

Culture Walk Ljubljana (orig. in Slovene: “Korak do kulture”)

Keywords: promotion, cultural institution, city walk, Ljubljana, Google maps, city poster

The aim of the project: Culture walk Ljubljana is a national and local poster campaign placed on various locations (mostly in Ljubljana) to invite and guide passers-by to visit the cultural offer in Ljubljana. Due to the proximity of institutions, the campaign encourages walking in the city. The poster contains a map with illustrations of cultural buildings and a QR code that opens the online map with locations on the Google maps application. In addition to the locations, the map also contains the current program of the located institutions and the provisional time you need to walk to an individual cultural institution.

Partners: TAM-TAM (non-profit institution for the promotion and encouragement of creativity in the field of poster art), Ljubljana Tourism, City Municipality of Ljubljana, more than 15 cultural institutions in Ljubljana

Project implementation time: Twice a year since 2018, currently there are 6 editions of the posters.

Project websites:

1.

https://www.google.com/maps/d/u/0/viewer?hl=en&hl=en&ll=46.055557309675336%2C14.502925779955817&z=15&fbclid=IwAR3eeHfXpr1RKL-CjyZ7DQ69g8h19zdAVQXz7CGjHQXwl1NpMd_KCuvpgU&mid=10WUhtFO4dJmdebi2bFoyrkm_F22piobG

2. https://tam-tam.si/wp-content/uploads/2018/07/korakdokulture_LJ_plakat_jul18_hi-res.jpg

