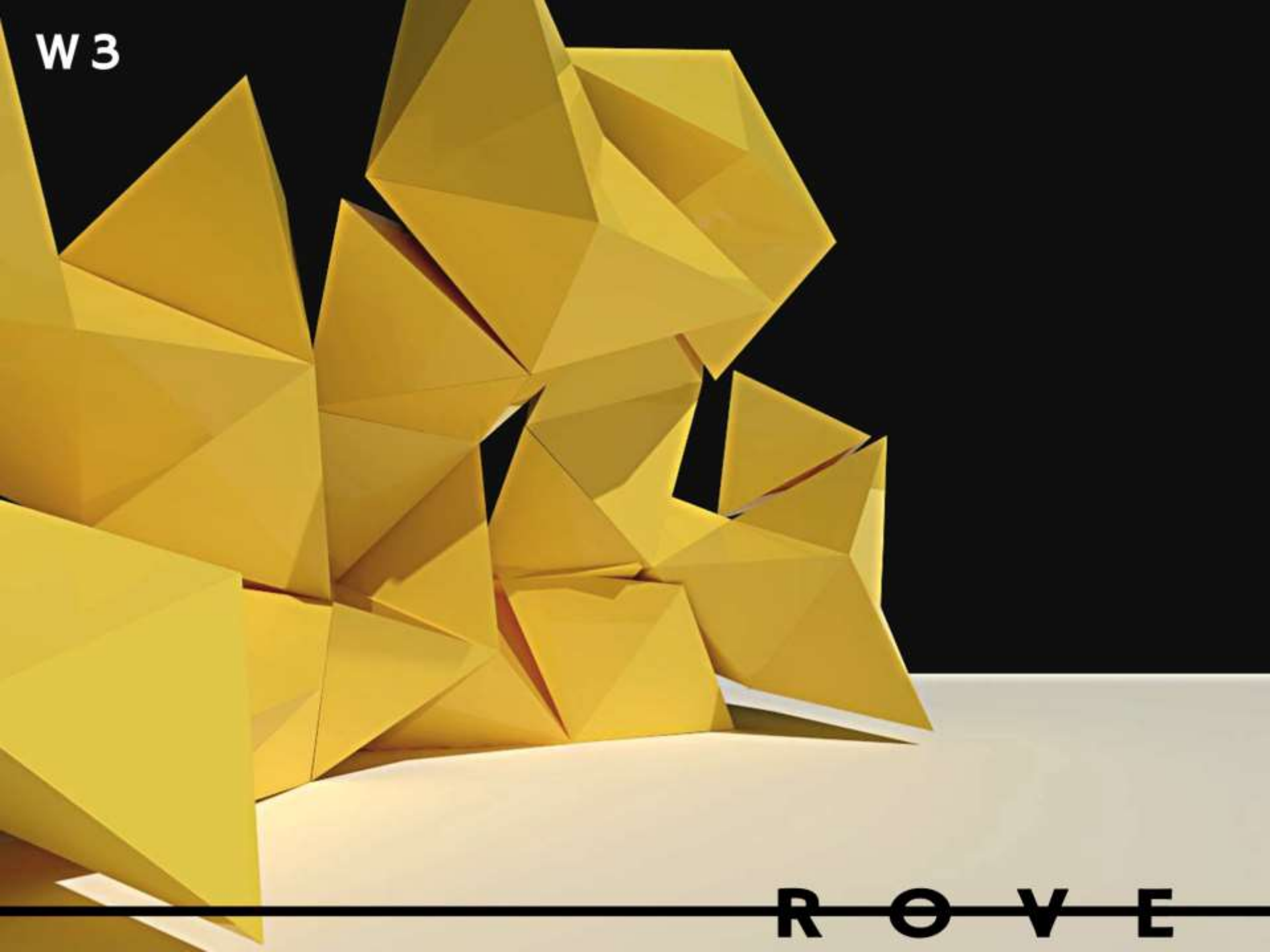


W3



R O V E

## participants

Evmorfia Arapakou  
Marina Avouri  
Anastasia Delinasiou  
Dimitrios Dellios  
Christina Grigoropoulou  
Tigran Hakobyan  
Maria Kaisidou  
Eirini-Maria Kapetana  
Pantelis Kazakos  
Sofia Passia  
Christos Sarantidis  
Christina-Varvara Sgouraki  
Angelos Shiamaris  
Maria-Alexandra Smyrniou  
Martha Topalidou  
Maria-Louisa Tsakona  
Eirini Varouna

## workshop tutors

Fenia Alibaki  
Maria Malindretou  
Giorgios Papadopoulos  
Kyros Vogiatzoglou  
Panos Voulgaris

**the problem**

**our mission**

“

Our purpose  
to evoke unique emotions  
by reinventing ways  
to explore the city.

