

Disruptive design in action: Virtual STREET ART

Virtual STREET ART is a disruptive design model that transfers traditional street art and urban advertising into virtual space.

Instead of using physical materials, the system enables artists to create digital murals on photographs of real urban locations.

Benefits for the Rhine-Main region

- **Leadership & innovation:** The region is positioning itself as a pioneer in the application of disruptive design strategies to solve urban challenges.
- **Sustainability:** The absence of physical materials actively supports the region's sustainability goals.
- **Aesthetics without intervention:** Vibrant art becomes visible without cluttering the cityscape or altering historic facades.
- **Inclusivity:** Artists from all over the world can participate – enriching cultural life through diversity and global perspectives.

A proven concept

The effectiveness of the concept has already been proven in practice.

Since 2020, virtual murals have been created in numerous cities in Europe, North America, and Latin America – including in the Frankfurt area.

These projects impressively demonstrate the potential of **Virtual STREET ART** as a model for **sustainable, inclusive, and future-oriented urban design**.