

# LOST FOOTAGE

A BILLBOARD-ART PROJECT FROM 19 TO 22 MARCH



With the advent of the global economic recession at least a third of the billboards in Johannesburg are unused. Due to shrinking advertising budgets, the supply of billboards has outstripped demand. Some billboards have been left blank while others promote films that have been off circuit for months.

While in residence at the Bag Factory artists' studios, visual artists Sabine Meir of Machfeld and Marie Snauwaert are organizing a collaborative researched based 3-day-workshop that aims to make a socially responsive comment through the medium of billboard-art which will stimulate conversations in the community and engage passing commuters.

*"Billboard art often investigates a process, a questioning, or an argument about an issue or value that often goes unquestioned or unresolved in the public mind. This sort of public art has a slightly different life than the usual presentation of information and opinions. People expect the billboard to be a site for advertising products, lifestyles or services. But if an artists infiltrates the banal billboard format with another kind of communication – the 'wrong' message appearing in a familiar context – then a glitch in the viewer's assumptions might make her see this communication differently. This is how Billboard art can cut through much of the white noise of our day"* **Peggy Diggs (artist&teacher), article 'Billboard Art on the Road'**

The workshop aims to give anthropologists, sociologists, human rights activists, graphic designers copywriters and artists the opportunity to collaborate and express their opinions on social concerns in the public arena. The intended outcome of the workshop will be based on issues that take place on the streets and the state of mind of South Africans.

# PROJECT PLAN

## PROJECT ETHOS

No offensive language.

No political nor religious statement.

## MATERIAL

Size of the billboard: ?

PVC and paint

## PLANNING

16 March, Monday, deadline for applications

17 March, Tuesday, selection

19 March, Thursday, presentation

21 & 22 March, workshop – location The Bag Factory, 10 Mahlatini Street, Fordsburg

24 March, Tuesday, opening exhibition 'Press the Button'

19 March:           7PM presentation: project and guest speakers  
                          9PM announcement of groups + location billboard + group orientation +  
                          conceptualizing project

21 March:           9AM – 5PM: design

22 March:           9AM – 5PM: production

## GROUPS

Participants will join us on a voluntary basis.

Three to five billboards are being arranged for the workshop. Each group will be responsible for one billboard. Each group will comprise three to five of the following: an anthropologist, a sociologist, human rights activist, a graphic designer, copywriter and an artist. Participants will be given independent control over their billboard with some support from the facilitators.

## SELECTION CRITERIA

A written outline of no more than 500 words of the intended approach or focus on the concept that includes supporting images.

## DEADLINE

Monday the 9 March 2009

## MANAGEMENT OF THE PROJECT

Visiting artists Machfeld and Snauwaert will facilitate the workshop from the Bag Factory. Any questions in relation to the project, please contact footage.lost@gmail.com; 0790246042 or 0799148479

## SUPPORTERS

We are grateful for the generous support of the following people and institutions:  
Bag Factory and Media Foundry.

## OUTCOME

We are arranging that the billboards will be erected in the following week. The documentation of 'lost footage' will be presented in the exhibition 'PRESS THE BUTTON' on the 24 March at The Bag Factory.