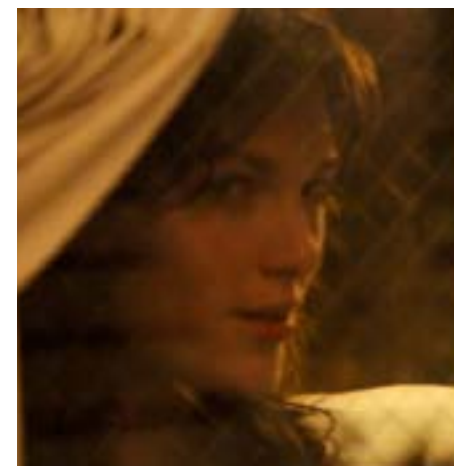
Elle Maldonado is an emerging artist associated with the Art Students League of New York. She has been engaged with art since she was little. About 4 years ago, she decided to join classes at the league because she felt a strong call to pursue an art career. Her work is inspired by beauty, hope and life. She is a painter and a children's book illustrator. Her most recent work exhibitions include: one at Squire, Sanders & Dempsey, in the Rockefeller Plaza, in Manhattan; and Art for Japan, A NYC Artist Benefit, at Studio 57 Fine Arts Gallery, in Manhattan.

Technology is very important to her as an artist. She has a website where she displays her work. Furthermore, she is very familiar with her website's visitor analytics. She is willing to be part of an app that would be free and make her artwork accessible to others. In addition, she does participate in art competitions. For instance, she recently submitted her work to New York Foundation for the Arts.



On critiques:

It depends whom is it coming from. There are artists' opinions that I value greatly.... If someone says something that can make you think about the work or can make you see the work differently, that has value to your work to moving forward on it.



Victoria Mckillop

Basic Information

Copywriter, Producer
 Age: 27
 Email: mckillop.victoria@gmail.com
 Website: www.victoriadmckillop.com
 Interview By: Raju Maharjan

Background

Victoria is copywriter and producer who has worked with some big names. Her recent experience includes working with Sony on the movie Smurfs, and a Loreal Paris campaign. She is currently working on an independent film. She has been interested in art since childhood. She went to Academy of Art University in San Francisco and earned her BFA in 2009.



I don't think there is anything more motivating than seeing somebody you admire or close to work in something they are passionate about, like watching the creative process makes me want to work much harder... I am more motivated by when you see how somebody else (does something) and how they did it differently. It's amazing how you can work on a project and see it from only one angle and once you have chance to step away and somebody else takes a look at it, they see it totally differently.





Morgan O'Hara

Basic Information

Conceptual/Performance Artist
 Age: 70-80s
 Email: morganoh@earthlink.net
 Website: www.morganohara.com/
 Interview By: Erica J. Soto & Albert Li

Background

Morgan O'Hara lives and breathes art. She is primarily inspired by light, movement, and life. Her Live Transmission drawings "track, in real time, the vital movement of living beings, transcending both figuration and abstraction, executing a direct neural translation from one human action into another." (morganohara.com) She constantly collaborates with other artist to produce her work. She works with dancers, musicians, poets, and non-artists as well.

Morgan O' Hara keeps in touch with her fans through emailing lists. She doesn't use social networking websites because she feels she has no use for them, however she did mention that she would consider using social media if doing so would help her increase productivity. She promotes her artwork online via her personal website and through the Elizabeth foundation's website. She worked directly with a web designer to create her site from top to bottom because she felt like she had to have a lot of control and say over it—being that it is a direct representation and embodiment of her life's work.

When asked how she would feel about putting her artwork on a medium that she would not have any control over, she responded that that she already cannot control how other people view her artwork online; when her name is Googled dozens of pictures her work that she doesn't know show up. Since she doesn't have control over this, Morgan feels it wouldn't matter if her art would appear online outside her own website. Morgan finds reading critiques about her work interesting.



Amir Parsa

Basic Information

Writer and Photographer
 Age: Early 40s
 Email: amparsa@gmail.com
 Website: www.amirparsa.net
 Interview By: Norali Zamora

Background

Amir Parsa was born in Tehran, Iran. He holds degrees from Princeton and Columbia universities. He has lived in Paris and currently lives in New York where he is the Chairperson of Art and Design Education at Pratt Institute. He is also the former director of the Alzheimer's Project at The Museum of Modern Art.

Amir is a writer, poet, educator, artist and cultural designer. He has created and launched innovative programs, curricula, events and models of educational interaction. In his years at MoMA, he conceptualized and implemented innovative programs and projects emphasizing social and community engagement, and created work linking art and design education to literacy, health and social change. Parsa is the author of 15 literary works written in English, French, Persian and Spanish, including the books *Divan*, *Kobolierrot*, *Erre*, and *Drive-by Cannibalism in the Baroque Tradition*. He has also created new genres, forms and species of literary artifacts, and been involved in both group and solo shows of conceptual, exhibitory and performative works.

He doesn't use social network sites very often but has used them as part of his work. He believes that accessing art through mobile devices could potentially be innovative and more convenient.



Are critiques motivating for your work?

No it's not motivating. I am not one that gets off and has to prove people (wrong). I actually get motivated when people like things, so I like encouragement and I like support.





Erica Perez

Basic Information

Illustrator/Animator
 Age: 23
 Email: EricaPerezAnimation@gmail.com
 Website: www.ericaperez.blogspot.com
 Interview By: Antoine Christian

Background

Erica Perez is a freelance Animator by trade, and a graduate of Pratt institute with a BFA in Traditional Animation. Aside from her current career path Ms. Perez also has a background in illustration and traditional fine arts. On a typical day (when not in a studio) Ms. Perez wakes up at noon (to what she admits is a terrible schedule) and preps herself for a couple of hours of work before taking a break. She then works until she feels comfortable with the amount of work done for the day, but will often become nocturnal and break down for the occasional deadline.

Ms. Perez is often inspired by music and animation; or more accurately motion and real life. She loves watching the most gentlest of movements, exclaiming that ‘something like a hand opening a cell phone can be absolutely fascinating.’

Ms. Perez is an ideal target to use our application because she actively uses technology within her creative field. Not only this but she also represents the smaller group of artist who don't work in still images. Her responses to questions opened us to the idea of possibly expanding the work featured to animations as well.



Do you promote your art online?

