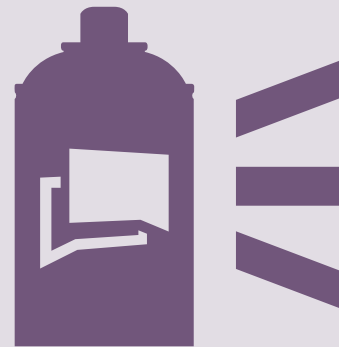


GRAFFOLUTION

FACTSHEET 2 - JULY 2015



Awareness and responsive solutions to graffiti vandalism among public areas and transport

The GRAFFOLUTION Platform – What's going on?

One platform – two frames of activity

The **Open Information Hub (OIH)** targets a broad range of stakeholder¹ communities including graffiti writers and all parties interested in graffiti, those who enjoy street art, as well those 'harmed' by graffiti vandalism. This side of the platform will be free access, will not require registration and will share reliable information on graffiti topics including negative and positive impacts reportedly caused by graffiti, according to diverse publics.

Open Information Hub aims

- Bring new strands of communication between all kinds of graffiti stakeholders
- Provide informed opportunities to **learn** about different **perspectives** on graffiti
- **Raise awareness and insights** around the topic
- Include all related stakeholders to enable **participatory** processes
- Share current **problems** and new **opportunities**
- Update interested communities on openings for action.
- **Provide space** to discuss **new ideas** and **emerging information, among communities** who manage, make, celebrate or control graffiti.

Who might be interested?

Residents; Artists; Schools and Educational groups; Graffiti writers; Commercial property tenants; Tourists; Cultural organisations; Businesses; and many other urban occupants.

The Graffolution platform seeks to provide an innovative space to support diverse practitioners responding to graffiti: it is split in to two main service levels, described to follow.

The **Collaborative Knowledge Base (CKB)** is likely to prove most useful to so-called graffiti dutyholders² who are charged to manage built environments and transport contexts on a professional basis. This side will support them with comprehensive and updated information and features that can be used in their vocational context. This side of the platform will require registration.

Collaborative Knowledge Base aims

- **Connect** with others to **exchange** ideas
- **Gather** relevant knowledge quickly ('get smart quick')
- **Learn from others** in similar and different scenarios, and critique best practices
- **Inform** dutyholders about current existing **opportunities** related to innovative graffiti vandalism responses.
- Structured way to **save own data and resources** on graffiti vandalism through economically, environmentally, culturally and socially innovative responses.
- **Exchange** relevant materials or response innovation insights with others
- Making graffiti vandalism more **measurable and comparable**
- Receive **feedback** from the diverse graffiti-related and graffiti-affected communities.

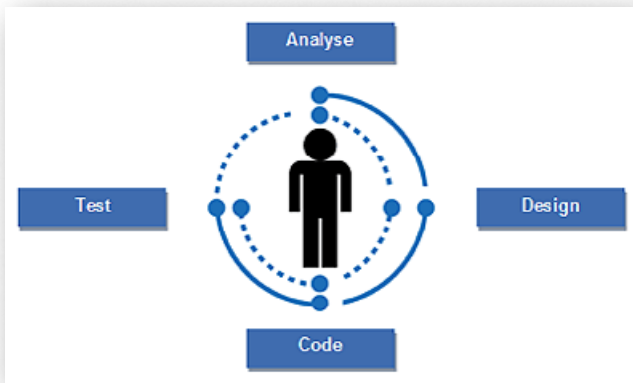
Who might be interested?

Public administrations; Authorities; Businesses; Transport organisations; Social, Educational and Community engagement groups; Culture industries; Property owners and managers.

¹ By 'stakeholders' we mean those with a personal stake, or interest (be that negative or positive), in relation to graffiti.

² By 'dutyholders' we mean those with a duty of responsibility in respect of managing, or otherwise responding to graffiti.

A User-Centred Design and Socially Responsive Innovation approach



This approach to design and innovation involves methods that focus on an ongoing involvement of users in the design process - in context of the platform's service to social challenges, as viewed from diverse expert and community perspectives.

