

## COMING TO AN EVENT NEAR YOU: VIRTUAL GRAFFITI



PUBLISHING & MEDIA

Although street art is experiencing a renaissance, the old issue of vandalism remains. YrWall is an interactive virtual graffiti wall that avoids the drips and damage because, quite simply, there's no paint involved. Users paint on a projection screen using a can that's actually an infra-red beam controlled by a button and tracked using a computer vision system. By pressing the faux spray can's button, users draw on the wall much like using their computer's draw function, but without the mouse and on a much larger scale. A pop-up interface provides an array of digital paint colours and also allows users to select themes like nature or urban; grabbing images from these themes to add to their piece. YrWall, which can be hired short- or long-term or installed bespoke, has already been quite a hit at events like the UK's Secret Garden Party. Adding to the concept's appeal and branding opportunities, people can receive a free digital copy of their art to share with friends, or can have their design printed on t-shirts and stickers right after they've finalized their piece. While YrWall isn't going to eclipse the interest in genuine street art and good old spray-can graffiti, it's an appealing mix of physical and digital, and of performance and play. Which could make for an irresistible offering for event organizers and their novelty-seeking clients. Spotted by: Frank Meeuwsen

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