I try to every chance I get on every site I can find. If no one sees your stuff then what's the point. I make stuff for me yeah, but I also want it to be SEEN. If it (an online app) gets more people to see (my artwork), then great!



Gary Petersen

Basic Information

Abstract Painter
 Age: 55
 Email: garypetersen@optonline.net
 Website: www.garypetersenart.com
 Interview By: Kendell Burton

Background

Gary was born and raised in Staten Island, NY. He studied at Penn State University and received a B.S. in Animal Science. Later, he got an M.F.A from the School of Visual Arts. Painting was always something he did on the side. His parents always taught him that going to college was to become something not to study something. However, it wasn't until he took a class in Studio Art that he realized that art was his true passion. His journey led him to New York to pursue his career as an artist. His website characterizes his work as “geometric abstraction that reflects our vulnerability and uncertainty in the world.” His Artist statement says “I've always been interested in the line, how it contains, defines and suggests. Color is very important in my work. It allows the somewhat familiar forms to become personal and subtly eccentric.” He is always very eager to see artwork from people all around the world. This has been the most appealing thing to him about the Internet.



Do you feel that critiques are motivating for your work?

Absolutely whether it's formal critic where people come to the studio. For the art world, New York and LA are the worlds stages. To have art work in the gallery, where you know collectors, critics of the NY Times get to see your work that's amazing.





Ramon Rodriguez

Basic Information

Freelance Illustrator & Designer
 Age: 29
 Email: ramonr282@gmail.com
 Website: www.artboy.com
 Interview By: Allen Xu

Background

Ramon Rodriguez graduated from SVA and holds a bachelor of fine art. He has been freelancing to do print, illustration and web for clients and also for The New York City College of Technology. His work is conceptual, surreal, abstract, and fun. He expresses his ideas in a rough yet expressive way in his work.

Ramon is very comfortable with all kind of technologies. He believes a mobile app for artists is a great idea and much more effective for promoting his work to the public and getting feedback on his work.



What would you consider your best piece?

There was a simple piece I created a few years ago called Mending a Broken Heart. I don't consider it my best piece but since it's been well received by many people I consider it to be the best. The audience's reaction is very important to me.



Xin Song

Basic Information

Creates Papercut Collages
 Age: 35-40
 Email: dream@xinsong.com
 Website: www.xinsong.com
 Interview By: Erica J. Soto

Background

Xin Song began to study art at a very young age in China and was influenced by her peers to become an artist. She emigrated from China 11 years ago to learn about American culture and to further pursue her art career in New York City. She used to paint and draw illustrations but now she primarily creates Chinese style paper cut collages out of magazines. She enjoys collaborating with other artists.

Xin Song expressed that she is very much impressed by the Internet revolution and today's emerging technologies. She has a website, she emails people about her upcoming shows and events, she owns an iPhone and an iPad, and constantly uses Facebook to keep in touch with her personal friends and other artists she knows. She posts information about her shows and pictures of her artwork on her personal Facebook page.

Xin Song would be an ideal candidate for the Artbox App because she already uploads her work on social networking sites such as Facebook. In addition, she uses Facebook and Youtube to find out about new artists and art events. She was excited about the notion of a virtual space where creatives can come together. When asked her thoughts about putting her artwork on a mobile device for other people to see, she replied: "That would be delightful."



I think networking... Yes, its very important... I don't have a lot of time so now I go Facebook because I meet a lot of artist friends there... But on the Facebook you can make it (the events) public. even like the strangers see... They see and if they like your work they just can come. Why not? As an artist I like very much.





Austin Thomas

Basic Information

Collage Artist
 Age: Mid 30s
 Email: ats@toast.net
 Website: www.austinthomas.org/
www.drawingontheutopic.blogspot.com/
 Interview By: Kendell Burton & Alfredo Lopez

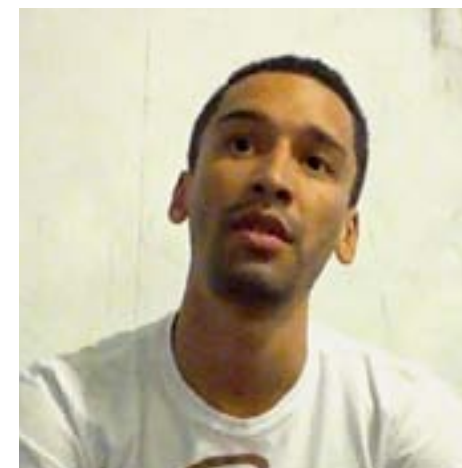
Background

Austin Thomas is a fine artist graduate from NYU specializing in collage art. For the past four years, Ms. Thomas has held a studio space at the Elizabeth Foundation. Recently, Ms. Thomas acquired a smart phone. In the interview she explains how the event has led her to change her habits. For example, she increasingly uses her phone for browsing the Internet even when there is a computer around. The phone encouraged Ms. Thomas to become more active in the virtual world; she uses Facebook and Twitter to network and to stay informed about current events in the art world. She mentioned the phone will help her monitor and expand her blog. Ms. Thomas values the potential in a mobile app that could encourage a dialog between artists and the general public.

“

Artist's websites could be more interactive in a way of having a dialogue in an area where you stack images where there could be this sort of individual way of responding to something or creating a conversation where you could register what you really thought about a piece of art. That, I think would be more interesting and healthy because is a dialogue...

”



Irving Uribe

Basic Information

Street Artist
 Age: 28
 Email: iuribe@me.com
 Website: www.flickr.com/people/c_atvillain/
 Interview By: Alfredo Lopez

Background

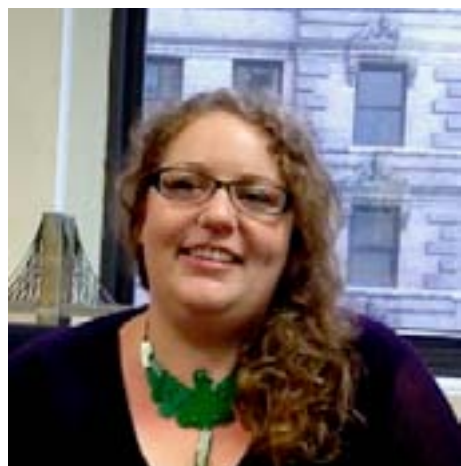
Mr. Irving Uribe has an MFA from Queens College and works for LaGuardia Community College in a field unrelated to art. He primarily uses Flickr to network with street artists around the world and to promote his art. He has participated in several collaborative projects and he would like to continue collaborating in the future. As an artist, Mr. Uribe welcomes a mobile application that provides more exposure than Flickr.

