

nuart²⁰¹⁶ festival

numbers
nuart festival 2016



2015 IN NUMBERS



3	Exhibitions
3	Day International Conference
21	Artists
11	Nationalities
17	Murals
60+	Installations
100+	Street Works
50+	Volunteers
2	Scandinavian Film Premieres
10.000+	Participants
3600+	Students Reached through Nuart's Street Art education program
1000+	Street Tour Participants
20 Million+	Online Views
7 Million kr	Marketing Value according to international Marketing metrics

nuart₂₀₁₆
festival

Ella & Pitr (FR) / Block Berge, world's largest outdoor mural 2015

WEBSITE & SOCIAL MEDIA

Nuart boasts one of Norway's most comprehensive digital media platforms among visual arts events.

Nuart's online reach is expanding exponentially with over **114,000 unique visitors per year** to our flagship website in 2015, as well as combined views, likes, follows and visits across our media channels reaching in excess of **500,000**.

Key to **Nuart's** global success is our grasp of social media and distribution of engaging content, both pre and post-festival.

Nuart commissions the very best photographers and film companies to document the festival's activities for dissemination over a long post-festival period. Strategic post-event promotion of **Nuart** content has, for example, yielded in excess of **750,000 YouTube and Vimeo** views of **Nuart**-produced films.



NUART YOUTUBE/VIMEO
views

80000+



NUART INSTAGRAM
followers

11000+



NUART TWITTER
followers

4000+



NUART FACEBOOK
friends

18000+



NUART WEBSITE
visits per year

114000+



75+ COUNTRIES
primarily norway, uk, us, europe

8000
IMAGES

90+
ARTISTS

7000+
POSTS

60+
VIDEOS

