



EXHIBITION PROPOSAL

# STREET ART (R)EVOLUTION

# FOREWORD

*«Street Art is one of the most significant expressions of contemporary art.*

*It is a democratic and inclusive art that involves a wide and heterogeneous audience. It also dominates the market: of the world's top ten highest-rated artists, in fact, half currently come from the urban art scene.*

*How did we get from illegal graffiti on trains to this global success? This is the question we want to answer with this exhibition».*

**Patrizia Cattaneo Moresi**  
Director of Artrust and curator of the exhibition

**artrust**



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# THE CONCEPT



This exhibition seeks to position Street Art within a clear historical framework, situating the movement within the broader social, political and cultural conditions that generated it and without which it cannot be fully understood.

The curatorial narrative traces the evolution of urban art from the pioneers of early graffiti writing, through the artists who propelled the movement onto the international stage, to a wide and carefully selected group of leading figures shaping the contemporary scene today.

# THE CONCEPT



# SET-UP MAP

\*this is a possible set-up suggestion. The final set up will be realised according to the exhibition venue and the final list of works.



# THE ORIGINS: GRAFFITI

## WHEN AND HOW IT STARTED

- TAGS AND GRAFFITI
- NYC SUBWAYS
- AMERICAN AND EUROPEAN PIONEERS

Street Art as we know it today represents the culmination of a phenomenon that began in the 1970s and has evolved over more than half a century. Its roots lie in graffiti writing, which originated with the first tags, writers' signatures, appearing across the surfaces of New York City's subway trains.



# MEMORIES OF AN EPOCH



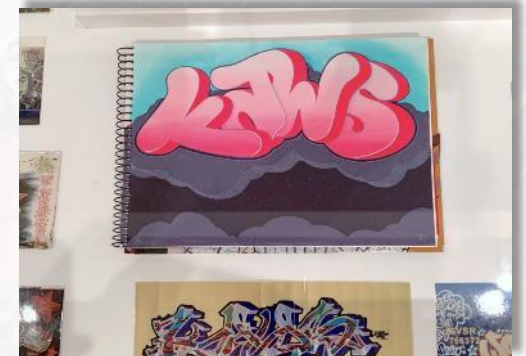
## TOOLS OF THE TRADE

- SPRAY CANS
- MARKERS
- ADHESIVES
- SKETCHBOOKS
- OTHER MEMORABILIA

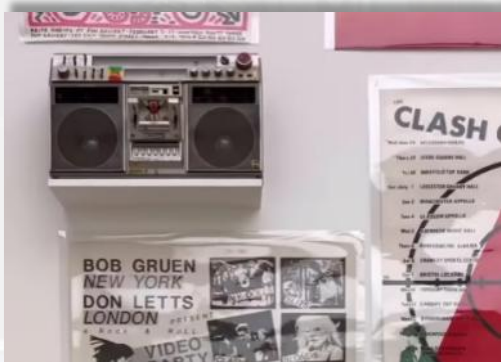


To properly contextualise graffiti and its subsequent evolution into Street Art, it is essential to consider its close relationship with the diffusion of new artistic tools, from spray cans to permanent markers, as well as with the birth of Hip Hop culture. From its American origins, this cultural movement spread across continents, taking root in diverse social and urban environments.

In this perspective, the exhibition may also include a selection of historical materials, spray cans, markers, adhesives, sketchbooks, presented alongside the artworks, together with archival photographs that illustrate the development of this artistic phenomenon within its original context.



