

# Augmented Reality and Murals

Creating Dynamic Learning  
Experiences that Foster Creative  
Confidence in Students

Darrell Porcello, Ph.D. - Children's Creativity Museum  
Idris Brewster - Kinfolk Foundation





# Overview

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- Unique neighborhoods
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- Community behind the tour
- Virtual murals in place
- Enhancing existing murals with AR
- AR murals that you can use in your classroom
- Inspiring mural making with learners

# Intros & Background



Darrell Porcello, Ph.D.



Idris Brewster

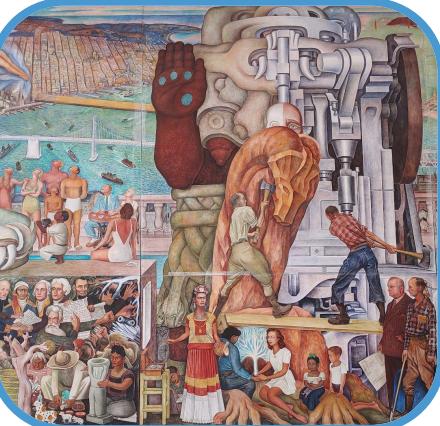


kinfolk

# Intros & Background

- The Verizon museum initiative afforded the Children's Creativity Museum an opportunity to pilot an Augmented Reality (AR) project for our specific mission and audience.
- We partnered with Kinfolk, using AR to celebrate the culturally distinctive and uniquely beautiful neighborhoods of San Francisco.

# San Francisco murals

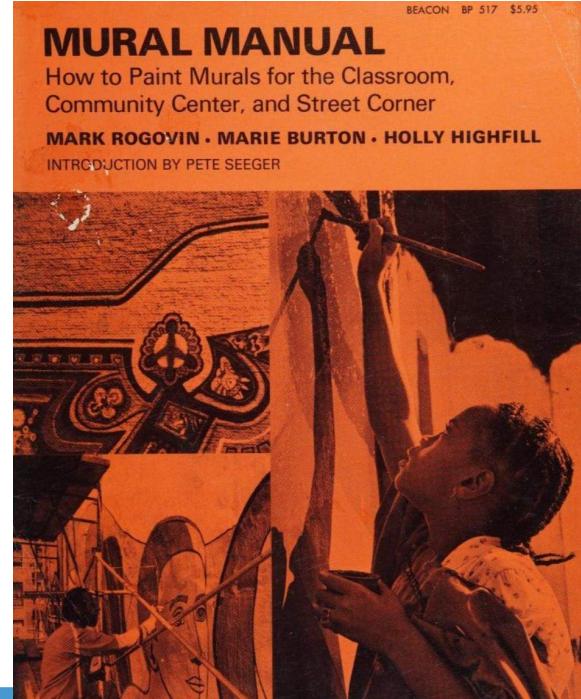


# Murals beyond decoration



Murals have evolved into collaborative expressions of **community identity** and activism, reflecting shared values and experiences

Murals serve as **educational tools**, inspiring aspirations and highlighting the arts as a vital part of civic life



# Unique neighborhoods

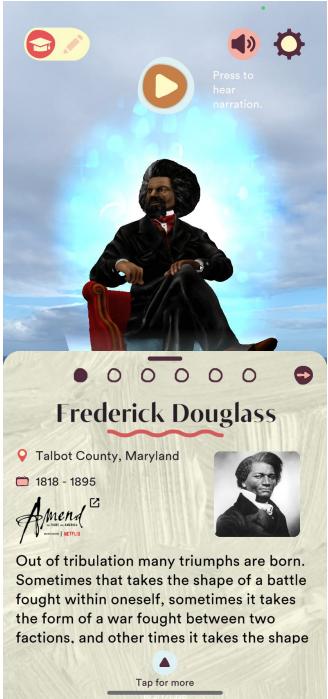


SOMA Pilipinas



Chinatown

# Kinfolk App & AR



# Step into the Mural goals

## 1 Enhance Cultural Awareness

→ Using storytelling with murals to immerse learners in San Francisco's diverse cultural heritage in context.

