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MOBILISATION OF CULTURE, ARTS AND COMMUNITIES



Using contemporary art as a tool to stimulate urban and social regeneration, Esseri Urbani brings work by emerging artists to the public during free outdoor exhibitions. These include additional multimedia content that can be accessed using QR codes. The first Esseri Urbani festival, "Zootopia", took place in 2019 in the streets of Locorotondo. The 2021 edition, "Heterotopia" will take place in Noci. Each event is tailored to local specificities and intended to develop access to culture, sustainable tourism and employment. Social and economic actors are involved in planning, and special care is paid to engage residents and visitors, particularly children, teens and disabled guests. The project is an opportunity to connect communities, landscapes and local architectures using contemporary artistic expression. It also opens curating and creation to new possibilities: exhibiting art in public spaces produces new perspectives, both on the art and the location.

Esseri urbani The other side of art

ITALY LOCOROTONDO

SUSTAINABLE

Slow tourism
Low environmental impact
Adapted to each territory

AESTHETICS

Artistic installations
Performances
Cultural heritage

INCLUSION

Interaction
Technology
Accessibility