



*Photo: Kim McCarty's 2015 Billboard at Melrose and Gower*

# The 2016 Billboard Creative Show

Paul McCarthy  
Alex Prager  
Mona Kuhn  
Yannick Fournie  
Beth Surdut  
Shai Yossef  
Simon Davidson  
Ana Medina  
Joaquin Trujillo

Gustavo Blanco-Uribe  
Lauren Marsolier  
Leonard Suryajaya  
Margeaux Walter  
William Todman  
Hagar Shaked  
Ira Lombardía  
Micheal Williams  
Brittany Marcoux

Marlies Plank  
Maxine Helfman  
Natalie Krick  
Michelle Andrade  
Monica Tiulescu  
Nancy Baron  
Misia Armstrong  
Ellen Jantzen  
Quinn Butterfield

Mike Dempsey  
Will DaRosa  
Marie-Ange Hoda Ackad  
William Karl Valentine  
Ruben Natal-San Miguel  
Brad Forsythe  
Devaughn Hughson  
Lamp Arts Program  
Bob Solete

JuliAnne Kaplan  
Chris Natrop  
Sherman Finch  
Mike Collins  
Holly Boruck  
Sara Abbott  
Bryan Ida  
Geoffrey Ellis  
Andrew Myers

# CURATED by Mona Kuhn

Mona Kuhn, directing curator, has an acute awareness of the rich artistic history of the city that she calls home.

Known for her large-scale dreamlike images of the human form, Kuhn describes the curation process as a labor of love. As an artist herself she asserts that you cannot remain locked in your studio, you must also be an active part of your community.

By joining The Billboard Creative, Kuhn aims to foster engagement and open channels for innovation and exchange. Her main curatorial focus is to STOP TRAFFIC WITH ART.



*Photo: Jesse Diamond*

# ABOUT The Billboard Creative

Billboards dominate the landscape of Los Angeles. A vast sea of signs greets commuters each day with an onslaught of commercial messaging. The Billboard Creative offers an alternative: art replacing advertising, for an entire month, at some of the busiest intersections throughout Los Angeles.

Last year The Billboard Creative turned Los Angeles into an open-air gallery, showcasing art on billboards at major junctions across the city, including Sunset & Vine, Beverly & Laurel, and Hollywood & Western. Forty-eight works were converted into large-scale renditions by a mix of emerging and established artists, among them well-known names such as Ed Ruscha and Jack Pierson, and new faces such as Shannon Rose and Dai Ito. The injection of artistic speech into the urban environment offers an occasion for commuters to pause and contemplate. We are invited to reflect, while the artists are encouraged to think critically, reconceptualizing and testing their ideas within the public media space. The Billboard Creative facilitates a cultural exchange, lifting our collective spirit, connecting artists with those who will appreciate their work and giving all art enthusiasts access to works that might otherwise go unseen.

With submissions and donations increasing each year, the all-volunteer staff works tirelessly to provide opportunities for artists to share their work with the largest audience possible. Operating on a blind submission model, the selection process strives to represent the broad spectrum of the Los Angeles art scene.



*Photo: Ed Ruscha's 2015 Billboard at Melrose and Wilton*



*Photo: Alex Prager's 2016 Billboard*

As a nonprofit, The Billboard Creative has continued to grow by partnering with cultural institutions and distinguished artists.

This year, TBC is honored to announce collaborations with two renowned artists: Paul McCarthy and Alex Prager. McCarthy will bring his critical analysis of mass media and consumer-driven society to TBC's curatorial process. An artist who is inspired by American pop culture and often manages to whip up controversy with his larger-than-life works, McCarthy will push the project further and encourage commuters to engage with the exhibition. Both McCarthy and Prager live and work in Los Angeles, and their connection to the community will help TBC to reach the underbelly of LA culture, representing both established and emerging artists. Prager's meticulous approach, hyperreal film-like compositions, and fictive realities are a perfect match with the unique medium of billboards--breaking up the monotony of city thoroughfares with a refreshing dose of contemporary art.



*Photo: Paul McCarthy's 2016 Billboard*

# CONNECT TBC App

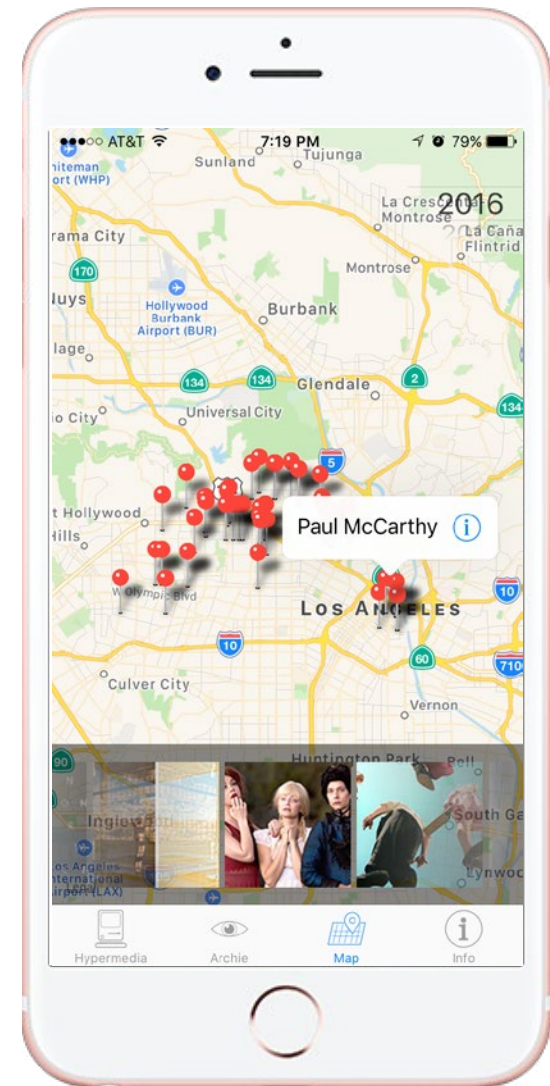
This year, The Billboard Creative is excited to announce the launch of an app featuring a geotagged map of the billboard art project.

The app will also serve as a hub for discovering public art and promoting the underrepresented art scene in Los Angeles throughout the year. To complement the physicality of TBC's annual installations, the app will include a feature called HYPERMEDIA, which is a place for artists and thinkers working in the digital space. TBC is thrilled that Zeno van den Broek, Dutch-born, Copenhagen-based composer and artist, will be the first digital artist to be presented on the app. His interdisciplinary work challenges notions of spatial awareness, using immaterial and temporal means to express a multi-sensory interpretation of spatiality. His site-specific, yet unbounded, works are an ideal extension of TBC's mission.

The Billboard Creative invites you to join us for this exciting experiment in artistic exploration.



Available in the [App Store](#)



# CONTACT

The Billboard Creative (TBC) is a non-profit organization that aims to connect artists with mass audiences. In highlighting an international selection of artists and artworks within the Los Angeles community, TBC hopes to broaden the reach of public art, especially for those whom traditional art exhibitions have proven inaccessible.

Above all, the core principle is to create a democratic approach to contemporary art.

Adam Santelli | Director

Kim Kerscher | Media / Trustee

Mona Kuhn | Curator

Teriha Yaegashi | Advisor, Strategy & Development

Korey Sarokin | Trustee

Devin McMahon | Social Media

Marco Castaneda | Contributor

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