



Wanderland App

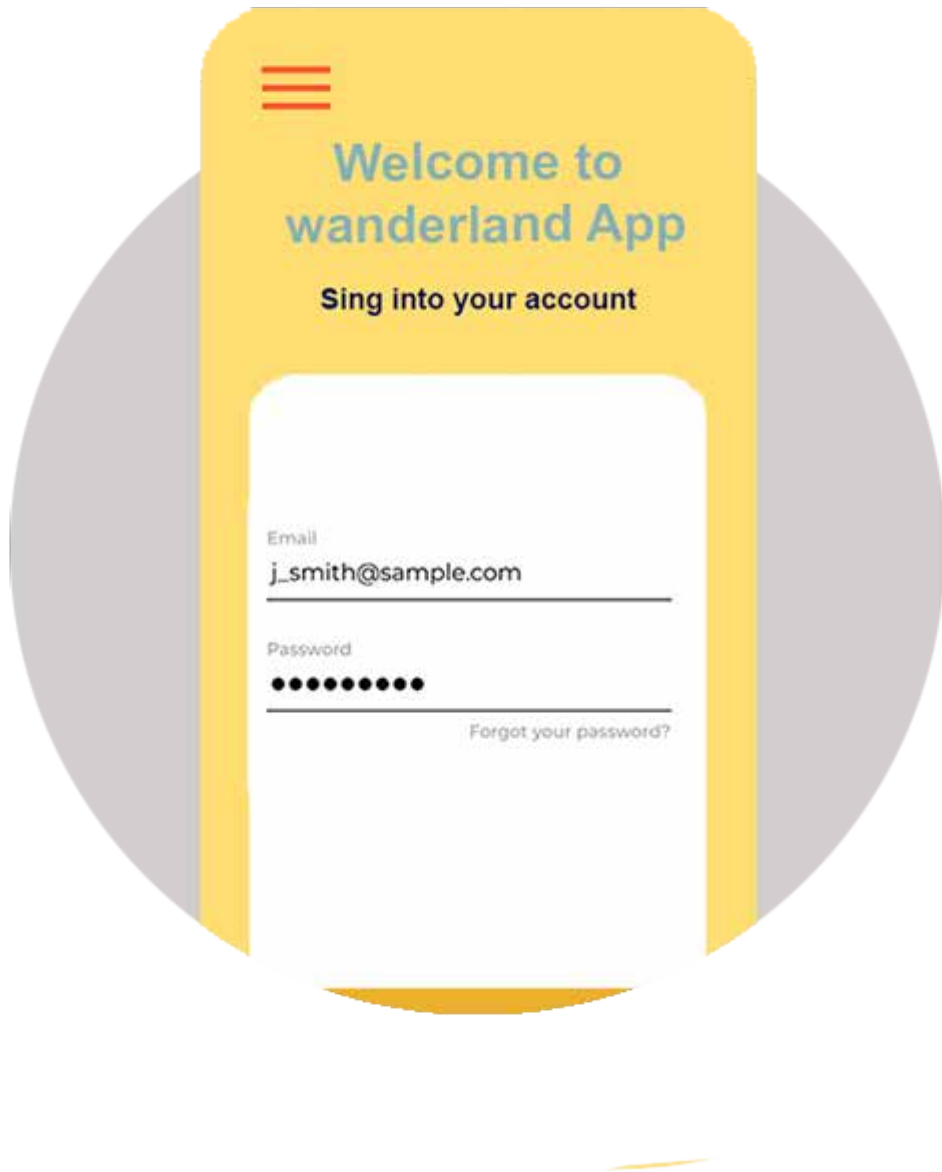
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First impressions



Our group discussions were mostly circling about the terms of the „**authentic**“ and the „**local**“, both of which carry a distinctly exotic tone.

What really is an authentic existence supposed to be?

Is the life of a Hotelier in Venice not authentic, because it isn't dedicated towards preserving a certain, romanticised way of life?

And in the Information Age, who truly is a local anymore, with the young generations living complete, viable existences while never having to leave their home.

In fact, the existence of this workshop is evidence enough for the local no longer existing as a physical terrain, with all the borders closed, and physical travel out of the question, we were able to discuss these questions, while separated by hundreds of Kilometers.



Moodboard



colorful

easy to understand

friendly



About project

With “Wanderland“ App, our goal is to create an application designed for tourists as well as permanent residents, promising a truly „authentic“, and genuinely local experience- for a village that is completely fictional.

In our opinion, „Wanderland“ works because it combines a fantastical, utopian vision of sustainable and respectful tourism for a **nonexistent village**, with genuine and (possibly) viable methods of achieving this goal- which we know a priori can't ever be achieved.

Wanderland is supposed to be both a genuine proposal and critical reflection on current trends in the marketing of a sustainable culture for Tourism.





Wanderland
App

Loading

Wanderland
hopes to
support you
with
travelling
authentically.
Enjoy your
stay!





Wanderland App



Loading



Welcome

Wanderland hopes to
support you with traveling
authentically.
Enjoy your stay!

Continue



Welcome to wanderland App

Sing into your account

Email

j_smith@sample.com

Password

●●●●●●●●

[Forgot your password?](#)

Log In





Support the local bussineses



Support
Help to make Wanderland stay the way you enjoyed it.
Wanderland lets you support local businesses for cheap.

[Continue](#)



Paths



nature
historical
contemporary

the door hole



This is the Door's Hole
10% Discount

Look in to the door's hole and see what beauty is hiding there !

bakery



This is the "Bakery"
25% Discount

Stop by the old and famous bakery and listen the story of the chimney!

the ironmaster



This is the "Ironmaster"
25% Discount

The ironmaster's workshop is full with treasure and dont forget about the sculpture

wine shop



This is the "Wine Shop "
50% Discount

Can you find the old winery?
Search for it under the floor !

Final consideration



Wanderland is offering a unique model for guided tours, aimed at visiting guests as well as residents of the town. The app provides a **variety of routes**, such as historic, artistic, culinary or family-oriented ones. By **working with local businesses**, we offer authentic experiences that supports the local economy and enables the user to discover the undiscovered parts of the town, leading to a symbioses between locals and tourists. As the app gains users, the routes would become more and more economically viable, which would lead i.e. to artworks being placed and new shops opening there- which would directly lead to more culture that can be discovered, and more local businesses that can be supported, a feedback loop of cultural sustainability.