## 2 Promote Interactive Learning

→ Engage learners through AR experiences that bring murals to life and inspire them to create their own, adding themes from the walking tour.

## 3 Support Local Artists

→ Celebrate local artists by bringing their mural work to life, creating a dynamic and memorable experience for the community.

# Community behind the tour

## Organization Connections



### Partner committee:

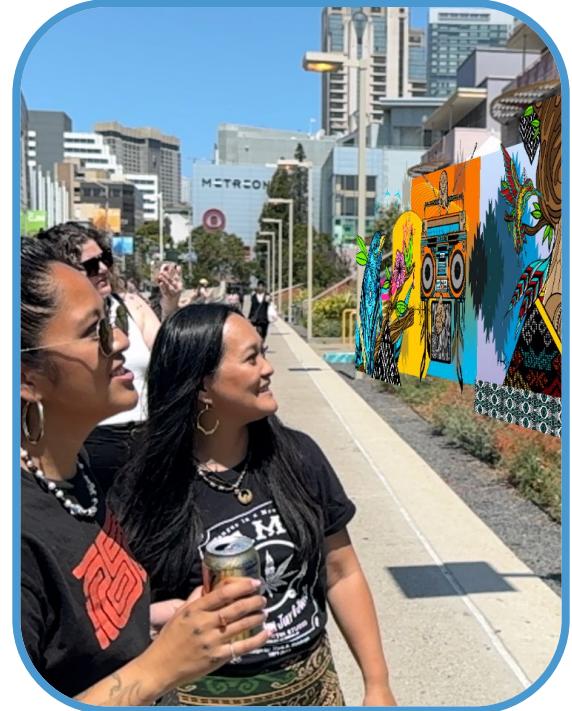
- selected existing murals to enhance with AR
- chose spaces to activate with new virtual murals from local artists
- promoted an RFA to local artists and nominate candidates
- assisted in selecting artists
- shared social media about the walking tour after launch

## Artist Connections



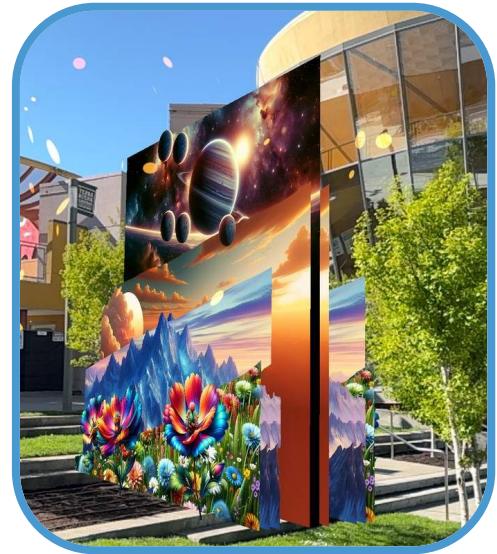
### Local artists:

- applied to RFA to celebrate the city's shared cultural legacies by reflecting on the theme of **honoring our place and communities to inspire the future**
- committed to attend specific training for AR murals
- recorded personal statement



