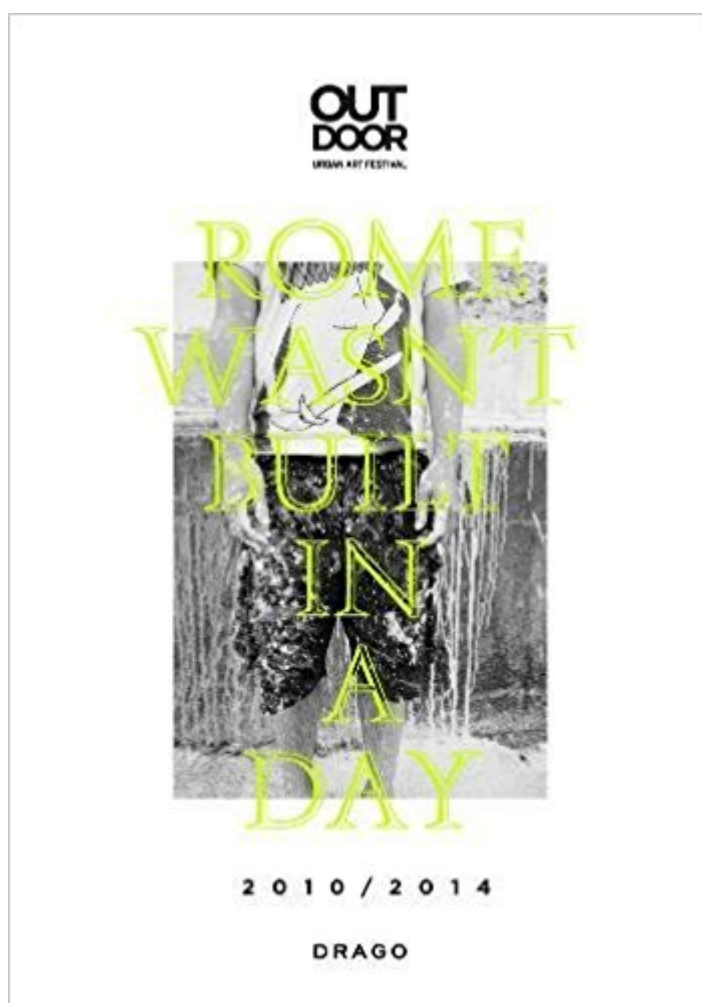


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# Roma Wasn't Built In A Day: 2010/2014 (Italian And English Edition)



## Synopsis

ROMA WASN'T BUILT IN A DAY is the catalog of the first four editions of the Outdoor Urban Art Festival. It was founded in 2010 as the urban redevelopment of the Ostiense district in Rome through large public art works up to lead, in 2014, to an extraordinary location within the district of San Lorenzo. Over the years, Outdoor has expanded and opened to different artistic practices and murals interventions (both permanent and temporary), always able to interact with the land and its people, improving the quality of life and common areas. ROMA WASN'T BUILT IN A DAY shows the highlights that have marked the festival such as the interventions of artists Herbert Baglione, Kid Acne, Agostino Iacurci, SAM3, C215, just to name a few, Martha Cooper's photographic exhibition and the crowdfunding operation (the first in Italy), which made the realization of the immense wall by Sten and Lex possible along with critical essays and descriptive texts of all the figures occurred over the years.

## Book Information

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## Customer Reviews

"Only then art will be found in the place where it can express the maximum of its value: everywhere." -- Michele Trimarchi

In its first four editions OUTDOOR, International Festival of Urban Art took place in the Roman industrial area of Ostiense and Garbatella and San Paolo, created in the 1870s. Since the 1960s this industrial district has left space for a new dimension, strongly influenced by its

past. The industrial activity can be perceived through its buildings, which today instead host the city's core creative and cultural scene. Through Urban Art performances, OUTDOOR's aim has been to communicate this contemporary phase of social and urban changes to future generations.

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