

# About Us: From Adventure Tourism to Global Digital Art

## Our Roots: The EnduRoMania Foundation

The EnduRoMania Foundation (CIF: 13004535) is a non-profit organization with a legacy of over [30 years](#) in fostering international cooperation and regional development. Founded by Dr.-Ing. Sergio Morariu, the foundation's journey began with a vision to use adventure tourism as an instrument for economic growth in rural areas, particularly in Western Romania.

What started in 1995 as "EnduRoMania" - an internationally recognized enduro touring event - quickly evolved into a platform for cultural exchange and friendship across borders.



Official Website: [enduromania.net](http://enduromania.net)

## FISART: Redefining Urban Spaces

Building on our experience in community engagement, the EnduRoMania Foundation expanded its mission into the realm of public art. In 2011, in collaboration with the Faculty of Arts and Design of the West University of Timișoara, we launched **FISART** (International Street Art Festival).



Between 2011 and 2020, [FISART transformed Timișoara](#) into a permanent street art museum with over 550 murals.

- **Digital Documentation:** available as [Flip-books](#), [videos](#) and [digital galleries](#).
- **Project Highlights:** [Undertown Street Art Gallery](#) – The biggest street art gallery in Romania and the [Silo](#), one of the tallest Street Art Mural in Romania.



## The Pandemic Pivot: Virtual FISART & Virtual Street Art Global

As a direct response to the 2020 pandemic and travel restrictions, we launched the "**Virtual FISART – Making Street Art from Home**" platform. This innovative experiment allowed artists to "paint" virtually on real-world walls provided via high-resolution imagery.





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[Videopraesentation der Virtual-Street-Art-Kunstwerke © Frankfurt Art Experience 2023.m4 \(13.30999 KB\)](#)  
[Virtual Street Art auf Google Maps.pdf \(25 KB\)](#)



