



To travel is to discover, but in today's globally connected world too many of our destinations are predetermined.

Travel and tourism have become less about discovering new places and more about sharing your location on your social feed for social currency. As much as one might try, it's difficult to avoid the influence of social media, city guidebooks and tourist traps.

The "Get Lost Tour" is a map to nowhere in particular, but will lead you somewhere you never thought you'd end up. You'll be asked to use your impulses, prior notions and the physical environment to lead you on a unique tour.

You may come across landmarks, you may not. But that's not the point. The point is to get lost and redefine the notion of travel and tourism.

What will you find when you get lost?
Start by picking any prompt on this map.

→ As you walk, pay close attention to what you hear. Walk in the direction of the most pleasing auditory route. When you're ready, choose a new prompt.

→ Look to your left and right, which way do you want to go? Instead, take the opposite direction until you're ready for a new prompt.

→ Look around you and find an object that reminds you of a summer love. Walk toward it and pick a new prompt.

→ If you're right handed, veer left. If you're left handed, veer right. If you're ambidextrous, keep going in the same direction. When you're ready, choose a new prompt.

→ Look for two organic objects. When you've come across those objects, walk up and observe them. Notice the color, texture, and scent. When you're done, choose a new prompt.

→ Close your eyes, use your sense of smell to find your new direction. When you're ready, pick your next prompt.

→ Look for an object that reminds you of a loved one in your life. Continue walking past that object, choose a new prompt.

→ Look around you and find an object that reminds you of being a child. Walk toward it and choose a new prompt.

→ Look around you, carefully taking in the scenery. What is the first color you notice? Now find an object with that color and walk toward it. Choose a new prompt.

→ Keep walking until you notice a yellow object flying in the sky. When you're ready, look up and take the direction of the yellow object. Look up and take the direction of the prompt.

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