“

How would you feel about promoting your art through a mobile device?

I'll definitely be open to it. I think as an artist that the hardest thing for you is to get your work known. To get a gallery requires a lot of money or (...) to know just the right person who owns a bar or a place and is willing to have an art show for you. I think networking is very important and having an app online would make it more easier.

”



Lauren Vallese

Basic Information

Photographer
Age: 31
Email: laurenvallese@gmail.com
Website: www.laurenvallese.com
Interview By: Erica J. Soto

Background

Lauren Vallese is a 31 year old Photographer from Brooklyn, New York. She holds a MFA in Photography from Syracuse University. In addition to having her work exhibited at various venues and events, Lauren has also worked behind the scenes at a variety of famous institutions such as Christie's, The Whitney Museum of American Art, and the New York City Amory Show.

Throughout Lauren Vallese's interview, she expresses that she is very open to and comfortable using technology. Lauren actively looks at other artist's work online mostly through Artnet.com and by googling artist's names to find their personal websites. Lauren discussed that she has had a positive experience with her own personal website. She likes having a website for the ease of being able to refer people to her work rather than mailing out slides and hard copies of her work. She also mentioned that she uses Facebook to announce her opening and shows.

Lauren Vallese would be an ideal candidate user of this app. She is an artist who likes to use technology on a daily basis. She isn't afraid to put her artwork up online to be critiqued and she believes that critiques can help to make her artwork stronger. Lauren also expressed an interest in being able to display her artwork on a mobile device for others to see. She believes that being able to view art on a mobile device is a ultimately a positive thing because anything that will gets an artist's work exposed is good.



How would you feel about the general public rating your art?

I think it would be interesting... It could be crushing and interesting at the same time.... but I think that the general public does get a chance to sort of critique your work any time you expose it anywhere - in a gallery or anywhere - if its displayed then it's open for critique so I am OK with that.



Marcus Bowers

Basic Information

Art Appreciator, Musician
Age: 28
Email: marcusbowers@gmail.com
Website: N/A
Interview By: Alfredo Lopez

Background

Mr. Bowers has a Bachelor's degree in English and a minor in fine art from Hunter College. He currently works as an independent musician. When he was in college, Mr. Bowers used to enjoy going to museums. Now, he prefers to visit art galleries because he is interested in seeing emerging artist's work. Mr. Bowers is excited about the potential in an application that would allow him to find art events and in which he can interact with emerging artists directly.



Do you ever access art through a mobile device?

Most of the time I use my phone to find out the location of a specific art venue. Sometimes I use it for browsing. I also use my desktop for browsing art and I recently got a tablet.





Kacy Charles

Basic Information

Graphic Designer / Art Appreciator
 Age: 31
 Email: kacycharles26@gmail.com
 Website: N/A
 Interview By: Kendell Burton

Background

Kacy is a student studying at the New York City College of Technology. She is aspiring to be a professional graphic designer. She has an Associates Degree in Business Studies and is currently pursuing a degree in Communication Design. As a child, her love for art made her career as a designer obvious. Her downtime consists of traveling and design. She'd be the first to tell you even her trips back home to the islands involve a Pen tool and Adobe Illustrator. Unfortunately, she isn't as active in the art world as she would like. This is one of the biggest issues to her and if an app can even raise her awareness of the events going around her that would be a blessing.



I don't have a favorite artist per say I am from the Islands and was not introduced to famous artists. As a teenager I knew of Michael Angelo, Leonard and Picasso through arts and science channels such as A&E and Discovery.



Risa "Hwan" Cho

Basic Information

Art Appreciator
 Age: 31
 Email: hwansama@gmail.com
 Blog: www.hwansuk.blogspot.com/
 Interview By: Albert Li

Background

Risa is an art enthusiast who got her education from the School of Visual Arts in Manhattan. She is currently an academic coordinator at Columbia University and has been for roughly six years now. Her interest in art of all kinds is a natural extension of her education despite her occupation having strayed from the field. In her spare time, she creates illustrations and graphic novels with her friends in an art collective and actively participates in online art communities.

Risa represents a large portion of the market who does not necessarily create work but is instead, an avid follower/consumer of all kinds of art. Her opinions about the use of digital devices creates a picture of how the casual user of the app may approach handling the proposed features and functions.



What's the best and worst part about having digital devices?

The best part I think...I think if you want to be media savvy or tech savvy, you want to be in the know about everything especially like about illustrators, what's hot or what's coming out. It's definitely helpful to have all that stuff... At the same time...I see them having these tools for the instant gratification. Like if you get an email from a fan or something... you almost have to instantly respond... Sometimes I feel like there should be a time out.





Kathryn Darcey

Basic Information

Fine Arts Shipping Consultation / Art Appreciator

Age: 31

Email: kdarcey@masterpieceintl.com

Website: N/A

Interview By: Erica J. Soto

Background

Kathryn has always been interested in the arts, from a young age Kathryn enjoyed going to museums. In college she majored in french and minored in Fine Arts. At present day she works at Masterpiece International which is a company that specializes in the shipping of Fine Artwork for museums, galleries, and auction houses. She described her job as being “travel agency for artwork.” She believes that the internet, the New York times, and technology in general can be an amazing resources for learning more about artwork.

“

I would say in the past couple of years so much more is available on the Internet. I've been doing this for about 10 years and I find that since we began to now, its so much easier to find images of artwork that clients purchase and things like that because its published so much more often and the Internet is such a good resource.

”



Samuel Elam

Basic Information

Art Appreciator

Age: 23

Email: Selam@alumni.skidmore.edu

Webstie: N/A

Interview By: Antoine Christian

Background

Samuel Elam is a recent graduate from Skidmore College and holds a Bachelors of Fine Art. There he studied studio arts of all different media including drawing, painting, printmaking, ceramics and sculpture.

As far back as he can remember, Mr. Elam has always been into art. He likes to think of himself as a jack of all trades. His varied interests in different forms of art resulted in a non-focused exploration of not only 2 dimensional but also 3 dimensional work. Currently he focuses on the screen as he takes graduate level courses teaching skill such as digital imaging. He eventually wishes to take the his art more seriously at some point but in the meantime is aiming to be a teaching assistant.