**ROVE**

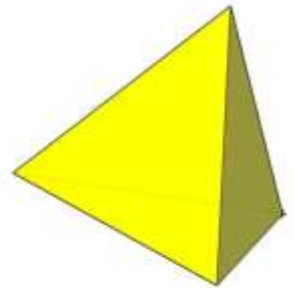
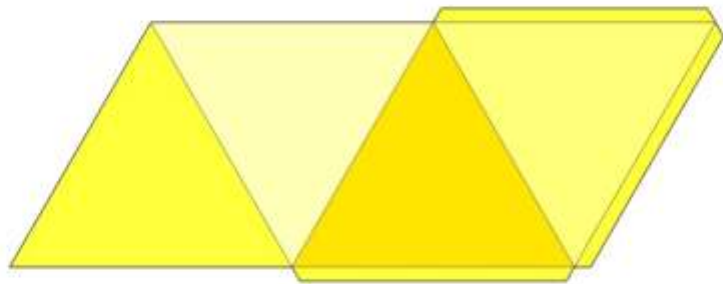
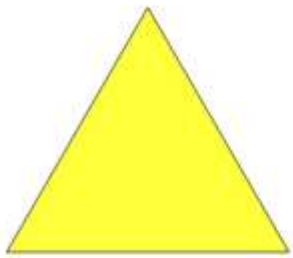
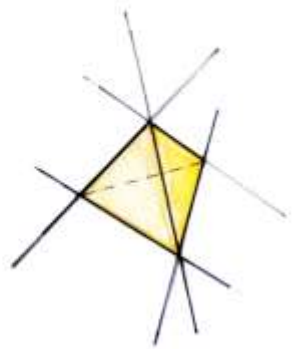
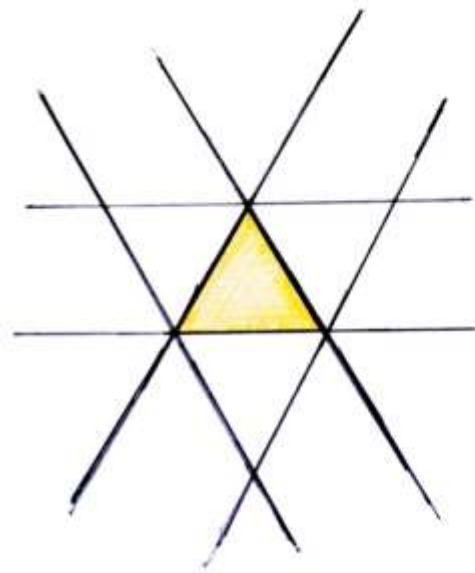
an interactive experience  
that encourages people to connect  
with the local community.

”

