



DENVER WALLS Mural Festival Announces Technology Partners Powering Interactive Augmented Reality, Projection Mapping, and Blockchain Experiences

The Inaugural International Festival Celebrates Intersection of Street Art and New Technologies with Blockchain-Powered Scavenger Hunt, Augmented Reality Sculpture Garden, and Other State-of-the-Art Activations

DENVER—[DENVER WALLS](#), a new international mural festival and part of the globally renowned WORLDWIDE WALLS (FKA POW! WOW!), has unveiled the partner organizations powering the festival’s technology-centric activations taking place throughout the festival Sept. 22 – Oct. 3. Activations will be held throughout [RiNo Art District](#), which is the presenting sponsor of DENVER WALLS, and will include an augmented reality sculpture garden from [ILLUST](#), projection-mapped murals by [LightBrush](#) and [DSDI](#), and a blockchain scavenger hunt powered by [COZ](#).

“Colorado is known for operating in both the organic and technological/mechanical worlds, and the tech integrations we’re featuring at DENVER WALLS will celebrate a fusion of those worlds,” said Ally Grimm (aka A.L. Grime), the Denver-based artist spearheading the festival. “Art and technology are two of our most important educational tools for evolving communal perspectives. So, in addition to highlighting Colorado as a leader in the integration of art and technology, we sought to curate a lineup of artists and activations that elevate our collective understanding of the world around us and showcase the creatives driving this new frontier in physical and digital art.”

During the festival, attendees are encouraged to participate in a blockchain-powered scavenger hunt that sends visitors on a quest around the RiNo Art District to explore each mural. Featured on each mural will be a custom bronze plaque with RFID and QR code technology that can be scanned to learn more about the artist, as well as earn points that can be redeemed for exclusive festival merchandise.

The bronze plaques, powered by [COZ](#), will initially be limited to DENVER WALLS commissioned murals, with a long-term goal to produce plaques for all murals throughout RiNo, which could then be activated year-round by the District and local businesses to offer limited-time specials and promotions.

Additional tech-forward activations integrated throughout the festival include:

- **Sept. 21 | School of Motion Meetup w/ DENVER WALLS @ Ratio Beerworks** — Hear guest speakers from DENVER WALLS and technology partners [COZ](#) and [Waveform.exp](#) dive into how new technologies are being interwoven in street art, and learn about some of the tech integrations coming to the RiNo Art District for this year's festival.
- **Sept. 22 | Projection Mapped Mural From Nychos @ Mission Ballroom** — Beginning around sunset and leading into Ben Bohmer's scheduled show at Mission Ballroom, [LightBrush](#) will be projection mapping the newly completed mural from Berlin-based artist [Nychos](#).
- **Sept. 22 | Augmented Reality Sculpture Garden @ Mission Ballroom** — Explore an augmented reality sculpture garden presented by technology partner [ILLUST](#), where multiple 3D sculptures hidden from the naked eye will be virtually displayed for visitors who scan the plaza's activated QR codes.
- **Sept. 30 | Projection Mapped Mural From Greg Mike @ 2900 Larimer St. Block** — Taking place in tandem with DENVER WALLS Street Fair, Atlanta-based artist [Greg Mike](#) will have his mural brought to life with a projection mapping experience at The Block Distilling in partnership with [DSDI](#).

"In the last decade, the RiNo Art District has become the innovation hub for the Denver's arts community, offering a vibrant, progressive environment that attracts creatives from around the world," said Charity Von Guinness, executive director of RiNo Art District, which is the presenting sponsor and a creative partner for the event. "The fusion of art, technology, and community happening throughout DENVER WALLS is the perfect showcase for the pioneering spirit that defines both our arts and tech culture here in Denver."

For more information on DENVER WALLS artists and activations, visit www.denverwalls.com and follow the festival on social media [@DenverWallsFestival](#).

About WORLD WIDE WALLS

Founded as a homegrown and independent art festival, WORLD WIDE WALLS (FKA POW! WOW!) is recognized as one of the most premier and well curated mural festivals in the world. With a core mission to beautify, educate and bring people together, each multi-day festival brings international and local artists together to create murals and celebrate all forms of art, culture and music. While the murals are a centerpiece of WORLD WIDE WALLS, the festival is so much more than paint, markers and aerosol cans. Festivities are populated by museum exhibitions, schools of art and music, workshops, block parties and concerts, with past musical performances from The Green, Steve Aoki, Eminem, and Logic. In addition to being an internationally relevant art festival, WORLD WIDE WALLS wonderfully showcases each city that it is in. Whether it be Hawaii, Long Beach, Washington D.C., Worcester, Taiwan, Japan, Korea, San Jose, Guam, Rotterdam, Israel, Nepal, Antelope Valley, etc., WORLD WIDE WALLS highlights the area artists, restaurants, stores and communities that make each host city special and unique.

About DENVER WALLS

This international series of festivals was created by Jasper Wong in an effort to beautify cities and cultivate a build a bridge between local artists and their communities. DENVER WALLS will become a part of the globally recognized WORLD WIDE WALLS (FKA Pow! Wow!) series of street art events, which since 2010 has brought murals to public spaces in 25 international cities like Honolulu, Seoul, Washington DC, Taipei, Doha, and Tokyo. Because of its global presence, WORLD WIDE WALLS has become the top of the mural festival programs. Spaces in the festival are highly sought after by artists and tourists alike. DENVER WALLS will be woman and first-generation-owned with local artist Ally Grimm (A.L. Grime) spearheading the project. She aims to bring her passion for arts, technology, and equality to the project to reimagine the possibilities for Street Art in our city. To learn more about DENVER WALLS, follow on Instagram @denverwallsfestival, or on Twitter @Denverwallsfest.

About RiNo Art District

RiNo Art District is a 501(c)(6) nonprofit grassroots organization dedicated to fostering a welcoming, creative community where a diversity of artists, residents and businesses thrive. The district is inclusive of five historical neighborhoods: Globeville-Elyria-Swansea, Five Points and Cole. Over the last decade, RiNo Art District has helped form both a Business Improvement District (BID) and General Improvement District (GID) and a community arts educational nonprofit (Keep RiNo Wild) to support the local community. Together, the RiNo Art District family of organizations fund and support the Denver community through advocacy, infrastructure improvements, artist support, community programming, business support, and events. To learn more, please visit rinoartdistrict.org and follow on Facebook and Instagram at @rinoartdistrict and Twitter at @rinoart.