

PRESS RELEASE

“1st **ARTIST** Study Visit in Hungary”

International Experts Explored Good Practices in Szombathely within the ARTIST Project

On 26–27 May 2026, Szombathely hosted the first international Study Visit and Seminar of the Interreg Europe ARTIST project, organised by the Vas County Government Office. The event brought together 20 project partners and stakeholders from Greece, Romania, Finland, Serbia and Hungary.

The ARTIST project aims to explore how branding, design and art can contribute to promoting sustainable mobility and active transportation. During the study visit, participants had the opportunity to learn about several local good practices that successfully combine mobility, culture and community engagement.

As part of the programme, AGORA Savaria Cultural and Media Centre presented the 30Y Culture Bus – Poetry Tour, the Urban pARTy (former Street Art Festival), the Szombathely Traffic Safety Park, and the Bike Breakfast/Snack initiative. Participants also gained insight into the results of the Brand Building Study developed within the VELOREGIO project and attended a presentation on the role and impact of public murals in Szombathely. The study visit combined presentations with on-site learning, allowing participants to visit the good practices in their actual urban setting, observe their operation and impact, and exchange experiences with local practitioners regarding their potential transfer to other European regions.

The afternoon seminar focused on the relationship between sustainable mobility and branding. Expert presentations highlighted how visual identity, community experiences and creative public spaces can encourage the use of environmentally friendly modes of transport. During the interactive workshop session, participants worked together to develop ideas on how branding, design and artistic approaches can be more effectively integrated into mobility-related projects and policies.

On the second day, project partners held a partnership meeting to review the project's progress, discuss the collection and assessment of good practices, and plan upcoming activities and future study visits.

For the Vas County Government Office, hosting the event provided an excellent opportunity to showcase the innovative initiatives of Szombathely and Vas County to an international audience, while also gaining valuable inspiration and knowledge from partner regions to support future sustainable mobility and place-making developments.

The ARTIST project is co-funded by the Interreg Europe Programme and seeks to strengthen public policies by integrating branding, design and artistic elements into sustainable mobility solutions across Europe.

For more information, please contact to:

European program page: <https://www.interregeurope.eu/>

ARTIST project page: <https://www.interregeurope.eu/artist>

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