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# The Billboard Art Project

By Meredith Ley



Billboards provide lots of helpful information to motorists, and the sometimes "in your face" ads give us a lot to look at while we are stuck in traffic. But what if billboards were used as canvases for art?

That is exactly what one former Savannah artist set out to do. If you were driving down Hodgson Memorial today, you might have seen it.

"The Billboard Art Project" takes over roadside digital LED billboards to turn them into free public art venues for 24 hours.

The artists featured today are from all over the country. The founder, David Morrison, says that the idea occurred to him--- where else---driving in his car.

"I was on the road a few years ago, and there was a new LED digital billboard being installed.

They were running photos across it to check the pixilation and I thought, 'That's not a advertisement, that's kind of a nice.' And it was something I wanted to share with others."

The Billboard Art Project is an open call to anyone who wants to participate, if you want more information visit their website at <http://billboardartproject.com/index.html>

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