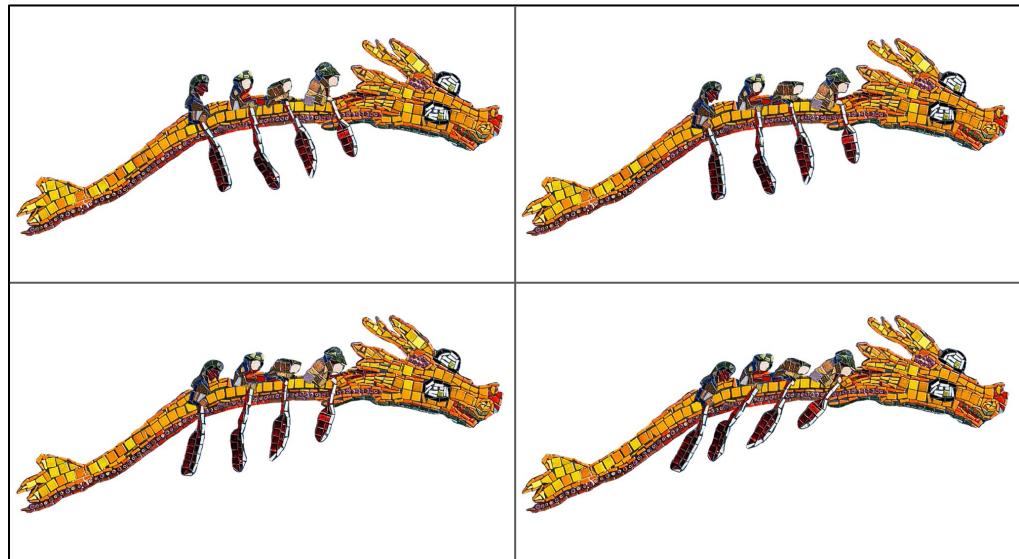
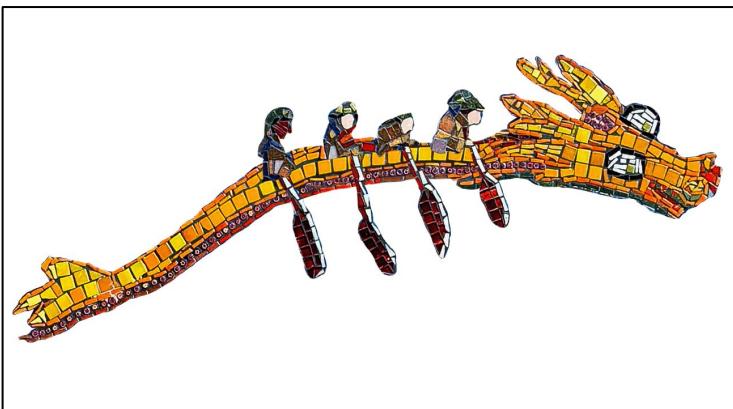
# Community behind the tour

