

ECHOES OF STREET ART

Murals are trying to whisper to you, what are they saying?

Street art contains different layers of meaning and interpretation. Some of these remain hidden within the walls of the streets and are hard to see. In the museum we thought about a new interactive way for you to discover them.

Next to the artworks we placed specific objects that we called "artefacts". Artefacts act as echoes of the messages that each street artist wanted to convey.

Go and look for the artefacts, listen to what they want to say and discover the hidden messages of Atreet Art.

You will find the artefacts on pedistalls next to most of the artworks, like in this examples





Press the button to hear the artefact's story, then find and read the attached tag to help you reflect on the mural and its message.

From the next artefacts onward, the story will only be available through audio, not in writing.

WHAT DO YOU

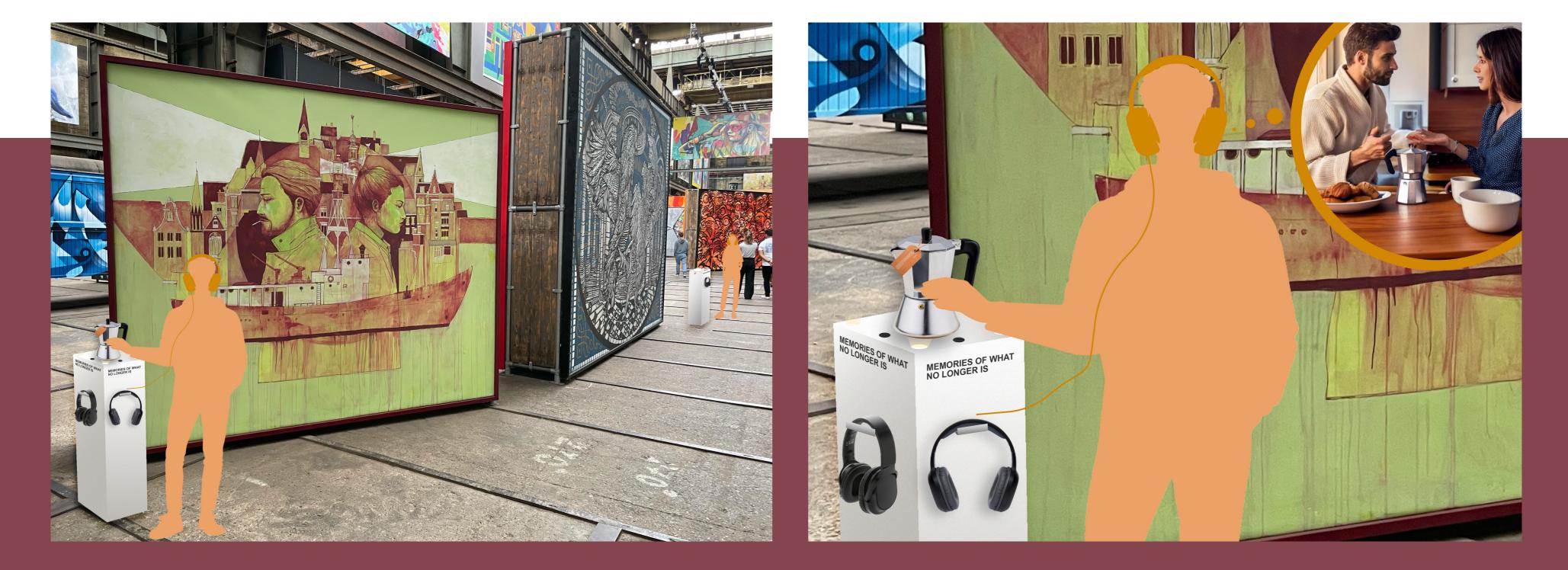


Revealing Urban Narratives

Designing a New Experience for Exploring Street Art in Museums

This thesis redefines how street art is experienced in a museum setting, enhancing the connection between art and audience in innovative ways. Centered on STRAAT Museum in Amsterdam, a space dedicated to the display and preservation of street art, the project explores interactive approaches to deepen visitor engagement, retaining the cultural immediacy and impact that make street art so powerful. Two immersive concepts were designed to resonate with STRAAT's target audience, identified as "explorers" driven by curiosity and discovery. Through the concept Echoes of the Streets, visitors are invited to explore the layered meanings of street art via a multisensory experience, pairing each artwork with symbolic objects, sounds, and personal stories to create an interactive, reflective journey.

By transforming passive observation into active participation, the project expands STRAAT's role as a cultural hub, encouraging a deeper appreciation of street art's complexity. Evaluations and feedback suggest that Echoes of the Streets strongly resonates with explorers, inviting them to connect, reflect, and relate. This concept sets a new standard in street art curation, making each visit a unique experience that lingers beyond the museum walls. Overall, the project marks an exciting step forward in reimagining the role of museums in making art accessible, meaningful, and memorable.



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