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> **THEMES ART AND ENVIRONMENT CREATIVE INDUSTRIES**

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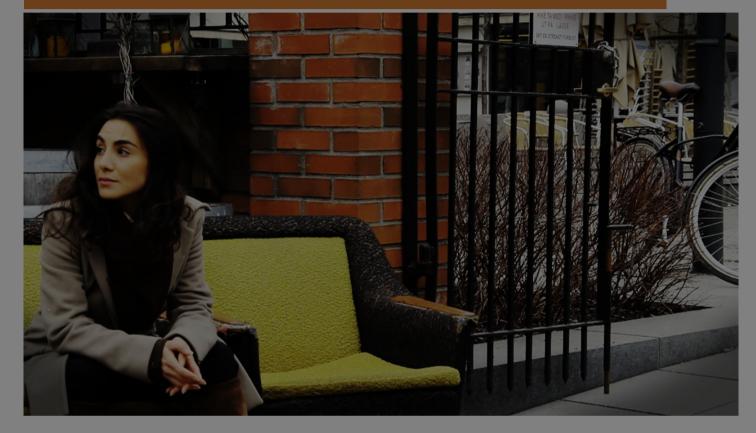
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g artist-led

digital walks around European cities



Thanks to a project funded by the European Cultural Foundation and led by artists living in Italy, Norway and the UK, city lovers and art lovers alike can download free MultiWalks, alternative tours of European cities, straight to their iPhones and soon to other mobile devices.

MultiWalks is part of a larger **ReWalk Europe** project developed by UK-based arts organisation <u>motiroti</u>. ReWalk Europe was one of 12 winners of the EU <u>@diversity Awards</u> covering four categories: 'make culture', 'spread culture', 'access culture', and 'young culture'. The EU-funded pilot project '@diversity: innovative ideas for the cultural and creative sectors in Europe' was implemented by the European Commission in 2013. The @diversity Idea Competition inspired more than 660 individuals and institutions from all EU Member States to get involved. More than 250 ideas were put forward for the competition.

http://www.youtube.com/watch?feature=player_embedded&v=s-X5WZ-V6O0

The free MultiWalks app has been created by artists from a cross-section of generations, locations and cultural backgrounds - revealing different characters, voices and histories of lesser-known neighbourhoods in London, Oslo and Reggio Emilia. The themed MultiWalks tours explore the creative potential that is brought to European cities when people migrate between different locations – opening up new opportunities and perspectives.

Uncovering invisible stories and hidden treasures at every turn, the walks can be experienced from anywhere in the world, and 'on location' - walkers can follow their GPS-enabled progress across an artist's map of the area, and use the app to spur interactions with the people and places around them.

Created in partnership between award-winning arts company motiroti (UK), Centro Interculturale Mondinsieme (Italy) and Oslo Intercultural Museum (Norway), with technology support from Do Tank Studios, the launch version of MultiWalks includes two walks: Food 4 Thought, a culinary walk through Waterloo in London by Ali Zaidi; and Retwoon Eacos, a walk through Oslo by Shwan Dlor Oaradaki

Further walks of the cities will be available shortly.

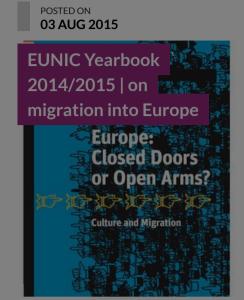
Thumbnail/carousel image: Still from 'In Her Footsteps' by Margarida Paiva (MultiWalk - Oslo)

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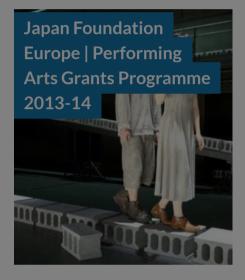
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