

V.04 I.01

**A question of signage:  
The facade, the billboard, or both?**



Rialto Bridge, Venice



Trevi Fountain, Rome

@Davis\_Butner A comparison of the role of the facade as a billboard and the question of what is advertised, history or commerce?



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# PAPRIKA!



Tourism Revolution



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*Issue Editors*

Mengi Li  
Ben Olsen  
Evan Sale  
Simone Cutri

*Design*

Simone Cutri

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