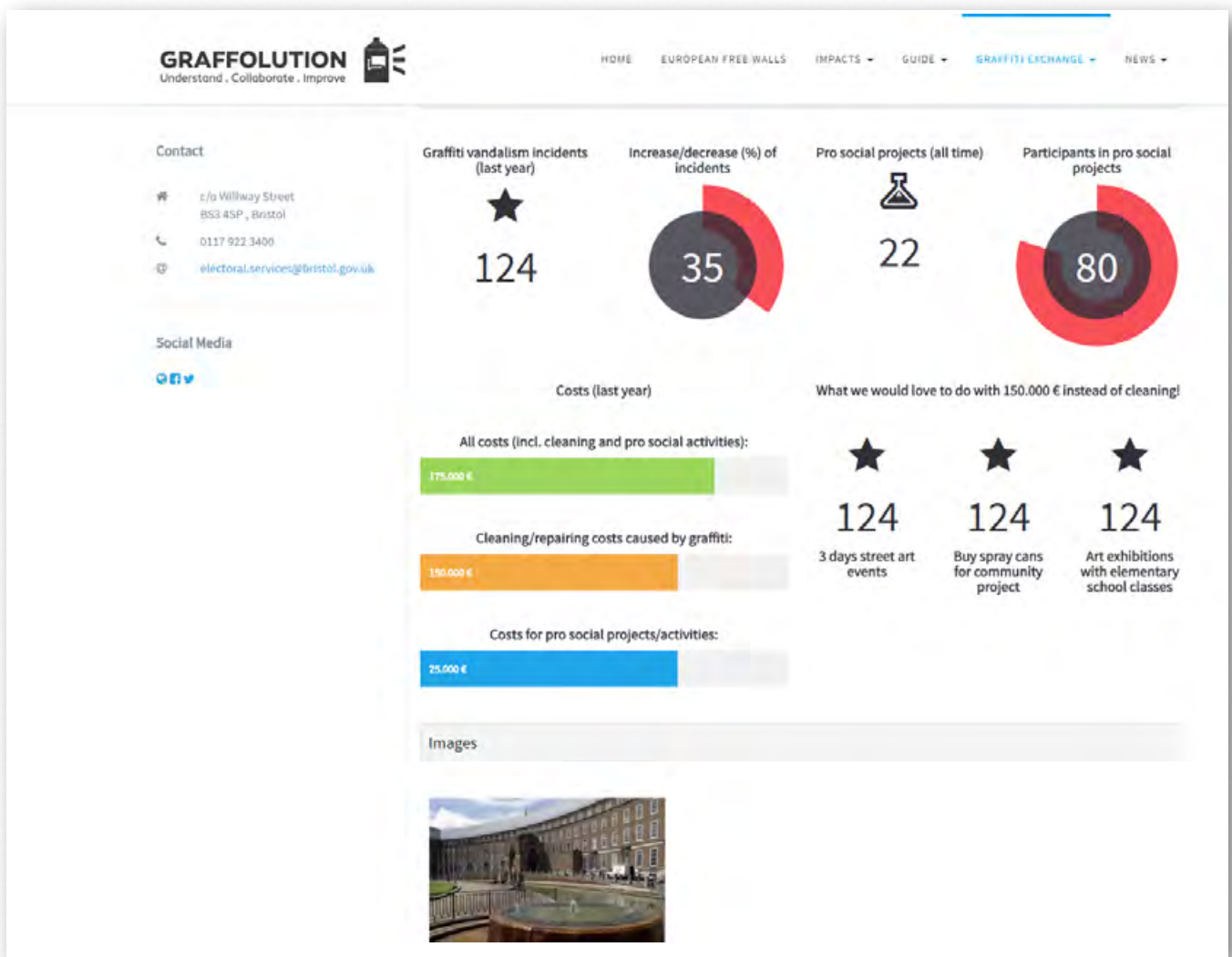
Designers try to understand goals, needs and contexts of the users and multiple affected communities. Information located is used to better anticipate what the users intends to do, which mental model (users' mental concept that explains how a system works or probably could work) it follows and which communities will be served in a given scenario of use.

Take a look inside! ...

First prototype for the Free Wall finder – Open Information Hub

The screenshot displays the 'GRAFFOLUTION' website interface. At the top, there are social media icons (Facebook, Twitter, Google+, LinkedIn) and a 'Login' button. The main navigation bar includes 'HOME', 'EUROPEAN FREE WALLS', 'IMPACTS', 'GUIDE', 'GRAFFITI EXCHANGE', and 'NEWS'. Below the navigation, the page title is 'Home European Free Walls'. On the left side, there is a search bar with a magnifying glass icon, a 'Country' dropdown menu, and filter sections for 'Environment' (with 'Indoor' and 'Outdoor' options) and 'Wall Size' (with 'Small (1 - 5 m²)', 'Medium (5 - 20 m²)', and 'Large (over 20 m²)' options). A 'Reset' button is located below the wall size filters. The main content area shows a map of Vienna with 14 free walls marked by orange icons. A green banner above the map indicates '14 walls found.'. To the right of the map, there are buttons for 'Suggest', 'List View', and 'Map View'. The map shows various districts of Vienna, including Alsergrund, Josefstadt, Strozzigrund, Neubau, Spittelberg, and Schottenfeld. The footer of the page contains the copyright notice '© 2015 Synjo GMBH'.

First prototype of information exchange - Collaborative Knowledge Base



Project Facts

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