---

**R O V E**

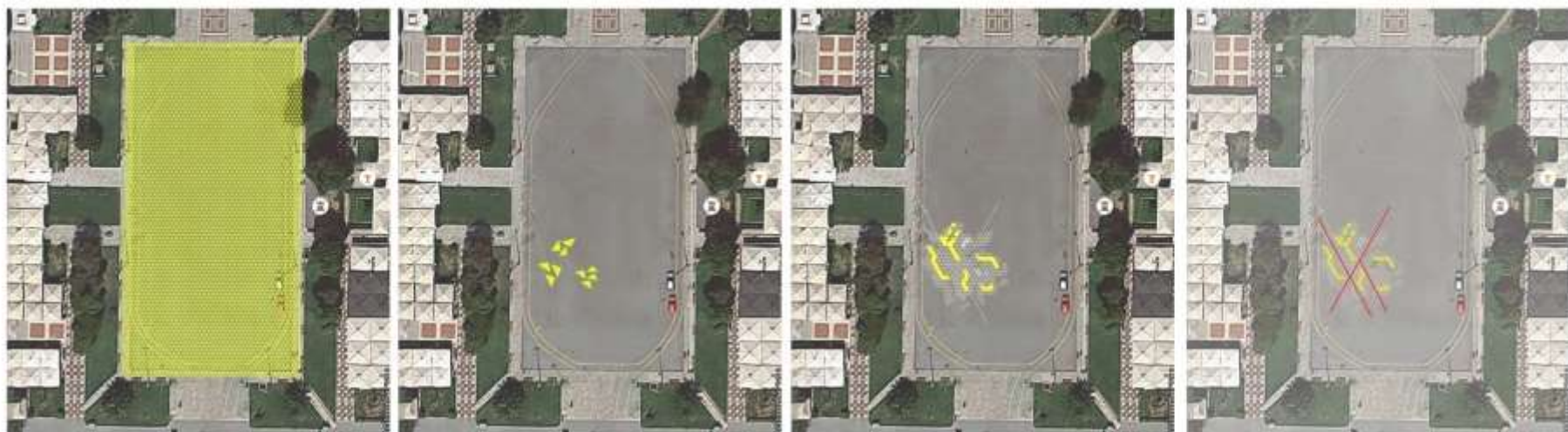
**eager to explore**





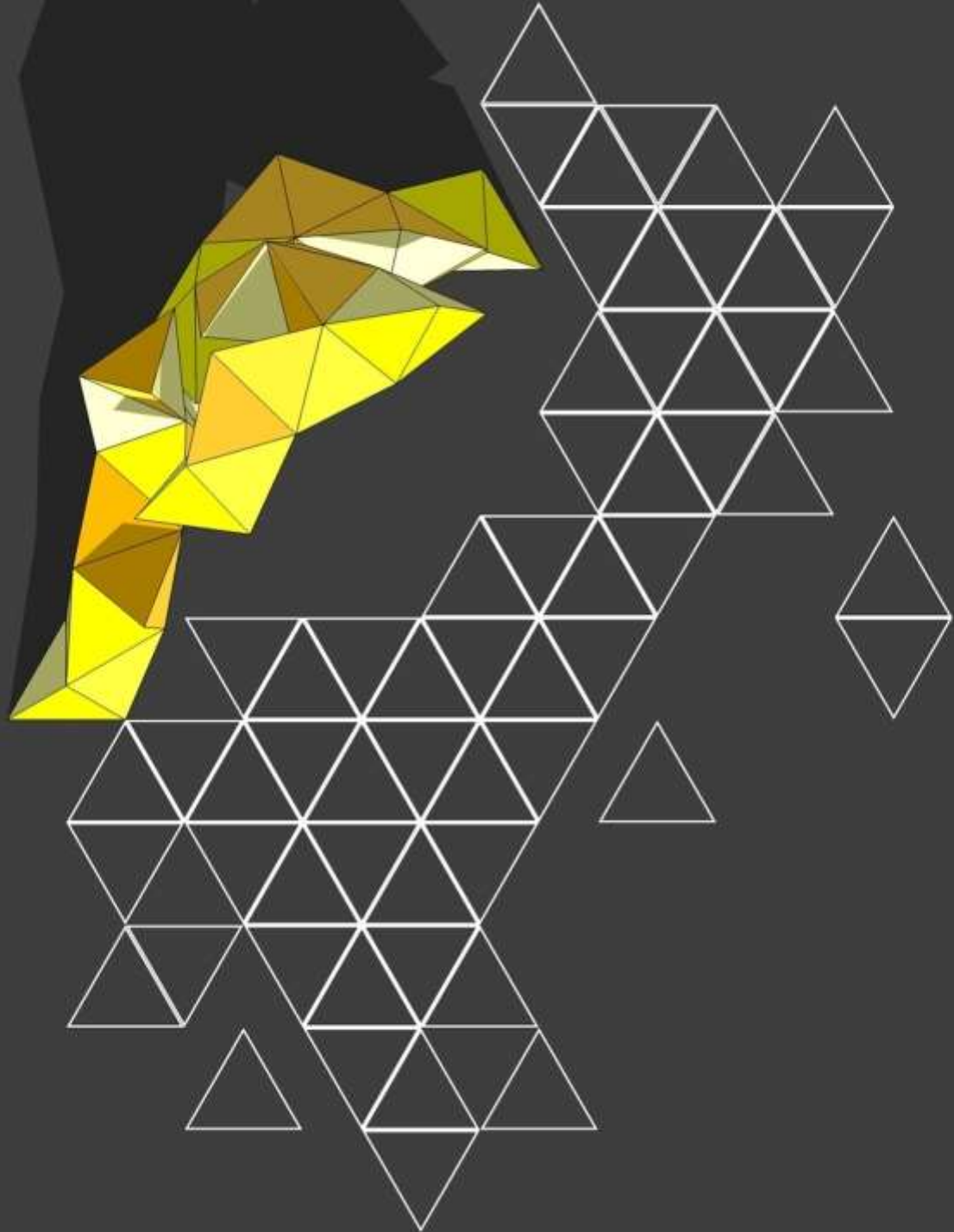


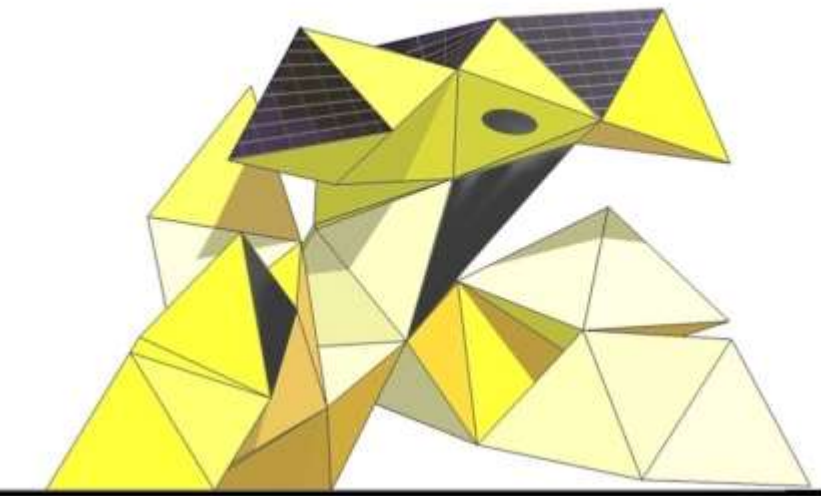
aristotelous sq



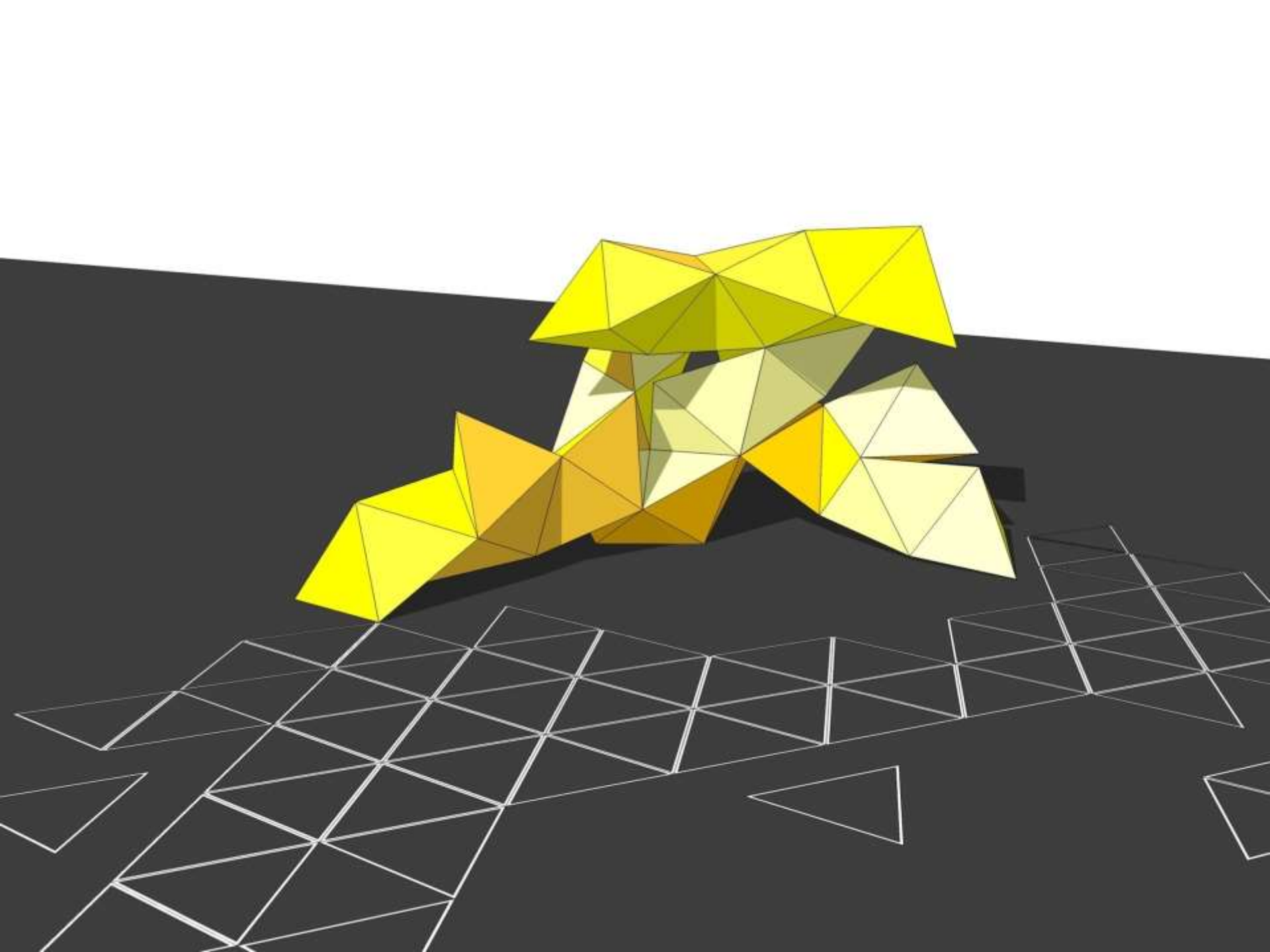