# STREET ART SOUNDTRACK



## INTERACTION BETWEEN ART AND MUSIC

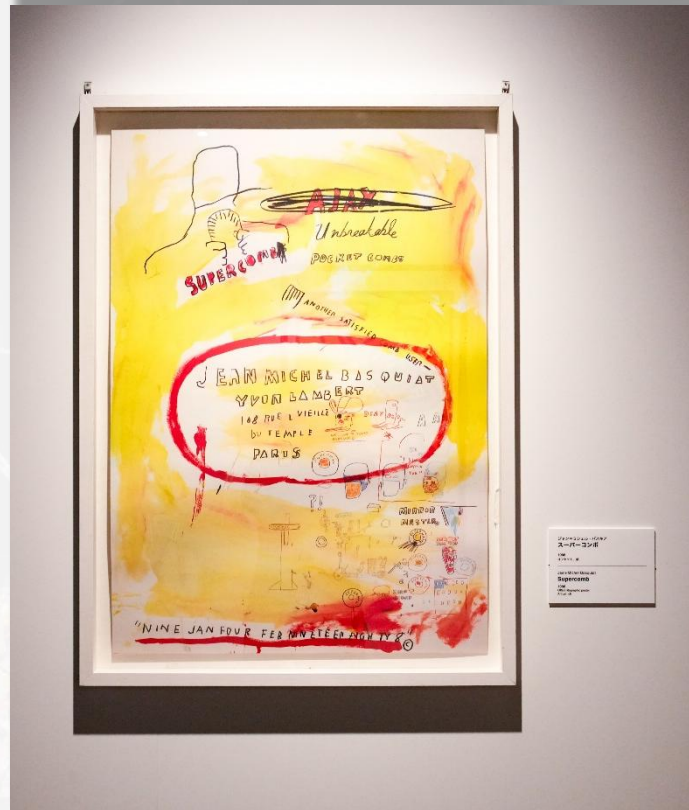
- VINYL
- RAP, TRIP HOP AND MORE

The relationship between Street Art and music has been fundamental since its origins within American hip hop culture.

Collaborations between street artists and musicians have frequently materialised in the creation of record and vinyl covers, to which a dedicated section of the exhibition will be devoted.



# FROM THE STREET TO THE ART GALLERIES



## THE ROLE OF HARING AND BASQUIAT

- POSTER
- MEMORABILIA
- COLLABORATION WITH BRANDS

During the 1980s, two pivotal figures bridged the gap between graffiti and the contemporary art world: Keith Haring and Jean-Michel Basquiat.

Emerging from the street, both artists achieved rapid and extraordinary recognition within the international art scene.

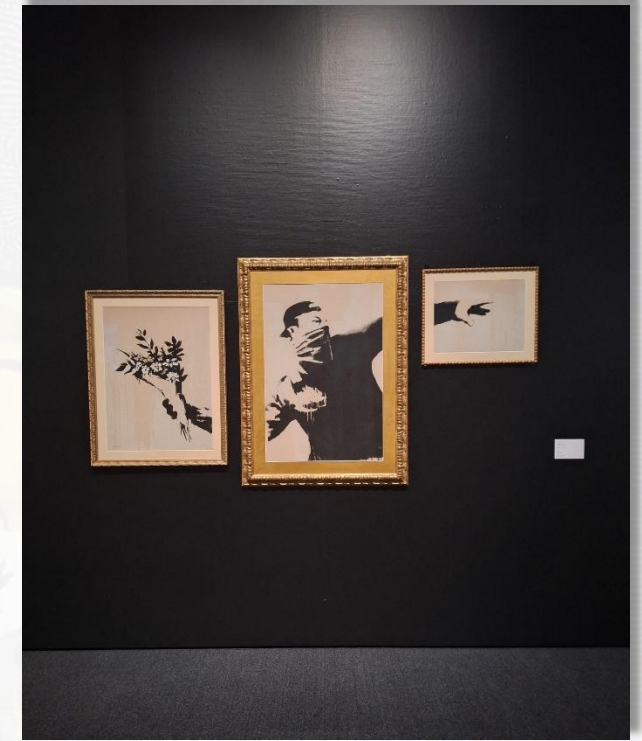
A dedicated section of the exhibition will therefore focus on those artists who have successfully entered the canon of contemporary art.

# BANKSY AND HIS CONTEMPORARIES



## THE 2000s REVOLUTION

- BANKSY
- OBEY
- SPACE INVADER
- ZEVS
- AND MORE



Banksy stands as one of the defining artistic icons of our time. Like many transformative artists before him, he has transcended conventional artistic boundaries to become part of a shared cultural imagination, a global and widely recognised phenomenon.

Through his notoriety, and that of contemporaries such as Obey, Space Invader and Zevs, Street Art has firmly established its place on the international stage of contemporary art.