Mr. Elam Is an ideal candidate because his taste in art is broad. An application offering many different types of art, and not just the 2 dimensional, could prove invaluable to similar targets.

“

...Anytime one of my friend's gets a show, they're immediately going to go on Facebook and post about it since they obviously want people to go. Then I have a couple of friends on Facebook who started their own organization to get more art publicized. So they are trying to get people to show up more to art events so every once in a while I get an email about people who have shows coming up.

”



Amit Lama

Basic Information

Art Appreciator
 Age: 25
 Email: amitlama@hotmail.com
 Website: amitlama.com
 Interview By: Raju Maharjan

Background

Amit is a portfolio consultant and network administrator at department of center for teaching and learning at LaGuardia Community College. He got his bachelors degree from the New York City College of Technology. He is interested in photography, graphic design and web design. He doesn't like to visit museums and galleries but he enjoys browsing art online and on his tablet.



How do you like viewing artwork on a mobile device?

Its handy but the internet speed and the data plan limits it. Also the image size and the quality is not that good on the cell phone.



Marshella Lie

Basic Information

Art Appreciator
 Age: 24
 Email: marshella_417@hotmail.com
 Website: N/A
 Interview By: Raju Maharjan

Background

Marshella is a graduate student at Hunter College. She is perusing her masters degree in English literature and has keen interest in photography. She also teaches English language at Blue Beta International Institute at Manhattan. She has been interested in art since she came to the United States in 2005 because back in her home country, Indonesia, there were no accessible medium to find out about art and artists. Despite her busy schedule, she tries to get out to the galleries and museums. She finds out about them through her friends and email notifications.



How do you feel about viewing art in mobile devices?

I think I prefer to download images of art work in my blackberry and ipod. You can find the artwork on the go, its efficient and handy.





Stephen Michalik

Basic Information

Fine Arts Shipping Consultation/Art Historian/Art Appreciator

Age: 45

Website: N/A

Email: smichalik@masterpieceintl.com

Interview By: Erica J. Soto

Background

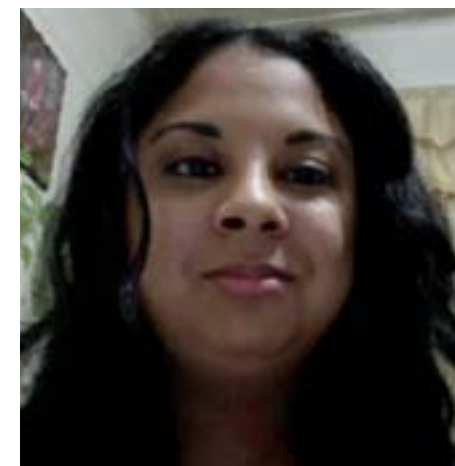
Stephen Michalik is a graduate of NYU who majored in Art History. Art work from the Medieval, Romanesque and Gothic period are his favorite. He is interested in this type of artwork because it is collaborative. He currently works at Masterpiece International, a company that specializes in the transportation and handling of fine artwork. His job primarily consists of coordinating and pricing shipments for the major museums, auction houses and galleries in New York City.

Stephen describes himself as being “old-school” and not being very tech-savy. He has a regular pay as you go phone and isn't very interesting in getting a more complex phone. During his interview, he stated that he doesn't use social networking websites and or browses the web much. He joked that he only goes online in his spare time to check the weather. Interestingly, views artwork online through the International Center for Medieval Art website. He likes this particular website because it contains a challenging game in which users must identify work of art. The site also has a place for guest curation that he finds exciting to look at. What we took away from this interview is that there is something about a game and a challenge that can be very alluring to people who aren't necessarily “tech-savy.” It can make or break who visits the app and can potentially draw in those who wouldn't otherwise be interested.



Have you ever looked at art online?

I do. I am involved in the International Center for Medieval Art and so on that website they often post challenges to identify a work of art and it is usually very challenging. I usually don't get to identify what it is. and sometimes they feature some guest curations. So in the website for the ICMA ... I have looked at some online guest exhibitions. I have see that online and it was exciting...



Vanessa Nuñez

Basic Information

Art Appreciator

Age: 23

Website: N/A

Email: VanessaNunez24@gmail.com

Interview By: Antoine Christian

Background

Vanessa Nunez is currently a student attending Lehman college, pursuing a bachelor's degree in Art History. Having been exposed to art at an early age through her father, she quickly developed an interest. Eventually this interest became a deep appreciation for the craft and it's beginnings. Ms. Nunez uses social networks to keep up with most of the artists she find interesting, but the majority are from her inner circle of friends. While she is not creating art herself, she often enjoys attending art related events that she finds out about through these same friends.



Do you ever access art on a mobile device?

Sometimes actually, yes I do. There are some websites like webmuseum.org so you can quickly look up the name of the artist or name of the painting and it will display as a full image on your phone so you can reference it.





Tifani Peguero

Basic Information

Art Appreciator
 Age: 27
 Email: tifanipeguero@gmail.com
 Website: N/A
 Interview By: Alfredo Lopez

Background

Tifani Peguero has a Bachelor's degree in Human Services from LaRoche College however, she is currently unemployed. Ms. Peguero explained that being unemployed has limited her ability to visit museums and art galleries as frequently as she used to. For this reason, she would welcome a mobile app that would help her keep abreast of art events and emerging artists.



How do you find out about art events?

The New York Times.... I look up at the Art section to see what's popular and what people are talking about. My friend who reads a lot about art sends me articles from different sites.



Ivana Pulchan

Basic Information

Graphic Designer / Art Appreciator
 Age: 22
 Email: ivanapulchan@gmail.com
 Website: N/A
 Interview By: Kendell Burton

Background

Ivana is a senior level design student at the New York City College of Technology. She has been interested in art since she was a child, So she decided to make a career out of her passion. Her lifestyle consists of blogging and designing and even more blogging and designing. Despite her busy schedule, she tries to get out to the galleries and museums during the summer. Between RSS feeds and social media, viewing artwork is almost like a full-time job and one that she loves. She can't get enough of the latest art styles and interesting uses of media. To her, having an app that can accommodate for her busy schedule online and offline would be a godsend. Ivana actually wanted to use the app right away.