# alatza imaret











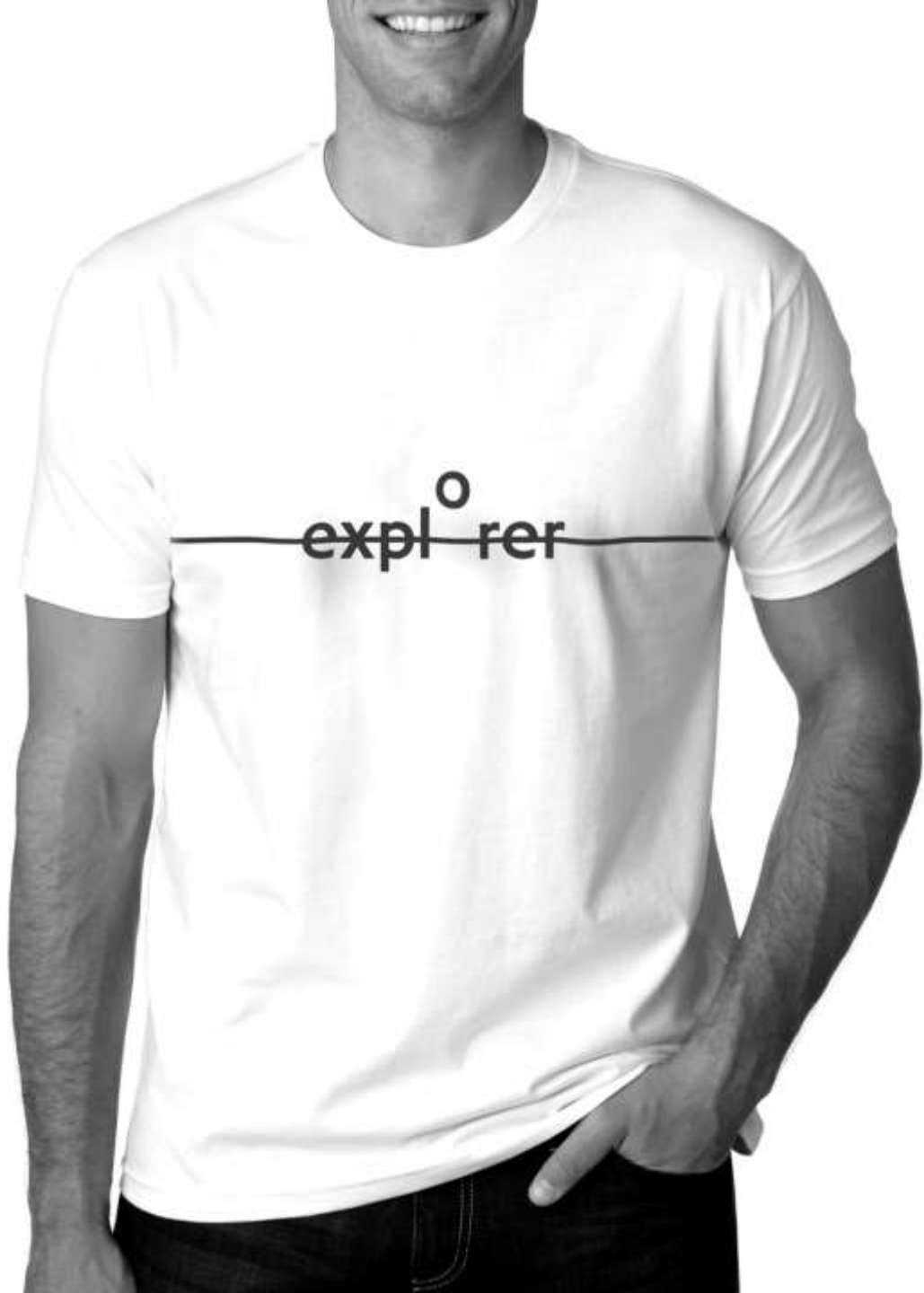






**promoting  
and  
creating  
culture**

**two  
marketing  
approaches**





19 20 21  
18 19 20 21  
17 18 19 20 21

ROVE

Transit Information Board

Transit Authority

Map and Transit Schedules