# BANKSY AND HIS CONTEMPORARIES



# CONTEMPORARY STREET ART

## THE PRESENT SCENE

- ANDREA RAVO MATTONI
- MADAME
- NEVERCREW
- OZMO
- RAUL
- AND MORE



Today, Street Art represents a complex social and cultural phenomenon that engages diverse audiences and communities. It thrives through festivals and exhibitions, enters museums and galleries, circulates widely across digital platforms and social networks, and exerts a significant influence on fashion and contemporary visual culture.

The exhibition will offer visitors an insight into the wide range of styles, techniques and artistic sensibilities that now converge under the umbrella of urban art.

# CONTEMPORARY STREET ART



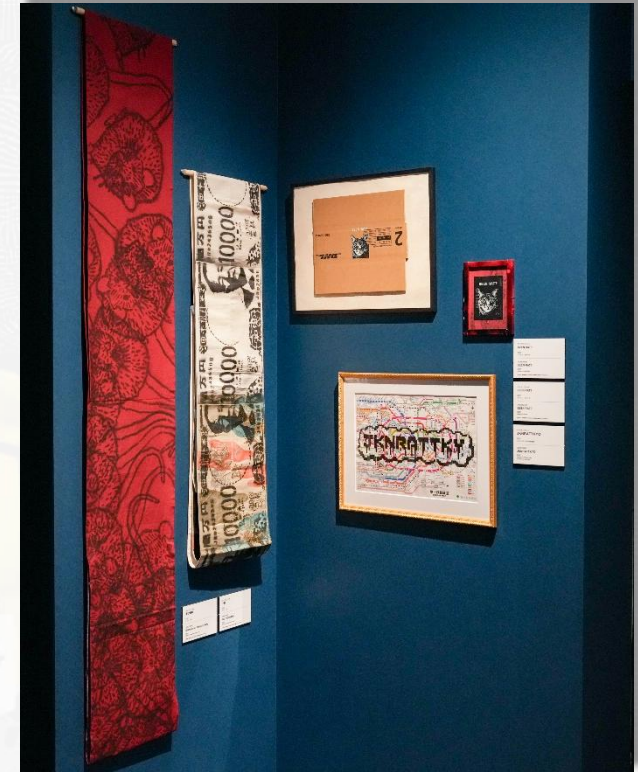
# FOCUS COUNTRY EXPERIENCE



## LOCAL ARTISTS SELECTION

- PECULIARITIES AND PROTAGONISTS
- SITE-SPECIFIC

To establish a meaningful dialogue with each host city, the project includes a dedicated section focused on the local Street Art landscape and its unique development. Through the inclusion of regional artists, artworks and site-specifics, this section aims to connect the global narrative of the exhibition with the specific urban context.



# INTERACTION

## INTERACTION WITH THE PUBLIC

- PHOTO-BOOTH
- BLACKBOARDS FOR WRITING AND DRAWING
- SHARING ON SOCIAL MEDIA
- KIDS

The exhibition also provides an opportunity to introduce interactive installations designed to actively engage audiences and encourage participatory experiences



# THE WALL, ESSENCE OF STREET ART



## MURAL ARTWORK

- SITE-SPECIFIC
- URBAN CONTEXT OF THE MUSEUM

Furthermore, the project envisions bringing the essence of Street Art, and its primary medium, the wall, into the museum environment itself.

For each venue, we propose the creation of a site-specific installation, to be realised either within the exhibition spaces and/or within the surrounding urban context in which the museum is settled.

The collaboration of the host institution and project partners, particularly in research support and in providing suitable surfaces, will be essential to the successful realisation of this artwork.

# THE WALL, ESSENCE OF STREET ART



SITE-SPECIFIC MURAL WORKS – FORTE DI BARD, ITALY

# THE WALL, ESSENCE OF STREET ART



SITE-SPECIFIC MURAL WORKS – SIENA, ITALY

Sample images, final layout of exhibition may differ.

