

# The First Cultural Route in Ukraine

## Art Road of Zakarpattia Painting

Become a part of project that changes the culture of tourism in Ukraine

- ✓ IMMERSIVE EXPERIENCE
- ✓ SUSTAINABLE DEVELOPMENT
- ✓ CULTURAL HERITAGE

Start Your Journey



CULTURAL  
PLATFORM  
ZAKARPATTYA





We've gathered **the list of sites** on the Road so that everyone could choose their route and get to know the region more deeply.

All sites are **plots from paintings** of the Transcarpathian School of Painting artists, which became region's cultural and social phenomenon.





# sustainable development

50 species of flora & fauna

humanity

art

459 works of art

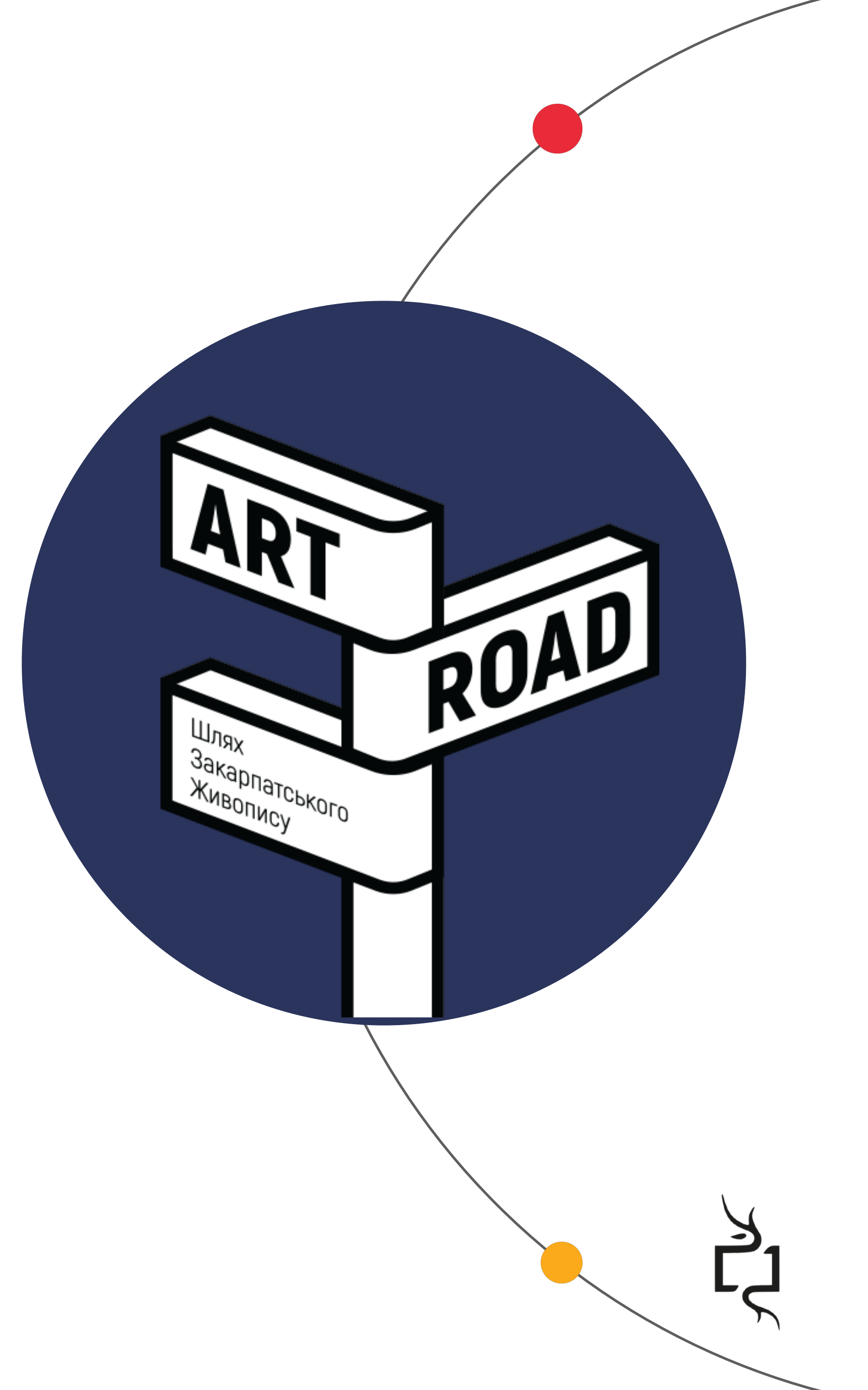
cultural heritage

20 cultural sites



# 01 Cultural Route

for tourists to go on the art journey  
through the spectacular natural sights





# 02 Monograph

about the style and history of the  
Zakarpattia School of Painting written by  
the art critic Mikhaylo Syrokhman





# 03 Immersive experience

VR-content from the top of the Carpathian mountains and a map with the integration of augmented reality technology webAR





# 04 Website

will contain information about artists,  
concentrations of drawing sites, UNESCO  
World Heritage sites, recommendations  
where one can taste products with a unique  
geographical indication and stay  
comfortably overnight on the route







What is the value of  
Art Road for you?





# Reputation

Art Road has a historical mission behind it - to include the methodology of landscape painting of the Zakarpattia School of Painting phenomenon into the list of intangible cultural heritage of Ukraine as well as to promote the Sustainable Development Goals

A great **press event** for you





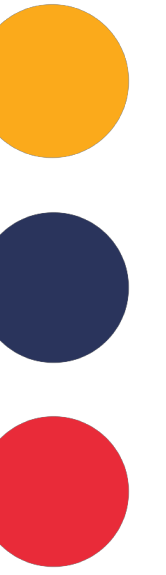
# Loyalty

Through the implementation of cases in the framework of social responsibility, your audience understands - you are more than a business, you are about positive changes in the country

This is your Road to **lovemark**







**Yevhen Zabarylo**  
Project Director

Head of Chairman at NGO  
«Cultural Platform Zakarpattia»,  
expert in cultural heritage  
digitalization



**Maryna Mykhaylenko**  
Project Manager

Immersive technologies and  
sustainable development enthusiast.  
More than 10 projects realized



**Михайло Ілько**  
Curator & Mentor

Founder of ILKO Gallery,  
artist, designer



**Mikhaylo Syrokhman**  
Supervisor

Ukrainian artist, art critic, philologist,  
researcher of wooden churches in  
Zakarpattia







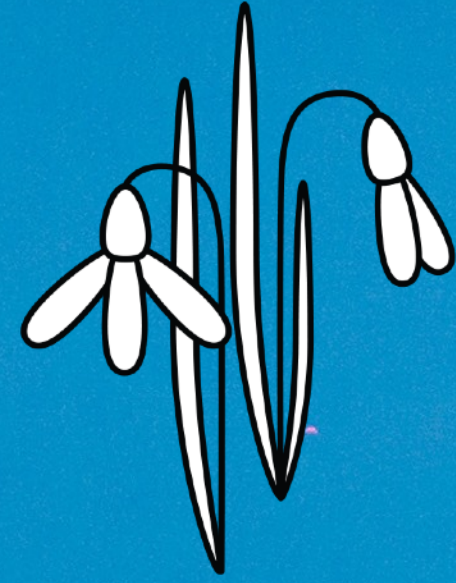
# Partners



UKRAINIAN  
CULTURAL  
FOUNDATION







Let's continue our Journey?

hello@cultpz.org  
artroad.digital