I use Facebook, Twitter, Tumblr, Google+ and LinkedIn...did I also mention Facebook? I use Facebook and Tumblr 24/7 to find out about new artist, new campaigns, new design posters and structures. Tumblr is the way to go when it comes to finding out about design and technology.



ARTBOX

Event Report

Elizabeth Foundation for the Arts

The Elizabeth Foundation for the Arts (EFA) is a cultural institution for artists in all disciplines. It provides studio space for over 70 artists, as well as tools to enhance their creative development and skills. We met with Bill Carrol, who is the program director of the EFA Studios. He described the mission of the foundation as lending a helping hand to artists within the New York City Area. Studio space is expensive in the city, so they provide cheaper rental spaces for exceptional artists. Additionally, the foundation provides gallery space for exhibiting artwork; while also organizing events to better network artists. Their members receive the added value of having curators brought in to review their work.

One of the team's primary objectives for visiting the EFA was to connect with the artists who are members of the foundation. These artists are necessary for our primary research, which was conducted in the form of video interview sessions. The artists we were able to interview at the EFA were:

- Amnina Ahmed
- Morgan O' Hara
- Austin Thomas
- Samira Abbassy

These interviews not only helped to shape our thoughts on the features of the mobile app, but it also allowed our team to network and begin to create awareness of Artbox in this target market.

Robert Blackburn Printing Workshop

We also had the opportunity to tour the Robert Blackburn Printing Workshop which shares a building with the Elizabeth Foundation. The Workshop continues a tradition in fine art print making and invites creatives to participate and learn about the craft. Chris Dunnet showed us all of the inner workings of the print shop. He spoke about the amazing quality produced by "old school" methods of printing, unmatched by the standards of today's digital printers.

The classic printmaking equipment gave the workshop an historic feeling. The print shop provides four types of services: (1) Intaglio, (2) Lithography, (3) Etching, and (4) Fine art printmaking. Mr. Dunnett also shared with us how lithography prints are created for artists. To translate what the artists specified, he depends

on lithographic ink variations, varying amounts of pressure and different types of paper.

He also emphasized that the work that they do at the RBPWS is never a reproduction of a print or painting, as done in commercial printing, but rather a uniquely created piece conceptualized as only ever existing in print. Each artist comes to the studio to create a piece without any preparation done beforehand. They won't just have the artist sketch a drawing and then replicate that. It was interesting to watch the many interns there, participating and honing a craft which some people might consider obsolete now with digital printing. We were also able to see prints that they had created in the workshop in their small onsite gallery. The quality and beauty of the work was astounding.

It was very exciting to get a sense of the many different artistic styles that the Elizabeth Art Foundation houses. The kind of community that they have created within their available space was in itself inspiring for this project because we are trying to create a large community of different types of Artists within a single app. We also learned that fine art is a field filled with collaboration.

DoSomething.org

Jessica Scheer, Chief Financial Officer for DoSomething.org, gave us a special presentation about their organization. DoSomething.org targets an audience in the age range of 18-25 years old. They invite young people to be proactive and participate in community orientated projects and events.

The organization, which engages its audience through a variety of digital media, has found success by studying the habits of teens and young adults. Market studies showed them the importance of short message systems (SMS texting) and they have been able to use texts for their calls to action. This strategy has translated into higher response rates amongst their target market. Knowing that teens function in groups or "clicks" DoSomething has found that texting the "active" teens often leads to participation from at least 2-3 other young people. Teens for Jeans, a campaign for collecting used jeans for homeless teenagers, is just one of the examples in which DoSomething.org used SMS as an outreach tool. By understanding their audience they have developed some very effective approaches for fostering a community of young people who are interested in volunteer work. They have also been able to

create better incentives for participation such as parties and scholarships for outstanding members.

Nadir Hajiyani, a developer and “**evangelist**” at DoSomething spoke about the current work on the organization’s web site, which will be optimized for mobile devices. He also described their use of Google analytics to gather demographic information about users and their devices.

This presentation was good inspiration for our project because it was a real world case study in how social media technologies can be used effectively to garner an audience. It also serves as inspiration for us as we begin thinking about what kinds of incentives we can use to engage and interact with our target audience.

Phillips de Pury

We visited Phillips de Pury, ranked third amongst the major auction houses in New York. There we met Sarah Mudge, Head of Part II Contemporary Sales. She and John Serdula gave us all some background information about Phillips and how it earned its reputation. Similar to the other major auction houses in New York - Namely Christie’s and Sotheby’s - Phillip’s was founded in Europe during the 1800s.

Phillips distinguishes itself from the other auction houses by being extremely innovative. John Serdula explained that the catalogs of auction houses in the 1960s and 70s resembled that of a modern day Sears’s catalog. Phillips was the first company that addressed this problem by creating large catalogs in which the emphasis was placed on artwork rather than the descriptions and the prices. Works of art were displayed large and in high resolution. Other auction houses followed suit afterwards.

Another way that Phillips de Pury differs from the other major auction houses is that they have tried to keep focus on the sale of contemporary art, design, jewelry and photography from the last twenty years. While the other auction houses offer items from many different periods of history. Aside from art and jewelry, other auction houses also sell different types of things from Phillips including wines, memorabilia, collectibles, antiques, and real state. From this visit, we learned a lot about how the auction houses function and what their place is in the art world. We learned about the innovative

things that they try to do to engage their audience. We also learned that between the three different auction houses they all have a distinctive feel and personality. This caused us to reflect upon what kind of personality our app will have and how it will compare to the other art apps available on iTunes.

Noble Desktop HTML5 / CSS3 Workshop

Our team was given a one day crash course in HTML5 and CSS3 at Noble Desktop where we learned the latest advances in these two web encoding languages. The latest versions of HTML and CSS allow developers to create websites that are smaller, cleaner, and more efficient in bandwidth use, which is great for creating sites for all the mobile and tablet devices that are currently on the market.

