

Trops Launches in Miami for Art Week, Turning the City Into a Living Art Adventure

Trops launches in Miami for Art Week, turning the city's public art into a fun, affordable treasure hunt for locals and visitors.

MIAMI, FL, UNITED STATES, December 1, 2025 /EINPresswire.com/ -- Trops, the [public art treasure-hunt app](#) that recently debuted in New York City, is now launching in Miami just in time for Art Week, inviting locals and visitors to experience the city's cultural landscape in a completely new way.

Designed to make art exploration fun, accessible and affordable, Trops transforms Miami's neighborhoods into immersive, self-guided art adventures. Users discover murals, sculptures, installations and hidden gems while earning "tokens" they can redeem for small rewards at participating local cafés, restaurants and bars, bookstores, galleries and shops. The result is a playful blend of culture, community and curiosity that pulls people out of their feeds and back into the real world.



Trops Miami Art Crawl & Sponsors

A New Way to Explore Miami's Creative Pulse

“

Our mission is to make art feel alive and accessible while strengthening local communities. Miami is the perfect place to build on that vision.”

Nora Tofigh

Miami's art scene thrives far beyond Art Basel, yet much of its public art goes unnoticed in daily life. Trops helps users see the city again by spotlighting the murals of Wynwood, the sculptures scattered across Downtown, the design moments in South Beach and the smaller creative pockets sprinkled throughout Miami's diverse neighborhoods.

“People walk by incredible art every day without really looking,” said Trops founder Nora Tofigh. “Trops brings that creativity to the forefront, helping people rediscover their

own city and enjoy the cultural energy without spending more than the cost of a walk."

A Fun, Affordable Activity for Winter and Spring

Launching during Miami Art Week, Trops offers a perfect alternative to busy fairs and high-ticket events.

Whether for holiday outings, family activities, date nights or solo adventures, the app provides curated routes and flexible ways to explore.

This experience continues well beyond Art Week:

- Locals can use the app as a playful, zero-cost way to reconnect with their neighborhoods.
- Visitors can use Trops as a built-in cultural guide that leads them directly to Miami's most interesting public art moments.
- Families and friends can enjoy a creative outdoor activity that sparks conversation and discovery.

How It Works

1. Open the app to view Miami's mapped public art and curated trails.
2. Visit art pieces in person to unlock tokens.
3. Redeem tokens for small "Gem Drops" at local businesses—like a drink, pastry, zine or other small treat.

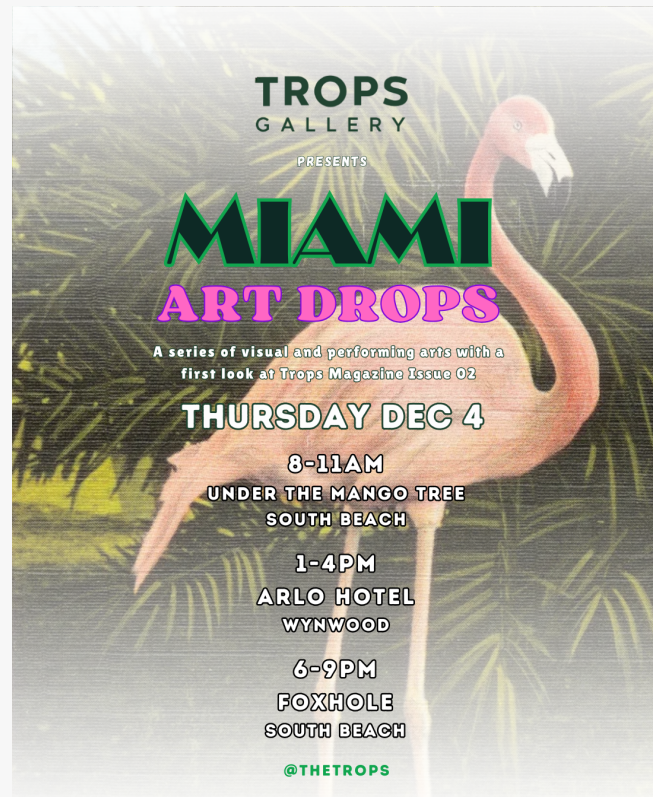
With no cost to join and no expensive admissions required, Trops makes art exploration inclusive for everyone.

Supporting Miami's Local Businesses and Creatives

Trops also connects users to small businesses and independent artists by spotlighting their work within the app. Participating locations receive a steady stream of hyper-engaged visitors who come for the art and often stay to explore the menu, shop or bring friends.



Trops Logo



Trops Miami Art Week Activations

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Miami Art Week Gem Drops & Featured Locations

From December 1–7, Trops will host a [Miami Art Crawl](#), highlighting public art, artists and local businesses through a series of Gem Drops and special art stops across Wynwood, South Beach, Downtown, Little Havana and Miami Beach. Participating locations will be updated in the app and promoted across Trops’ social channels throughout the week.

December 4 Trops Activations Across Miami

As part of the launch, Trops will host a series of art-driven events on Thursday, December 4, spanning Miami Beach, Wynwood and Downtown. Guests can explore visual and performing art drops and enjoy an exclusive first look at Trops Magazine Issue 02, debuting this winter.

Attendees will also be able to collect limited-edition art drops at three host venues: Under the Mango Tree, Arlo Wynwood and Foxhole. Featured works include pieces by Nick Farhi, Vahakn Arslanian and Lance de los Reyes (Rambo), offering a rare opportunity to engage with Miami’s creative talent in an intimate, interactive format.

About Trops

Trops is an interactive art-mapping app that transforms public art into a living treasure hunt. Designed for curiosity, connection and real-world exploration, Trops helps users discover the creativity around them while supporting local businesses and artists. Trops launched in New York City in November 2025 and is now expanding to Miami and additional cities through 2026.

Media Contact:

Nora Tofigh

Founder

nora@thetrops.com

+1.212.518.7692

www.tropsculture.com

Nora Tofigh

Trops

+1 212-518-7692

contact@thetrops.com

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