Mapping contemporary Venice was a process, launched by VIU and Moleskine, involving intellectuals, local and national institutions and creatives to give birth to a new visual collective imaginary of the contemporary Venice: a project which manifested itself both offline and online and which was presented at an exhibition during the Architecture Biennale Vernissage (August 25, 2010) on the island of San Servolo, where VIU is located.

The objective was to find, interpret and portray the signals of contemporaneity which are present on the territory, or to imagine new ones to overlap to what we see everyday. Vega Science Park, the new Calatrava bridge, San Servolo and Certosa islands, the Arsenale complex, Palazzo Grassi and the recently restored Punta della Dogana art center, the Vedova Foundation projected by architect Renzo Piano, the glass factories located between Murano island and the mainland, the shoe district alongside the Brenta river, the creative and technological incubator H-farm, Fabrica in Treviso were just some of the elements of a metropolitan Venice which needed to be visualized and told in a totally new way.



Mapping Contemporary Venice comprehended two parallel projects:

- **Detour**, feturing well known creative professionals and intellectuals (architects, urban planners, designers, visual artists, writers, sociologists, economists and environmental scientists)

- **myDetour**, involving international and national students from VIU, IUAV, Ca' Foscari universities, Accademia di Belle Arti and other institutions. The project was also documented and shared on social networks and online communities through a web platform.

Each group was given 10 notebooks and could use one or more for the presentation of the final project, along with other media.

Theme: Mapping Contemporary Venice (considered as a metropolitan city, comprehending Padua and Treviso territories).