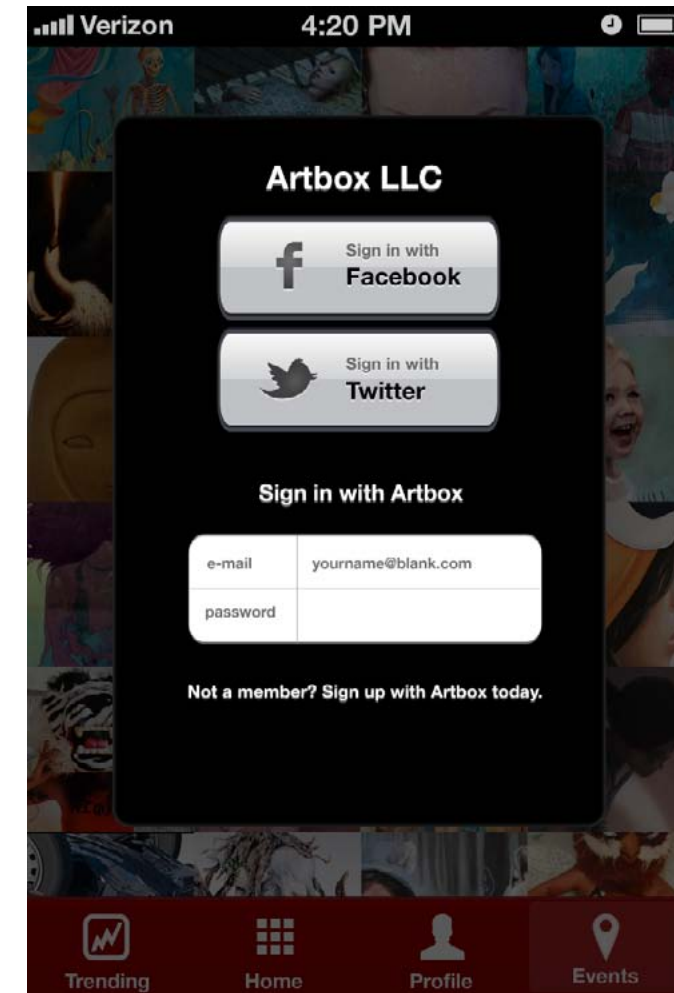
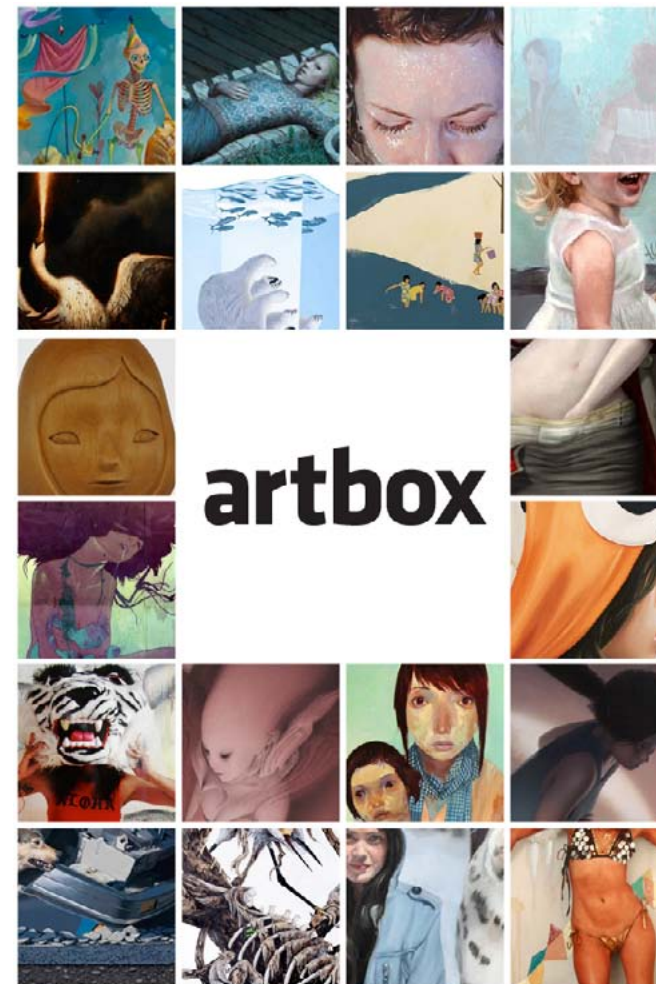
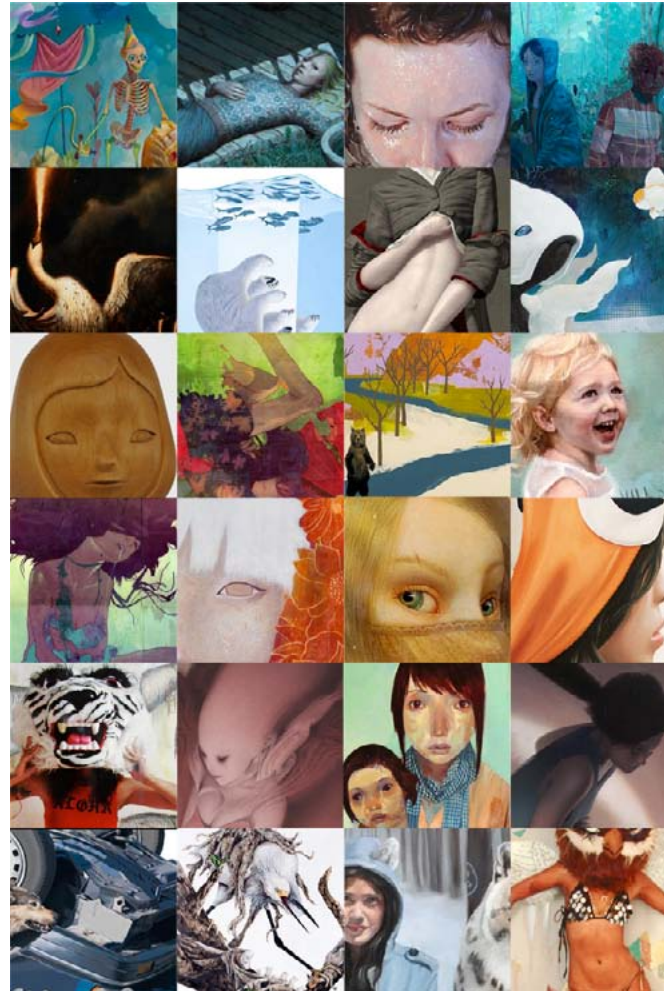
We were taught how to animate objects within a website using only CSS3 instead of Javascript. This is very useful for our endeavor because, it has given us simpler and easier techniques for developing the web-based version of the mobile app. Also, if we are only using two types of encoding languages versus three, it will greatly reduce loading time, which, is very important to consider when designing for the mobile web.

