The Uruguayan muralism has been interpreted like an anecdotic artistic expression of its cultural scene since the 20th century. This situation results on its undervaluation regarding other artistic disciplines, creating also a high disinterest, ignorance and abandonment in the country. Therefore, it presents a poor conservation state and a high risk of disappear.

The main outcome of these factors is that the muralism has not been valued and recognized in the Uruguayan Art History. Therefore, it is not considered like an important part of its Cultural Heritage. For these reasons, we have developed a study of the Uruguayan contemporary muralism production, showing it like a relevant artistic and patrimonial element.

Consequently, we have elaborated a museum program, based on some cultural and touristic management strategies, to function like an instrument of enhancement and conservation. In addition, it could regenerate the public space to reach a social, cultural and economic development. These strategies could be used in different Uruguayan mural sites. Besides, they could be a stand point to create new sustainable mural environments in other places, what, at present, it is a trend practice in many locations.