- Artist training on AR mural construction with Kinfolk developers

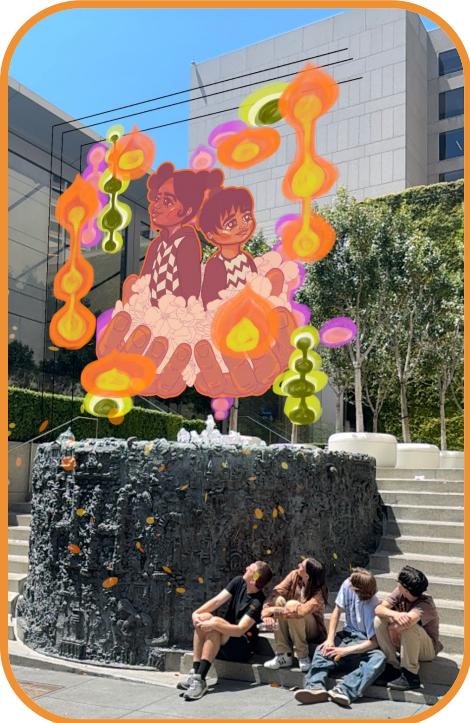


# Community behind the tour

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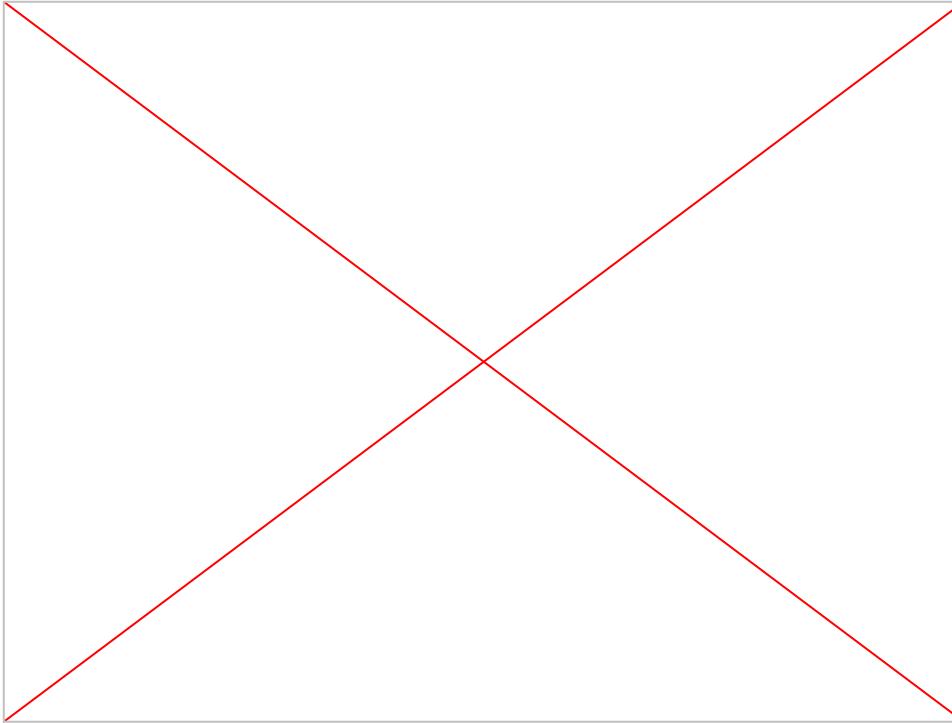


# Virtual murals in place



→ Artist used place and context in their AR creations

# Virtual murals in place

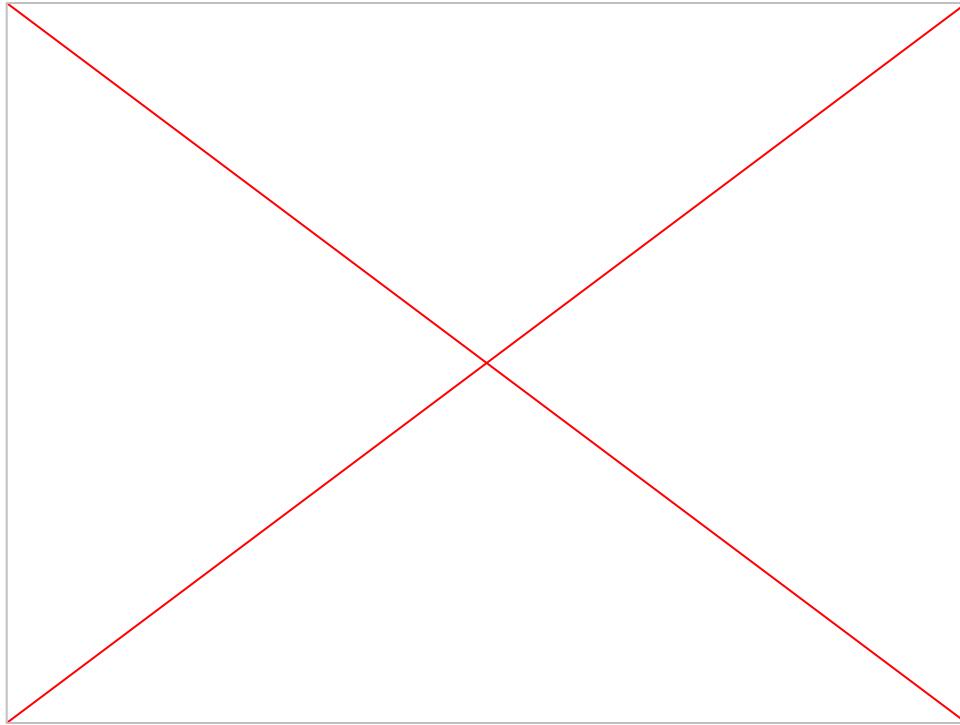


# Enhancing existing murals with AR



→ Artist used place and context in their AR creations

# Enhancing existing murals with AR



# Enhancing existing murals with AR



# Step into the Mural Walking Tour launched Sept 2024

[creativity.org/step-into-the-mural/](https://creativity.org/step-into-the-mural/)



**Step into the Mural Walking Tour**

A new augmented reality art experience from the SOMA Pilipinas Filipino Heritage District to Chinatown

Download the **Kinfolk** app to follow the map and discover new virtual murals from local artists and enhancements of existing murals. Visit 10 spots on the tour and dive into the vibrancy of these historic San Francisco neighborhoods.