We were also shown alternative methods using code alone, such as image sprites, to create a lot of the effects that we would normally render in Photoshop. This knowledge enables us to greatly decrease the amount of images used on each page, in-turn reducing load time for the user.

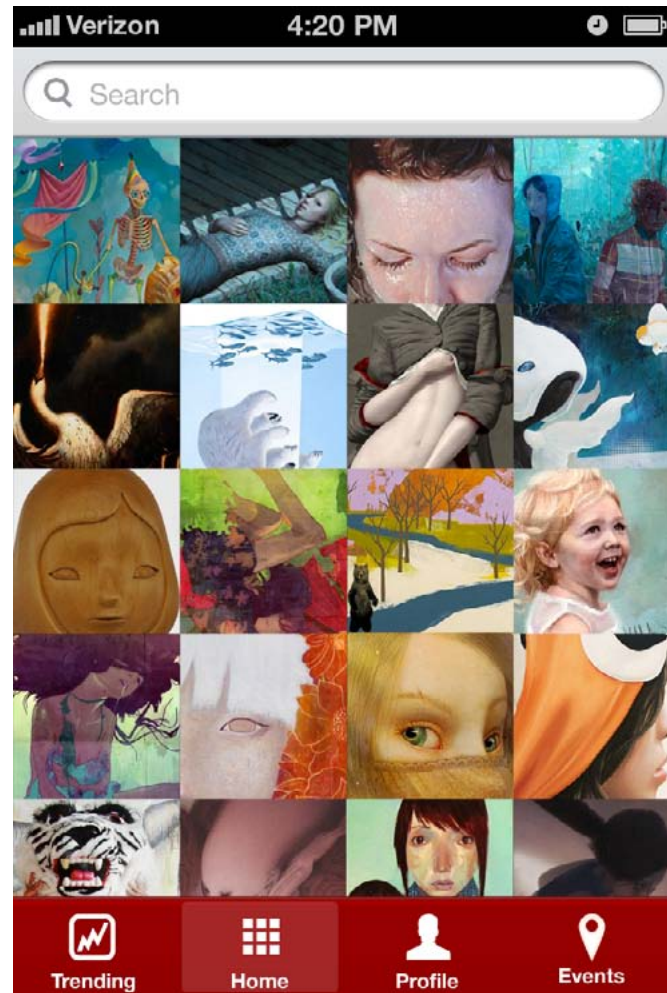
The principles of cross browser compatibility and progressive enhancement were stressed during this course as well. Cross browser compatibility is the encoding of a website in such a way that it will appear and work the same across all of the different web-browsers out there. Progressive enhancement is the concept of layering the coding on a website in such a way so that if there is a compatibility issue between the design of the pages, and the client’s browser version, the page won’t completely break. It will enable users with out of date web browsers to be able to access the basic content and functionality of a web page, while still providing the latest and most up to date web experience for those with the newest browsers.

Our instructor, Dan Rodney, also discussed upcoming trends in the field as well as good practices in web design. He touched on browser usage trends according to online analytics, copyright laws and ethics on the web. This workshop was great and will help our team to develop a net-coded version of the concept to better illustrate the ideas that we’ve been working on.

