

Press Release

The Art Tunnel in Barcelona: Discover 1327 artworks by 837 artists from around the world and live a unique immersive artistic experience!

 15th-28th June 2023  Passeig de Gràcia metro station (L3-L4 corridor)
👉 **OPENING: 15th June at 2PM in front of the billboards**

After Paris, London, Berlin, Monaco, New York City, Los Angeles and Miami Beach, Expometro is launching a new Billboard Art Show called The Art Tunnel at the heart of Barcelona at Passeig de Gràcia metro station.



A 180m immersive Art gallery accessible to everyone

Expometro is launching its 9th edition from 15th until 28th June at Passeig de Gràcia one of the most iconic and busiest metro station of Barcelona city with more than 195.000 trips per week.

36 Collective Artworks composed of 1327 individual artworks will be showcased on both sides of the main corridor connecting L3 to L4. With 6 x 30 meters long panoramic billboards on both sides, Expometro will turn during 2 weeks this never-ending tunnel into a 180 meters Art gallery, offering an immersive artistic experience to thousands of daily commuters.

837 Artists from 38 countries together as one

A global artistic diversity and creativity is represented by 837 participating artists with 38 different nationalities: the United Arab Emirates, Argentina, Austria, Australia, Belgium, Canada, Switzerland, Chile, China, Colombia, Costa Rica, Czech Republic, Germany, Dominican Republic, Ecuador, Spain, France, Great Britain, Greece, Hong Kong, Ireland, Israel, Italy, Luxemburg, Monaco, Mexico, Netherlands, Panama, Peru, Portugal, Qatar, Romania, Singapore, Slovakia, Ukraine, United States, Uruguay and South Africa.

Accessible Online

A QR code is available on each billboard to view the artworks online. Each individual artwork is clickable with a link to each artist's website.

The artworks are accessible online all year long on the page of Expometro Barcelona: <https://expometro.co/en/exhibition/2023-barcelona>

Artists, Friends & Media Meetup

JOIN US FOR THE OPENING ON THE 15TH JUNE AT 2PM

Expometro is organizing an official photo/video shoot and interviews during the opening on the first day with artists, friends and people in front of the billboards.

Artists from Spain, France, Germany, Netherlands, US, Mexico and other countries will come to Barcelona especially for the event!

Follow Live + Social Media Promotion

Expometro will cover the opening on Instagram Live on the first day during the meetup and share all photos/videos on its social media.

Facebook: <https://www.facebook.com/ExpoMetro/>

Instagram: <https://www.instagram.com/expometro/>

Twitter: <https://twitter.com/expometro>

Each Collective Artwork is a 1/1 NFT owned by Artists

Artists are the creators and co-owners of each Collective Artwork. Each Collective Artwork is a unique and valuable multi-artists Digital Art piece. Expometro will put on auction each Collective Artwork NFT on the first day of the event. Earnings are split between the artists.

Links

Page of the expo: <https://expometro.co/en/exhibition/2023-barcelona>

QR Code of the expo:



Video Promotion (before the Meetup)

YouTube: <https://www.youtube.com/watch?v=7BlldbmGNOk>



About Expometro

Expometro revolutionizes the concept of Art exhibition by making Art accessible to everyone in outdoor public spaces.

Expometro is a one of a kind Art show allowing artists to showcase their Art on billboards at iconic locations around the world in a click. Each show is a unique event uniting hundreds of artists from all horizons within giant Collective Artworks. Artists benefit from incredible exposure in crowded public spaces and **change the way people discover Art** directly in the streets. This creativity that was previously locked in homes is now suddenly visible by millions of people.

Our goal is to replace 1% of outdoor advertising by Art. The 9 world's largest Out Of Home advertising companies own 3 million billboards. Together we can turn 30,000 ads by Art!

Our vision is to change the face of urban landscape by promoting Art and Artists everywhere in outdoor publics spaces and have a positive impact on people.

In 4 years, Expometro

- replaced 124 ads by Art in 9 cities across 6 countries and 2 continents,
- showcased 5897 artworks by 3483 artists from 50+ nationalities,
- viewed by 5.5 million people in public spaces.

The Expometro World Tour has only just begun!

✉ Contact



Rudolph van Valkenburg

Founder & CEO

rudolph@expometro.co

<https://expometro.co>

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