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Conceptual Project : Wall Art from Recycled Billboard Material

Project Proposal - Wall Art from Recycled Billboard Material

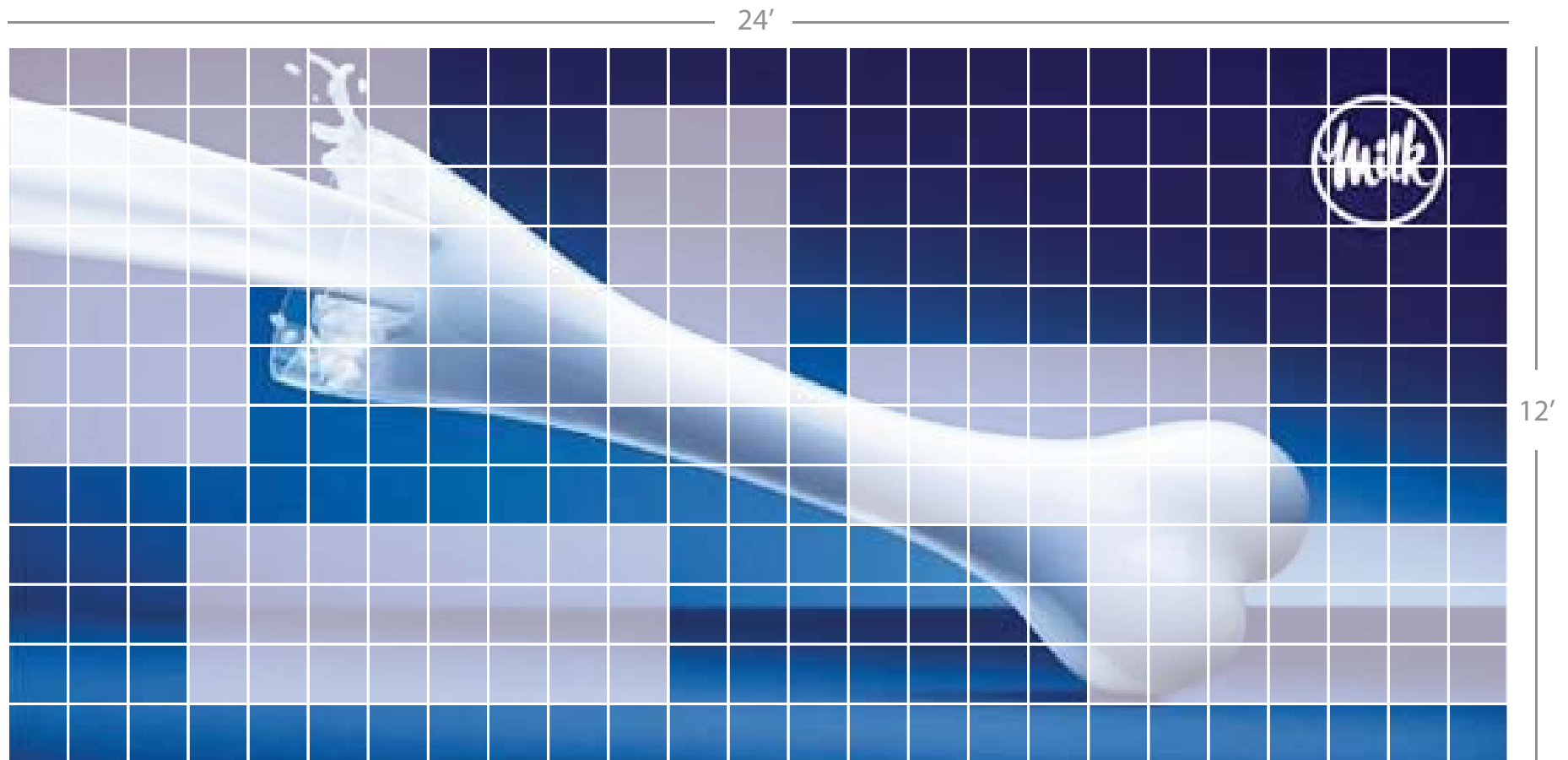
Original Billboard - The first step to the Wall Art project is to recognize billboard prints which offer the unique characteristics that would allow them to become works of art and provide a new life to the otherwise trashed prints. Some of these characteristics include: abstract subject matter, intense colors, high resolution print-outs, high-contrast, controversial subject matter, and overall large size prints. Example shown below.



* = measurements are given to illustrate concept and are not accurate to actual advertisement dimensions

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Crop Set-Up - After identifying one of these unique prints, the second step is to set-up 1'x1' grid over the original advertisement and block out areas that would be suitable for use as wall art in the home, office, or public spaces. Given the nature of the material, the majority of these final cropped areas would be considered large, "abstract" artwork that could be placed into an environment to help accent the areas' colors and/or theme.



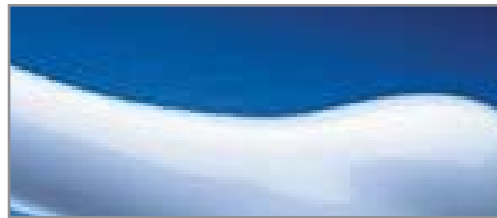
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Final Artwork - Once the final areas are chosen and cropped, the final artwork is photographed and displayed through a company website for consumer sale. Upon sale, each individual art piece is framed and shipped to the consumer, ready to be installed and displayed.



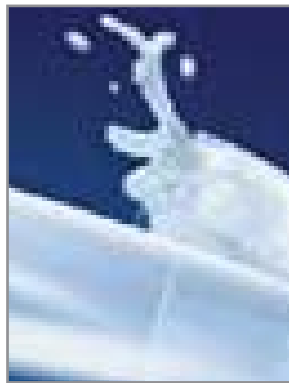
7'H x 4'W



3'H x 7'W



5'H x 3'W



4'H x 3'W



3'H x 7'W



3'H x 8'W

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Final Artwork Installed - Because each piece can be viewed online prior to purchase, consumers have the advantage to match the desired artwork to their needs to ensure that the piece not only fits inside of their room, but compliments everything within it. In the end, they have the satisfaction of knowing their purchase has helped the environment and given them a one-of-a-kind work of art that fits perfectly in their home.