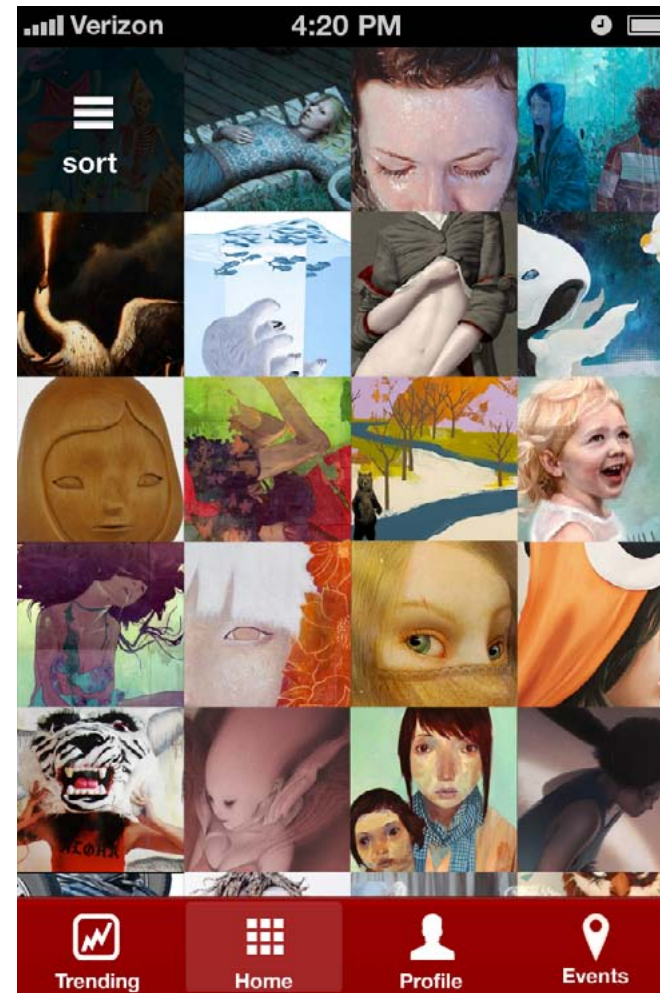
SPLASH SCREEN & LOG-IN



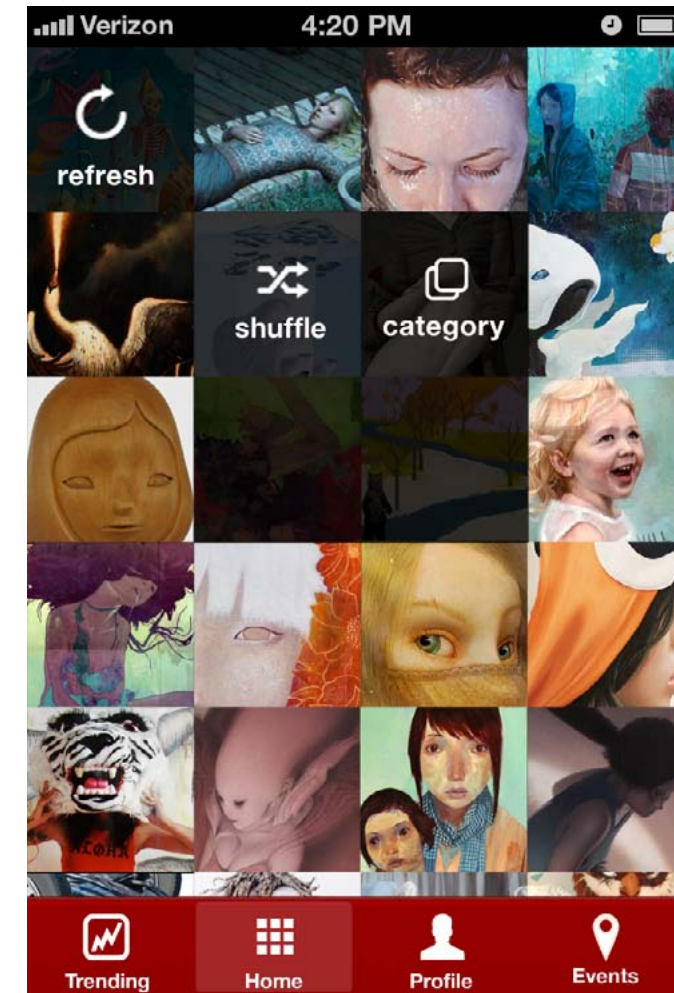
HOME GALLERY/SORTING



Search bar can be accessed from anywhere in-app by simply pulling down.

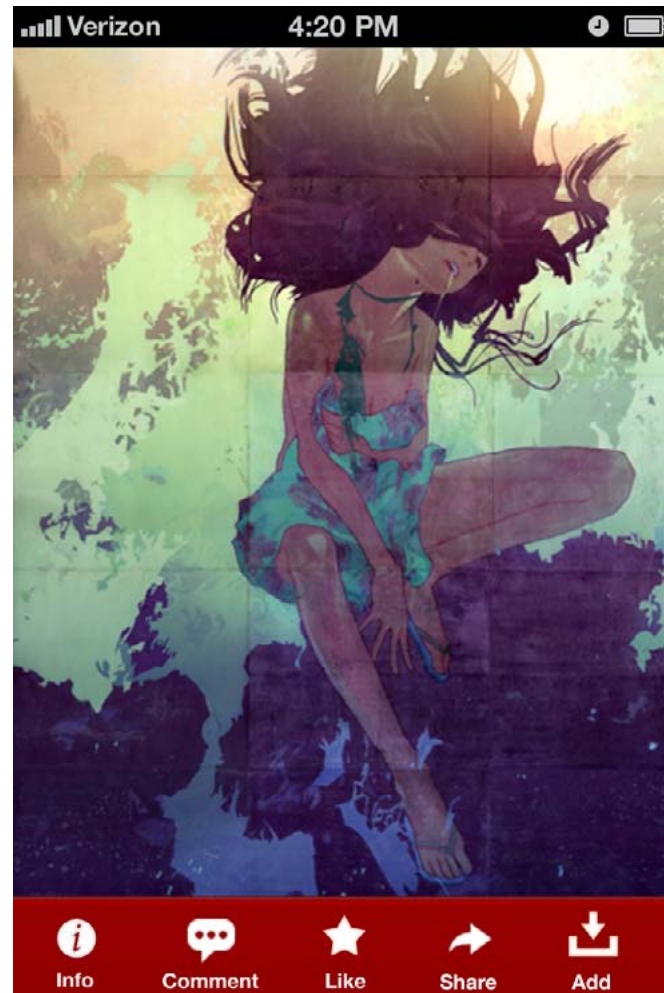


Sort button for all galleries are placed in the upper left corner block. It is fixed to maintain its position through scrolling.

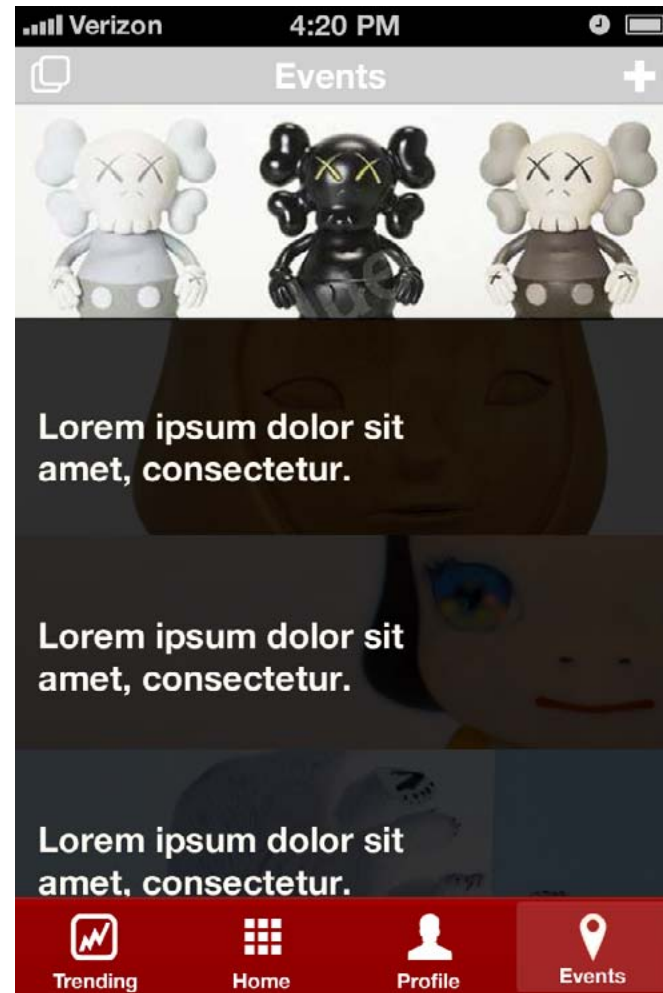


Sort options include shuffle, and changing categories. Other sorting options TBD.

ARTWORK/INFO/COMMENTS



EVENTS



User's can add and sort through events using the upper left and right tabs.

TRENDING



Initial trending page features all different subsections; from here users can click on the specific trending category they wish.



The trending sections will be identical to their corresponding topic but will simply have a Trending header to let user's know where they are, This header can be clicked at anytime to return to the main Trending page.

PROFILE/LIKED WORK/ARTBOXES

