

CALL FOR PAPERS

STREET ART: ECONOMICS, POLICY, AND MEASUREMENT OF URBAN CREATIVITY

Submission Deadline:	December 7, 2026
Notification of Acceptance:	January 11, 2027
WIPO & ACEI Conference Workshop:	2027, Bogotá, Colombia

Street art is both the most publicly visible and the least formally regulated form of creative expression. Yet it holds the potential to emerge as the next creative sector.

The *United Nations / World Intellectual Property Organization (WIPO)* and *Urban Creativity Network* invite original research exploring the various dimensions of public art - in particular street art - from economic/business, geographic/urban planning, law, and cultural/ethnographic perspectives.

As street art increasingly shapes public space, local culture, and creative industries, rigorous academic inquiry and sharing of policy insights is essential to understanding its impacts, governance, and sustainability.

TOPICS OF INTEREST

We welcome theoretical, empirical, and methodological contributions addressing (but not limited to):

Incentives & Artist Careers

- Incentives to create and distribute street artworks and public art in general
- New institutions and routes to commercialization preserving original street art practice
- Cultural entrepreneurship, business model development, and sustainable career models for street artists

Impact & Ecosystem Development

- Measuring the economic and cultural value of street art as well as characterizing demand and democratized audience access
- Socio-economic impact and multiplier effects of public art in urban environments (local growth, tourism, hospitality, etc.)
- The economic geography of street art practice and the role of urban space curation

New Technology & Trends

- Role of new technology, digital platforms, and AI for street artwork supply and audience development
- Cross-media usage of street art and collaboration with other creative sectors and media (film, music, fashion, digital media)

Policy, Planning & Legal Frameworks

- Policies for placemaking and urban planning through effective street art support and building local ecosystems (city branding, legal walls, festivals, etc.)
- New regulatory approaches and evolution of legal frameworks governing street art and public art
- Potential of intellectual property rights protection and social/community norms in navigating the tension between legal frameworks and the unsanctioned origins of street art

Research Methods & Data Innovation

- Innovative collection and processing methods for street art data (e.g., Computer vision, etc.)
- Alternative data sources and digital documentation techniques for public art research (e.g., Google Street View, social media analytics, etc.)
- Challenges and opportunities in studying public, ephemeral and unsanctioned art forms using geospatial and longitudinal data

We encourage interdisciplinary approaches and welcome submissions from economics, management studies, urban studies, cultural studies, law, geography, sociology, creative industries research and related fields.

NEW DATA RELEASE

In order to encourage empirical work, WIPO and streetartcities.com co-release highly granular & geolocated data on street art pieces across 37 selected countries and hundreds of cities, accessible via this [page](#). It contains metadata of approximately 74,000 geolocated street art pieces collected and shared by worldwide street art hunters.

PLANNED SESSION FOR ACCEPTED PAPERS

Selected papers will be presented in 2027 in a dedicated street art session at the 24th *ACEI International Conference on Cultural Economics* hosted by the *Universidad Nacional de Colombia* in Bogotá & co-organized with the Association for Cultural Economics International (exact date to be confirmed by the organizers).

Upon paper acceptance, WIPO offers travel and accommodation support for researchers from developing economies. For further questions, please contact: chiefeconomist@wipo.int.

SUBMISSION GUIDELINES

- Format: Full papers or extended abstracts (1,000-1,500 words)
- Papers should be original work not previously published
- Submit to: chiefeconomist@wipo.int

SCIENTIFIC COMMITTEE

- Max Nathan, University College London
- Shane Burke, Cardiff University
- Pedro Soares Neves, Urban Creativity Network
- Alexander Cuntz, WIPO