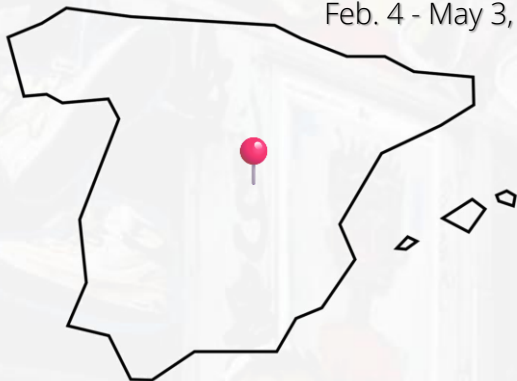
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# A GLOBAL SUCCESS

**FUNDACION CANAL,**  
Madrid, Spain  
Feb. 4 - May 3, 2026



**FORTE DI BARD, BARD**  
Jun. 21 - Nov. 2, 2025  
**SANTA MARIA DELLA  
SCALA, SIENA**  
Jun. 19 - Sept. 29, 2024  
ITALY



10 EXHIBITION  
VENUES  
MORE THAN  
300.000 VISITORS  
WORLDWIDE

**SHIBUYA STREAM HALL, TOKYO**

Jan. 22 - Mar. 23, 2025

**NIIGATA ISETAN, Niigata**

Dec.10, 2022 - Jan.14, 2023

**SEIBU GALLERY, TOKYO**

Oct.20, 2022 - Nov.15, 2022

**URASOE CITY MUSEUM OF ART, Okinawa**

Sep.16, 2022 - Oct.10, 2022

**HUIS TEN BOSCH MUSEUM, Nagasaki**

Jul.9, 2022 - Sep.5, 2022

**SAGAWA ART MUSEUM, SHIGA**

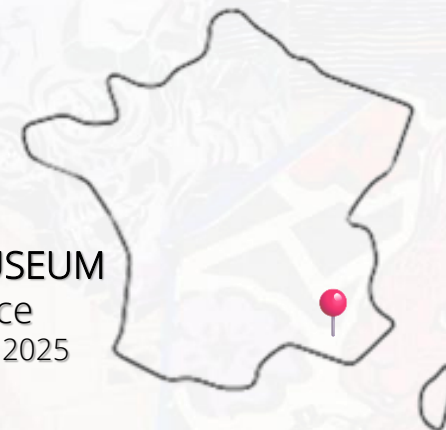
Mar.12, 2022 - Jun.12, 2022



**FINE ART MUSEUM**

Toulon, France

Jun. 21 - Nov. 2, 2025



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# STREET ART (R)EVOLUTION

## EXHIBITION FACT SHEET

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Number of artworks   | <p>c.a. 80/90 works (prints, serigraphs, paintings and mixed techniques, objects) divided as follow: c.a. 20 original works by Banksy including all the silkscreens with the Pestcontrol certificate. c.a. 60 works by various Street artists (e.g. Blu &amp; Erica Ilcane, Keith Haring, Invader, Obey, Osgemeos, C215, NEVERCREW, Andrea Ravo Mattoni, Ozmo, Zevs, Madame, Raul, TV Boy ...)</p> <p>1 site-specific intervention within the exhibition path of one Street Artist on the proposal of the curator (design)</p> <p>The images in this proposal are indicative. The precise checklist and scale of the exhibition will be confirmed once proposed exhibition dates scale of venue are confirmed.</p> |
| Square meters approx | 500-1000 m <sup>2</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Availability         | Summer 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Rental period        | 12 – 16 weeks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Producer / Curator   | 24 ORE Cultura / Patrizia Cattaneo Moresi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |



**24 ORE Cultura – Gruppo il Sole 24 ORE**

Viale Sarca 223, 20126 Milan, Italy

[www.24orecultura.com](http://www.24orecultura.com)

**Head of Exhibitions and International Relations**

Paola Cappitelli

[paola.cappitelli@24orecultura.com](mailto:paola.cappitelli@24orecultura.com)

**Exhibitions and International Relations**

Francesca Cavola

[Francesca.cavola@24orecultura.com](mailto:Francesca.cavola@24orecultura.com)

**Exhibitions and International Relations**

Myrtille Montaud

[ext.myrtille.montaud@24orecultura.com](mailto:ext.myrtille.montaud@24orecultura.com)