Get it on [App Store](#) [Get it on Google Play](#)

CHILDREN'S CREATIVITY MUSEUM

# AR murals that you can use in your classroom



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## Murals inside and outside of the classroom

Track progress

**Not started**

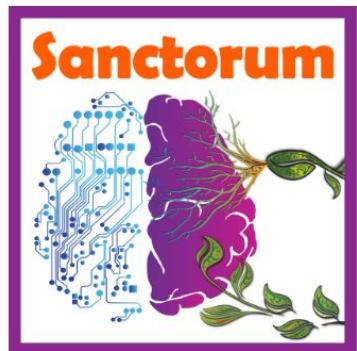
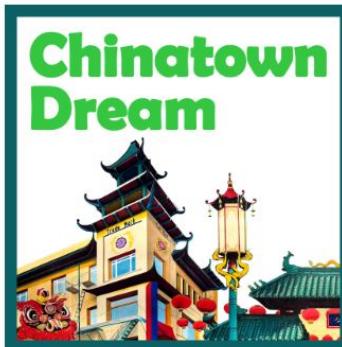
Estimated length

**1 hour**



<https://www.verizon.com/learning/professional-development/courses/Murals-inside-and-outside-of-the-classroom/390>

# AR murals that you can use in your classroom



Scan mode in Kinfolk lets you scan markers to spawn AR murals anywhere

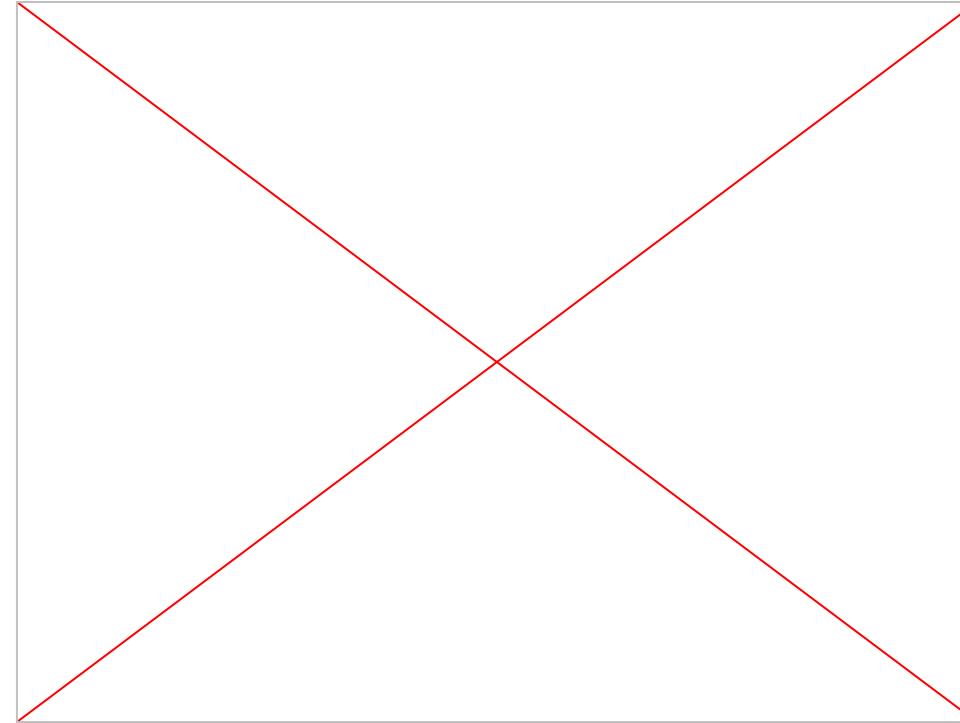
# AR murals that you can use in your classroom



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# Inspiring mural making with learners

**What story do you think the artist of this mural is trying to tell?**

**Who are the characters in this story?**

**Where does the story take place?**

**What other elements did you notice in the mural?**

# Inspiring mural making with learners



What do you love about where you live?