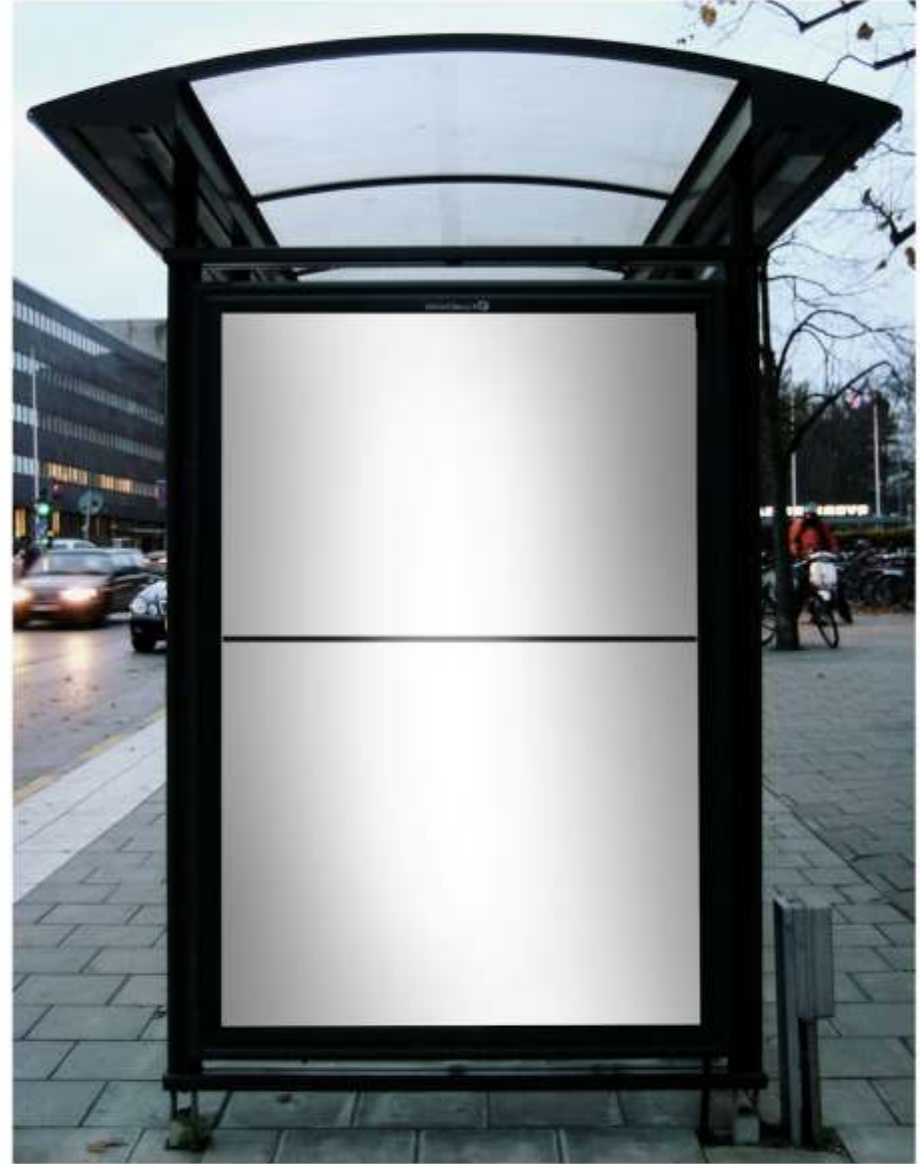
DESTIN



eager  
to  
explore

ROVE

The image shows a bus stop shelter with a white advertisement panel. The panel features the text "eager to explore" in a bold, sans-serif font, arranged in three lines. At the bottom left of the panel, the word "ROVE" is written in a smaller, all-caps font with horizontal lines on either side. The shelter is black with a curved, translucent roof. The background shows a city street with cars and a building.



