

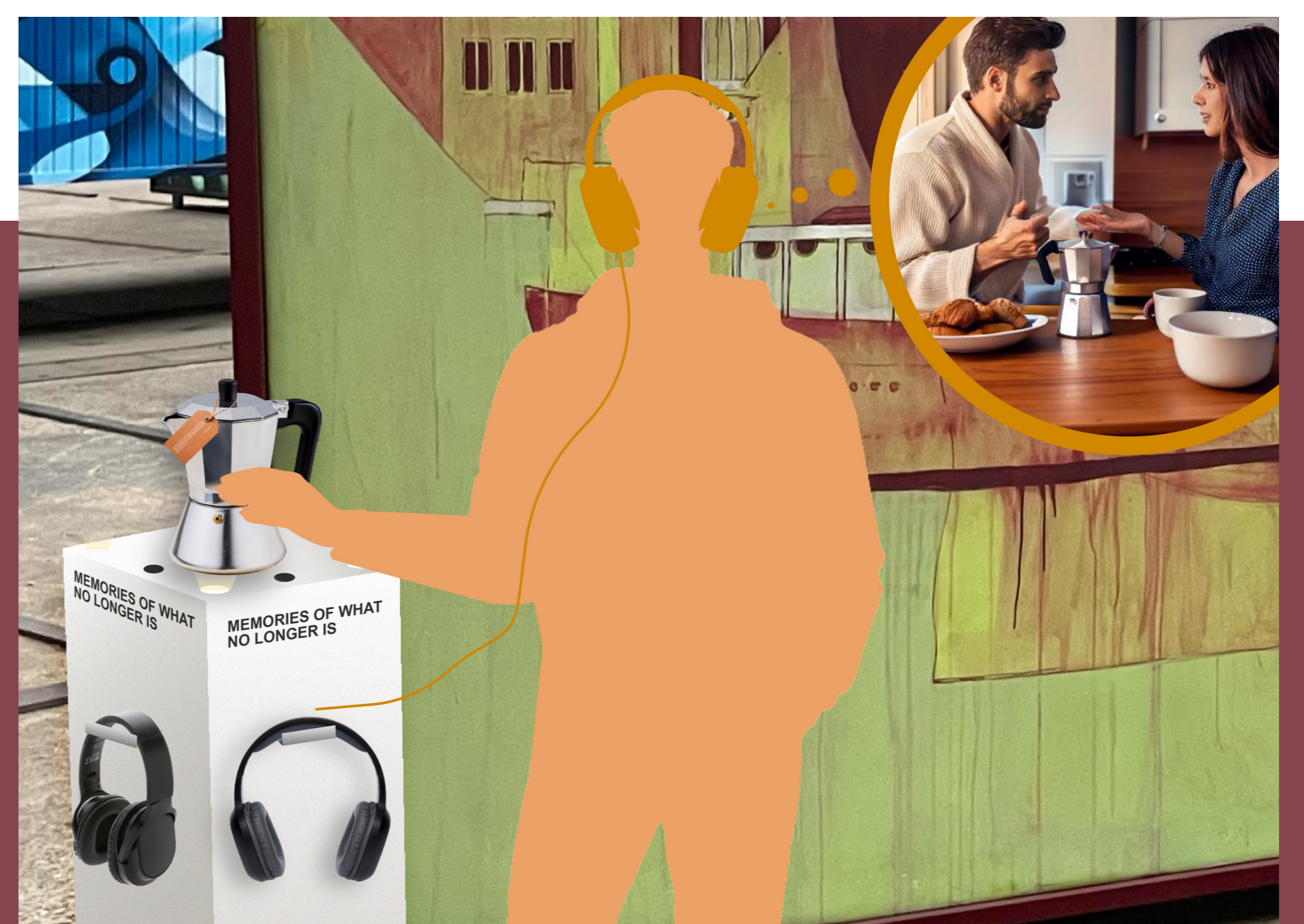


# Revealing Urban Narratives

## *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.



Federico Villa  
 Revealing Urban Narratives: Designing a New  
 Experience for Exploring Street Art in Museums  
 22.11.2024  
 MSc Strategic Product Design

**Committee** Dr.ir. Arnold. Vermeeren (Chair)  
 Joost Kuiper (Mentor)

 TU Delft