

@trendcentral

The screenshot shows the TrendCentral website interface. At the top, there is a search bar and navigation tabs for 'lifestyle', 'style', 'entertainment', 'technology', 'hot in the city', and 'charts'. The article is under the 'technology' tab. The title is 'YellowArrow' with a sub-header 'Home > Technology > YellowArrow'. The article text discusses a new way to tour the city using 'YellowArrow' stickers. To the right of the text is a vertical stack of four images: a yellow arrow sticker with 'Counts.' and 'SEARCH' written on it, a person looking at a phone, a person looking at a phone, and another yellow arrow sticker with 'Counts.' and 'SEARCH' written on it.

This exchange of information seems to be creating a sense of community, something that young people today are increasingly looking for.

A New Way to Tour the City

We've already told you about a number of games that utilize modern technology to explore the urban landscape (the games people play TC) and now there's another to add to the list. One of the newest concepts to hit the streets in New York City is Yellowarrow. Here's how it works: thousands of YellowArrow stickers are distributed at various events such as concerts, gallery openings and festivals around town. Each sticker features a code. Participants place the arrows on anything and everything (pointing onlookers towards a specific place/object) as a means to share opinions, tips and trivia to passersby. When an arrow is spotted, passersby can text the code to Yellowarrow.org, and then receive a text back, with an explanation for that particular sticker. YellowArrow has plans to expand to San Francisco and LA this fall.

This exchange of information seems to be creating a sense of community, something that young people today are increasingly looking for. Don't be surprised to see some yellow arrows around your neighborhood.