



THE PROJECT IN NUMBERS

- 53 street art works in augmented reality.
- The first and widest urban mapping of street art.
- More than 200 artists involved in contents co-production.
- 5 tour areas of Milan: Giambellino; Adriano; Corvetto; Niguarda; QT8.
- 150 young locals involved and 50 digital artists.
- Map of itineraries in the 5 areas and a catalogue in AR (165 pag.).
- More than 80.000 content visualizations in 2 month.