21:00

15-12-16

movie  
projection

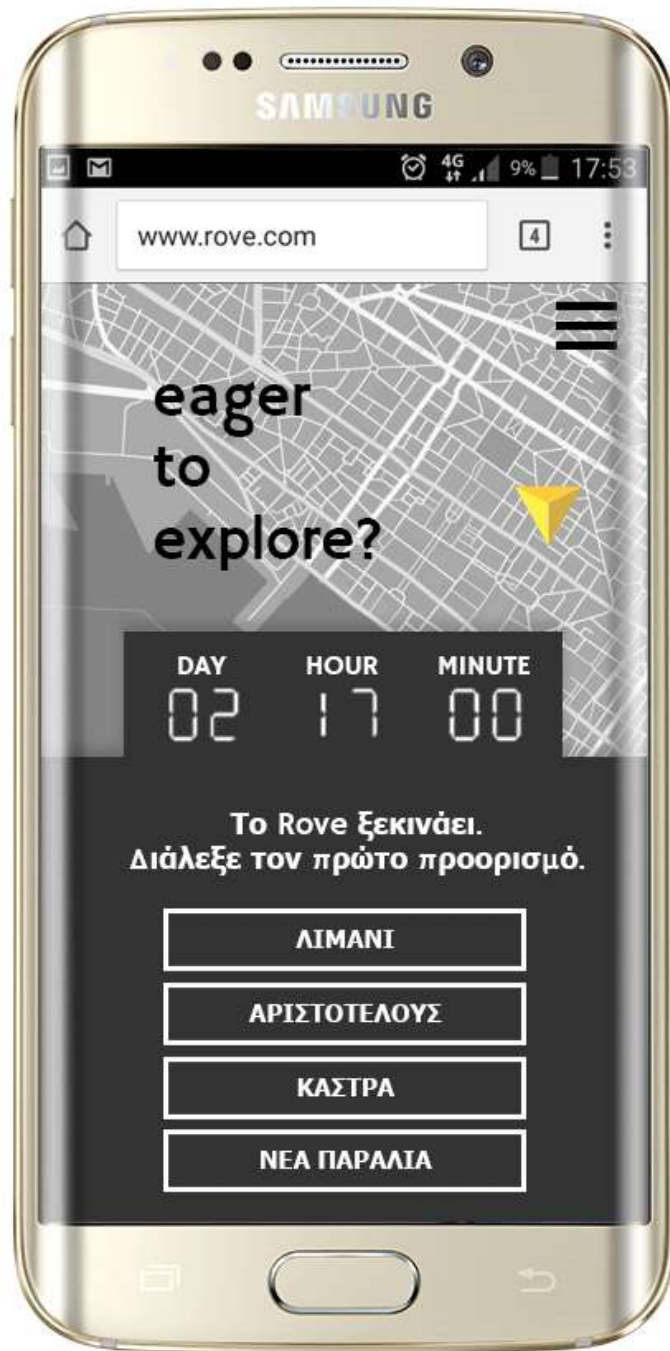
Cine  
Paradiso

Thessaloniki

# Alatz<sup>a</sup> Imaret

Cine  
and watch  
the movie  
Cine Paradiso  
in Thessaloniki  
12-1-16  
apple apple  
apple

— R O V E —



SAMSUNG

4G 9% 17:53

www.rove.com

eager  
to  
explore?

DAY HOUR MINUTE  
02 17 00

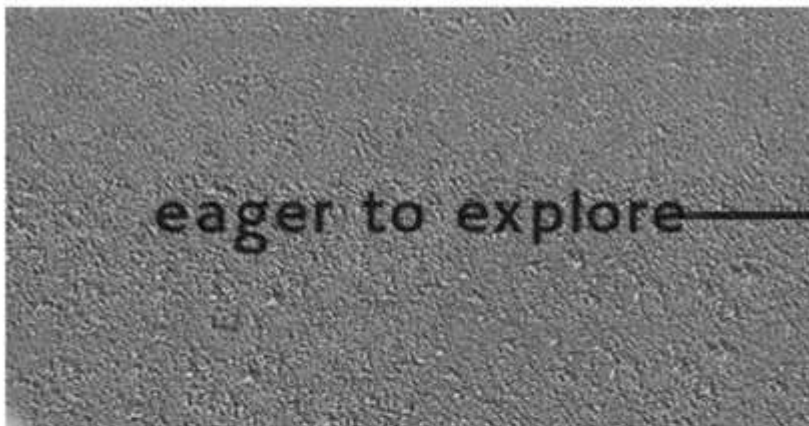
Το Rove ξεκινάει.  
Διάλεξε τον πρώτο προορισμό.

