

# STREET ART

## Journey through contemporary muralism

MUDEC, MILAN | 20 MARCH – JULY 2025



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**Journey theme:  
explorers of time and space**



**Street Art as a vehicle for D&I  
themes and ESG parameters**



**Street Art as a vehicle for Social  
and environmental  
transformations**



**Materials as the essence  
of Street Art**



**Cross-Target appeal: a universal  
and accessible language for  
everyone and internationality of  
artists involved**



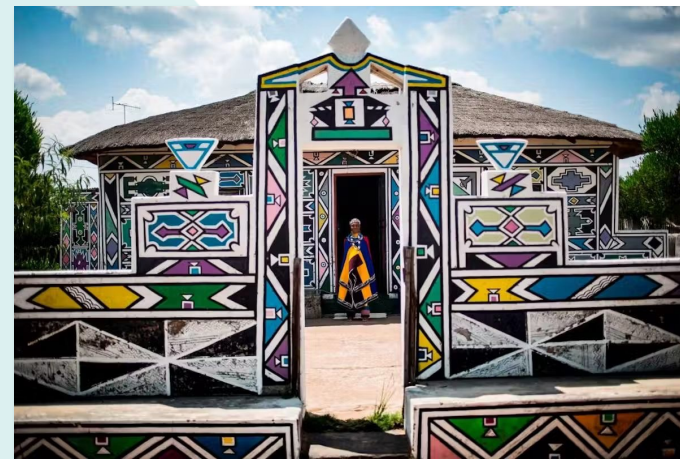
**Themes and issues that resonate  
with younger audiences**

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Street art has unequivocally established itself as one of the most significant expressions of contemporary art: democratic and inclusive, it has the capacity to engage a broad and heterogeneous audience. As one of the most pervasive art forms worldwide, urban art, through its universal language, captures the aspirations of communities and societies, becoming a spokesperson for urgent themes, particularly in social and environmental contexts.

The exhibition **STREET ART. Journey through contemporary muralism** is part of the broader context of the year that the **Mudec** in Milan — the museum of explorers and world cultures — **dedicates to the theme of travel**. This subject will be explored **through the works of several national and international artists**, among the most significant on the contemporary scene, **as modern explorers of time and space**. The theme of travel will be examined from multiple perspectives: **alphabets**, the **journey through space and time**, the **oneiric and fantastical journey**, **pilgrimages** and **devotions**, the **memory of travel**, and the **return**.



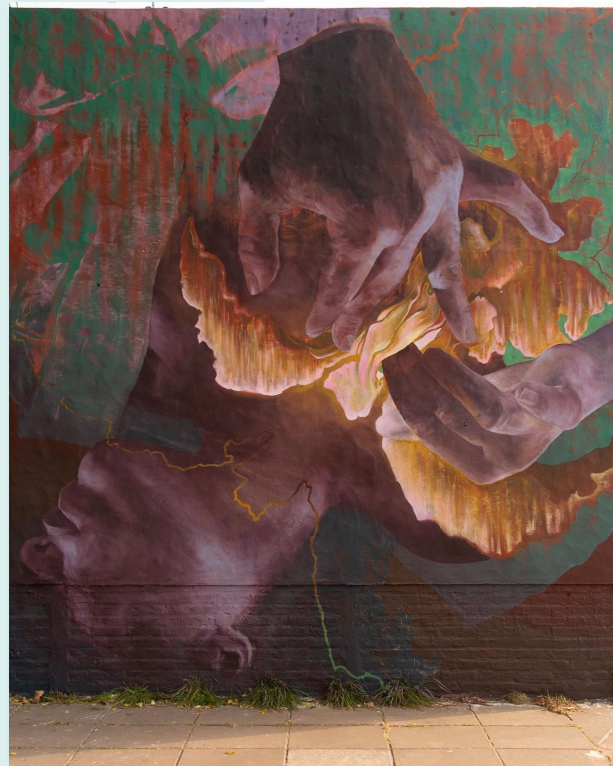
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The exhibition establishes a connection between urban art and the energy of travel, creating a unique and immersive experience that celebrates the transience of art. The exhibition path consists of site-specific works created exclusively for the event.

In the two weeks leading up to the opening, ten internationally renowned street artists will be invited to create original artworks directly on the walls of the exhibition space, transforming each environment into a work of art.

The entire journey unfolds across ten spaces, each dedicated to a theme related to travel, exploration, and transformation, interpreted through the personal and visual language of the artists.



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During this phase dedicated to the creation of site-specific works, a continuous documentation of the creative process will take place. This will include video recordings and interviews with the artists, capturing the development stages of the artworks, as well as the reflections and insights that emerge throughout the process.

The documentation will serve both as a communication tool for social media—engaging the public and generating interest in the exhibition—and as a valuable archive of the event, preserving the project's history and offering a future point of reflection on creative work and the remarkable ability of street art to transform and inhabit the spaces where it unfolds.

Once the exhibition concludes, the artworks will disappear, making way for new curatorial projects. This ephemeral cycle embodies the ever-evolving nature of urban art—an art form that thrives in the moment, grows, and vanishes, much like travel itself. A unique experience that can never be replicated.



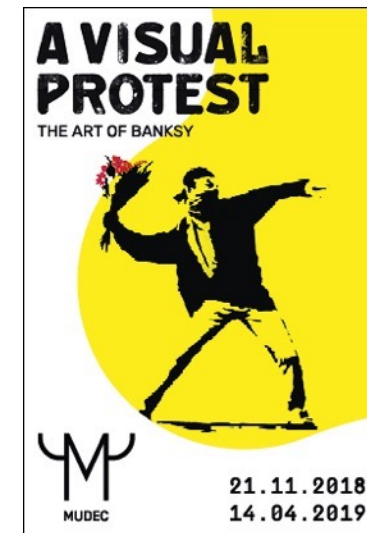
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The exhibition is part of an established trajectory that links 24 ORE Cultura with street art, a relationship expressed over the years through the organization of major exhibitions dedicated to the masters of urban art and leading contemporary street artists: from Basquiat to Keith Haring, from Banksy to Tv Boy.

This natural vocation towards urban art and public space interventions has, in recent years, enabled 24 ORE Cultura to collaborate with Public Institutions, particularly in the cities of Milan and Turin, in the activation or completion of urban regeneration processes through street art initiatives.

This same vocation characterizes the Mudec, which, in addition to boasting a strong connection with the world of urban art, hosts the Public Art Office, established with the aim of collecting and promoting the existing public art collection in Milan, while supporting and facilitating the realization of new urban art projects.



# SPONSORING THE EXHIBITIONS

STREET ART, MUDEC

# SPONSORING THE EXHIBITION

## STREET ART

Logo's visibility in the colophon at the entrance of the exhibition and on all communication materials related to the exhibition, physical and digital where provided in the exhibition communication plan

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Release in press kit

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Visibility post on 24Ore Cultura's social media accounts

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Dedicated promotions at the exhibition ticket office and bookshop ( fees reduced by 10%)

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Invitations to the exclusive opening of the exhibition

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Free entrance tickets for company stakeholder

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Guided tour of the exhibition at open Museum for up to 50 pax

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Exclusive event with guided tour of the exhibition at closed Museum and space for convivial moment for up to 100 people\*

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### SPONSOR



10

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80

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3

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### MAIN SPONSOR



15

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100

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3

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1

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\* Catering and technical service charged to the client



# ECONOMIC OFFER

STREET ART

SPONSOR

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**40.000 €**

+ VAT

MAIN SPONSOR

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**80.000 €**

+ VAT