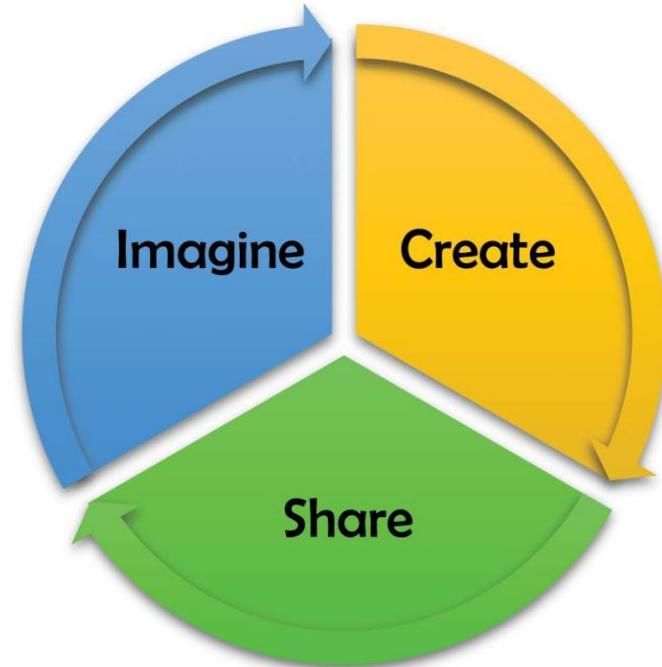
What places, things and people around you spark your creativity?

# Inspiring mural making with learners

**Creativity** is a skill that can improve with support and experience throughout life.

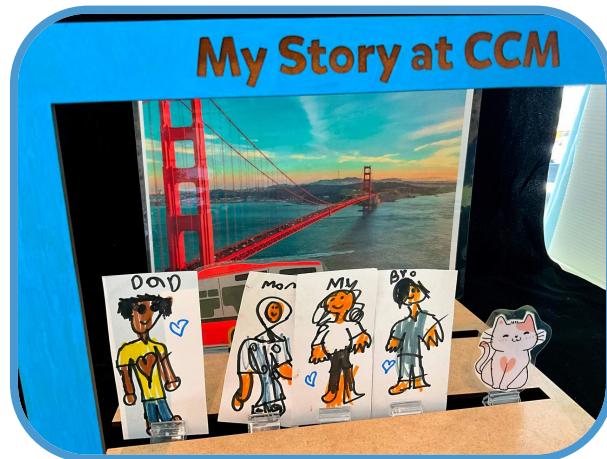
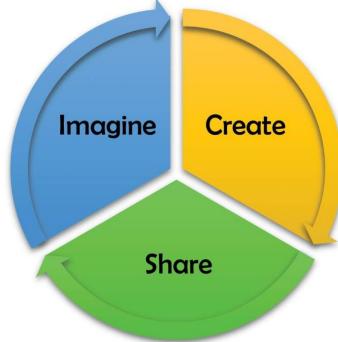
**Creative confidence** is a state of mind where you feel free to take creative risks and have the courage to fail, knowing that every idea you conceive has value.

The **Imagine, Create, Share cycle** is an approach to learning and creativity, guiding the development of innovative ideas and their realization.





**Imagine - Opportunities to observe**



**Create - Self expression**



**Share - Avenues for collaboration**

# Inspiring mural making with learners



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## Growing creative confidence in learners

Track progress

**Not started**

Estimated length

**1 hour**



<https://www.verizon.com/learning/professional-development/courses/Growing-creative-confidence-in-learners/375>

# Any Questions?

## Contact Info:

Darrell Porcello, Ph.D.

Children's Creativity Museum

[porcello@gmail.com](mailto:porcello@gmail.com)

<https://www.linkedin.com/in/darrellporcello/>

<https://creativity.org/>





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