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Chula Art Town on Google Arts & Culture Portal

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Website Review

Chula Art Town

on Google Arts

& Culture Portal

Alan Kinear International Editor⁺

Chula Art Town is a location on Google Arts & Culture's portal featuring four cluster collections of street art located near Bangkok's Chulalongkorn University. This brings together nearly 50 artists to enliven the ever-present, ever-mundane uniformity of urban walls and buildings with creativity, humor and social reflections.

Originally the Google Arts & Culture portal was intended for hosting online the collections from the world's museums with high-end imagery allowing to step across the docent's red line to come nose to nose with your favorite Rembrandt or sink into Hieronymus Bosch's expanded reality. Now it brings the street into your home – just in time for covid-19's *New Normal* take on *Social Distancing* and art walks. As Chula Art Town's online presence is opposite the single museum-location model typically found on Google Arts & Culture portal, there is an area map and an introductory video with comments from members of the community and the artists themselves. In the lower "gallery" view one can find an interview with the Dean of the Faculty of Fine and Applied Arts Dr. Bussakorn Binson whom conceptualized this Chula Art Town project through her Art4C - Art for Community organization.

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In google lingo there are five “Stories” or sections with the first titled Chula Art Town, A Public Art Space for the Community followed by 4 “zones” or neighborhood art clusters going by local names: Siam, Lido Connect, Suang Luang and Samyan.



Figure 1. Chula Art Town's 4 zone map. Source Google Arts & Culture.

Below is how the 5 “Stories” are shown. Starting on the left, the Chula Art Town story is a quick-paced introductory video with subtitles in English that provides background, motivations and community’s responses. The 4 other zones feature image pairs where the first is a still image with an informational text block overlay followed by an interactive 360 image driven by the same street-view interface found on google maps.

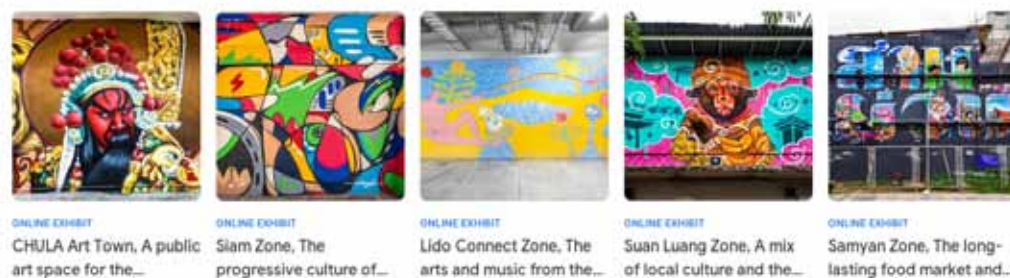


Figure 2. The 5 “Stories” in Chula Art Town. Source: Google Arts & Culture.

Below the “Stories” one find 65 item gallery strip of images and 3 videos for those that lead with their visual curiosity. A rather amazing set of urban transformational artwork that was completed in under 90 days.

Visit Chula Art Town on Google’s Arts & Culture portal

Visit Art4C

Visit Google Arts & Culture portal