

Virtual Street Art - Digital spaces for creative collaboration

Abstract:

Virtual Street Art is an open stage for artists, designers, and creatives worldwide. Real places become digital canvases on which new forms of urban art emerge—visible to all, accessible everywhere. Whether in the studio, on a laptop, or on a smartphone, everyone can contribute, share ideas, and become part of a vibrant network that reimagines and redesigns the city.

Introduction

The open, international initiative Virtual Street Art is a platform that has been supported since 2020 by a network of artists, designers, architects, and cultural organizations.

It arose from the desire to make street art visible regardless of physical limitations and to create a digital space for artistic collaboration.

Today, the platform comprises over **1,600 virtual works from more than 20 countries**—and continues to grow.

Virtual Street Art is an innovative, future-oriented disruptive design project with an international focus.

Since 2011, the street art festival **FISART** has been held annually, resulting in over 500 works in public spaces in Timișoara, the European Capital of Culture 2023, by 2021.

The project “*Virtual FISART – Making Street Art from Home*” was launched in 2020 during the pandemic, when public art projects were hardly possible.

Today, the platform is in direct contact with a global community of over 400 street artists, designers, architects, and academics.

The aim is to combine digital street art and urban design and to promote the creation of an open network for creative collaboration.

Existing content and resources

The platform already offers:

- An extensive collection of photographs of facades and buildings from cities in Europe and North, Central, and South America, which serve as the basis for virtual street art works.
- A collection of over **1,600 virtual works** created on both sides of the Atlantic.
- Over **160 virtual street art works** created between 2020 and 2024 on Frankfurt facades in public spaces.
- Over **300 virtual works** created in 2025 on the facades of Frankfurt art galleries.
- An existing technical infrastructure that is modular in design and easily expandable.

Concept and functionality of the platform

The platform makes it possible to place street art works virtually on photos of real locations and make them accessible worldwide.

It is based on a modular, proprietary IT structure with modern map technology that can be flexibly adapted to design and communication needs.

Functionality:

1. **Location recording:** Buildings, facades, or public places are documented photographically.
2. **Artistic design:** The photos serve as a digital canvas for urban artworks.
3. **Integration:** The finished works are imported into the platform and positioned at their real locations.
4. **Presentation:** Users can discover the artworks virtually at their location via an interactive map (Google Maps).
5. **Curation:** Works can be filtered by format, theme, location, or artist and presented in a targeted manner.

Advantages

- **Easy to use:** Intuitive operation and low barriers to entry for creatives and institutions.
- **High visibility:** Global reach through open web architecture and social media compatibility.
- **Cooperation & networking:** Promotion of exchange between artists, festivals, institutions, and cities.
- **Innovative design concept:** Future-proof system that meets the requirements of modern communication and design strategies.

Why creative organizations are ideal partners

- Creative networks, agencies, and studios have the potential to shape new forms of digital and urban art.
- *Virtual Street Art* offers a functional, flexibly expandable platform that can be seamlessly integrated into existing communication, design, and innovation strategies.
- Targeted collaborations can result in professional, scalable applications that give cities, neighborhoods, and cultural initiatives international visibility—especially in the context of the creative industries, design, and sustainable urban development.
- Behind the project is an active international community of over **400 artists, designers, and architects** who are ready to help shape new ways of digital art education.

Opportunities for collaboration

- **Technical development:** UI/UX design, data architecture, app integration.
- **Curated presentations:** Themed street art exhibitions in cities or neighborhoods.
- **Collaborative networks:** Connecting agencies, institutions, and artists.
- **Event formats:** Presentations at festivals, exhibitions, and design events.

Technology and potential

The system used is based on a modern, efficient IT architecture with an easily scalable structure.

The user interface can be flexibly adapted to the requirements of a broad creative network.

Thanks to its **future-oriented disruptive design concept**, the project meets the criteria of a sustainable platform that is ideally suited as part of international culture and design programs – for example, as part of **World Design Capital Frankfurt 2026**.

Particular strengths:

- Interactive connection between real and virtual street art
- Integration of augmented reality (AR) elements
- Open interfaces for collaborative further development
- International community with high creative potential

Open to collaborations

- Exchange with innovative design, media, and cultural agencies
- Collaboration with strategic partners who
 - recognize the creative and technological potential of the project,
 - think flexibly and with an eye to the future,
 - and want to further develop the platform together.

Preference is given to focused cooperation with a suitable partner or a small, well-coordinated team – to ensure **agility, efficiency, and innovation**.

International relevance

- Organization of the **International Online Street Art Conference 2021** with 27 speakers and several hundred participants worldwide.
- Long-standing cooperation with international artists, festivals, and institutions.
- Strong anchoring in the European cultural and design landscape.

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