- ΛΙΜΑΝΙ
- ΑΡΙΣΤΟΤΕΛΟΥΣ
- ΚΑΣΤΡΑ
- ΝΕΑ ΠΑΡΑΛΙΑ



ROVE  
Sponsored · €

Tired of plain city tours? No more! 😊 #rove #eagertoexplore



## ROVE

Rove is an interactive experience that encourages people to connect with the local community. Find the next amazing experience close to you.

[WWW.ROVE.COM](http://WWW.ROVE.COM)

[Learn more](#)

👍❤️👤 2207

417 Comments · 74 Shares

👍 Like    💬 Comment    ➦ Share

ROVE shared an event.  
Sponsored · €

Experience Alatza Imaret like never before and connect with people.



DEC  
11

Movie projection and socializing

Sun 9 PM - Alatza Imaret

830 people interested · 248 people going

★ Interested

👍 Like    💬 Comment    ➦ Share

 ROVE



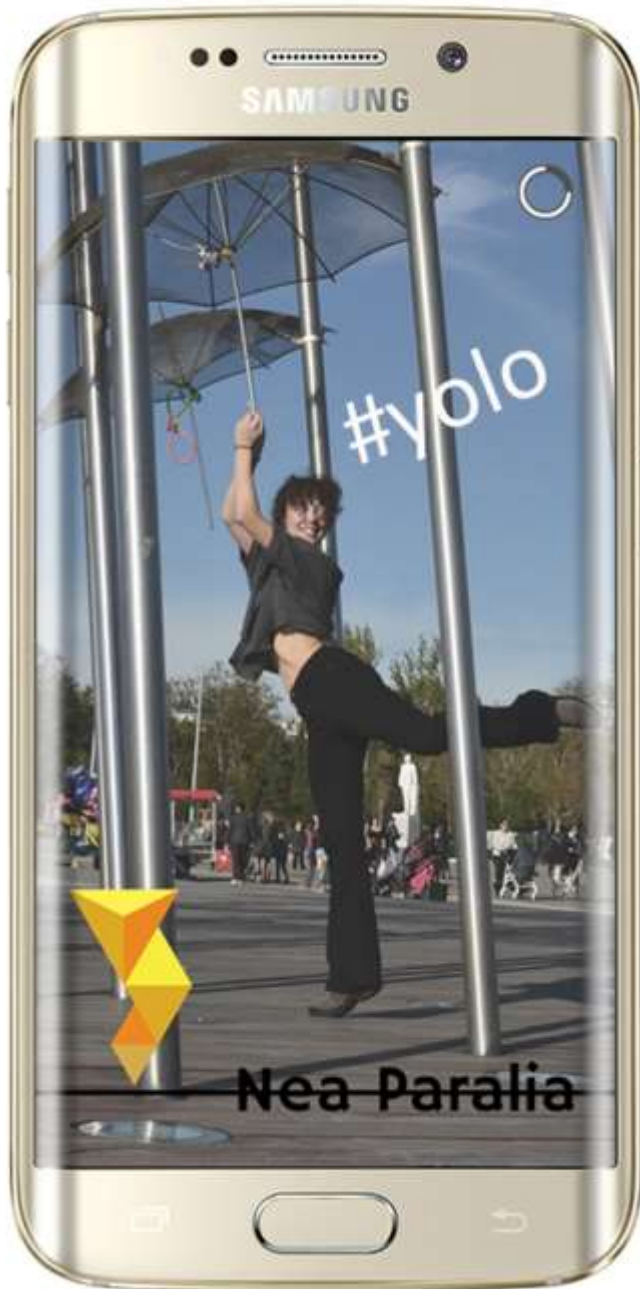
♥ **\_souzana\_ and 8196 others**

**ROVE** Another amazing experience last night!!!  
Share your Rove moments using #rove #roving and #eagertoexplore

View all 33 comments

**antonispapado@ROVE** last night was on fire 🔥🔥  
definitely doing it again!! 🙌

2 HOURS AGO · SEE TRANSLATION





o  
on the m ve

R O V E