

City University of New York (CUNY)

## CUNY Academic Works

---

Publications and Research

New York City College of Technology

---

2021

### Paint the City

Juan Estrella

*CUNY New York City College of Technology*

[How does access to this work benefit you? Let us know!](#)

More information about this work at: [https://academicworks.cuny.edu/ny\\_pubs/968](https://academicworks.cuny.edu/ny_pubs/968)

Discover additional works at: <https://academicworks.cuny.edu>

---

This work is made publicly available by the City University of New York (CUNY).

Contact: [AcademicWorks@cuny.edu](mailto:AcademicWorks@cuny.edu)





# Paint the City

Student: Juan Estrella | Advisor: Farrukh Zia  
Computer Engineering Technology Department



## Abstract

Paint the City is an app that lets you **create, share, and discover Street Art in Augmented Reality**. Imagine having a secret world hidden in your phone where you are free to express yourself and develop a community full of potential friends. Choose from a variety of colors and brush sizes to create your masterpiece, we give you the tools to be as detailed as possible! When you are done you can publish your work which will be shown to people passing by. You can also share it with your friends and create your own private art gallery. All your work is owned by you so no one can steal your credit. The world is your newsfeed, find artwork or secrets that people have created in your area.

## Materials and Methods

To build this app, we will integrate the following technologies:

- **Xcode:** Xcode is Apple's integrated development environment for macOS, used to develop software for macOS, iOS, iPadOS, watchOS, and tvOS.
- **iPhone & iPad**
- **Apple Appstore**



## Introduction

- Street art is a way to display messages for people to see and is a creative outlet for people to express themselves.
- When we look at street art, we become inspired by the many colors and styles that are shown to us. Street art on public property is illegal. It can be hard to promote and sell artwork. Art can get tagged on and credit can be stolen. Materials are expensive.
- An app for creating street art in Augmented Reality that is fun and interactive, like Pokémon Go for art.
- We are the next great social media and content creation platform for artist and businesses by changing the way we view content today, through discoverability.

## Discussion

- This app suits people, regardless of age who are bored on their commute and want to draw.
- People who just want to keep their art forever and not have it painted over.
- People who want to pass the time by spray painting in real time and have their work appear in an augmented space; sharing it on social media platforms.
- People can go to the location of the artwork and check it on their phone or view it from the safety of their own home.
- Children will be able to digitally draw on their mobile devices and express their creative artworks without making a mess with art supplies.

## Acknowledgements

- Undergraduate Research Program
- CUNY Emerging Scholars Program

## Our Work

- We made this app for artists to gain exposure for their work and build inspiring communities that empower each other.
- There are many times where an artist's credit can be stolen by someone and we hope that by making a digital footprint, an artist can truly own their artwork and those who love to share it will always know who the original creator is.
- Our app is more community focused for artists who want to showcase their work and gain exposure. By taking this direction a jump forward, we can get ahead of them and achieve many breakthroughs along the way.

## Results and Future Work

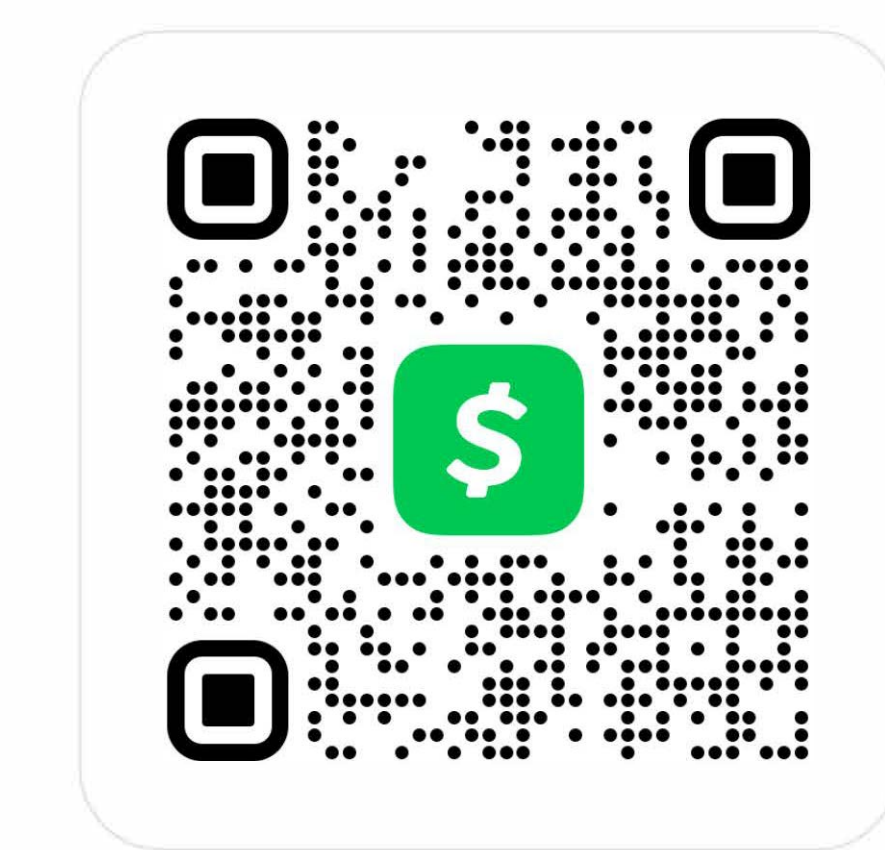
- Prevent graffiti artists work from being deleted and saves them in augmented space where they can view it whenever they want.
- Promoting app through influencers and blogs
- Partnering with small businesses and testing ad features.
- Growing the team for research and development.

## References

- <https://apps.apple.com/us/app/paint-the-city/id1535585612#?platform=iphone>
- <https://paintthecity.io/> Website Link
- Donations are accepted and appreciated.



Scan to pay with Cash App



Souls  
\$JunzyStarz



Juan Estrella  
@Juan-Estrella-10



venmo

Scan QR code for payment

