

PRESS INFORMATION

New: Urban Art map for Cologne

- *New city map from artrmx “Recover Discover – Urban Art Koeln”*
- *First Urban Art map for Cologne encompasses more than 100 murals*
- *Planned online version wins #urbanana award*

COLOGNE, November 20, 2017 The first-ever Urban Art map for Cologne has been published to guide art fans to more than 100 murals scattered throughout the city. The map project was conducted by the artrmx art association with the support of the Cologne Tourist Board. The art director Matthias Hohmann was responsible for designing the Urban Art map (www.pomesone.com). Internationally known artists such as Hense and ROA have created more than 60 murals throughout Cologne as part of the four CityLeaks Urban Art festivals that have been held here since 2011. Cologne residents and tourists can now discover these murals and many others on their own by using the “Recover Discover – Urban Art Koeln” map. The map is available free of charge at the Service Centre of the Cologne Tourist Board.

The cooperation with artrmx arose within the context of *#urbanCGN – cologne urban lifestyle*, a project of the Cologne Tourist Board that focuses on the city’s creative urban culture. “Cologne’s current wealth of urban art is an aspect of the city that attracts tourists. The CityLeaks murals have a positive effect on our city’s appearance. They bring art into urban spaces and thus make it available to everyone,” explains Josef Sommer, CEO of the Cologne Tourist Board.

Iren Tonoian, the Chairperson of artrmx and initiator of CityLeaks, agrees: “CityLeaks is one of the most significant urban art festivals in the world. The map is a visual representation of the reputation and attraction of Urban Art as part of a dynamic urban culture.” In addition to the Urban Art map, artrmx also offers regular city tours for interested Cologne residents and guests visiting the city. The tours take the participants to see CityLeaks murals and other works of Street Art and Graffiti. Starting in spring 2018, tours can once again be booked at CityLeaks (www.cityleaks-festival.de) and the Cologne Tourist Board (www.colognetourism.com).

In spring 2018 artrmx will supplement the printed version of “Recover Discover – Urban Art Koeln” with an online map. The judges of the #urbanana award programme have honoured the innovative nature of the digital version of the map, as well as its importance for tourism, by presenting it with one of six awards for future-oriented ideas at the interface of the creative and tourism industries.

About Cologne Tourist Board:

Cologne Tourist Board is the official tourism organization of the city of Cologne and thus the first point of contact for visitors from all over the world, whether they're coming here on business or to spend their leisure time. Together with its partners, Cologne Tourist Board conducts marketing activities all over the world for Cologne as a travel destination and a convention venue. Its aim is to enhance the city's image and to position Cologne and its surrounding region as an attractive tourist destination and an outstanding convention

location in the German and international markets. In the process, it aims to boost added value for the economy of Cologne and the surrounding region.

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