



Walking map of the Urban Forest Project

The Urban Forest Project is a series of unprecedented outdoor banner exhibitions taking root in cities around the world. In each location, artists, designers, students and the general public will employ the idea or form of the tree to make a powerful visual statement on banners that will be displayed throughout the community.

During two months starting June 2010 San Francisco will host its own Urban Forest Project. The Urban Forest Project was conceived by Worldstudio in conjunction with AIGA SF and The Academy of Art University. The event will bring together 185 designers from 21 countries to create an outdoor design exhibition throughout the Union Square in San Francisco.

Each designer began with the form, idea, or character of a tree and was asked to explore an issue they thought was pressing or an idea they found entertaining or intriguing. Each design will be turned into a banner and hung in Union Square from October through March 2010.