

# BILLBORED

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POLLOCKS

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Welcome in!

Billbored.org is a new viral art initiative aimed at broadcasting awareness on contemporary issues, in the hope of inspiring change.

Billboard adverts constantly grab our attention, and that's why they've played such a key component in the General Elections, thus far. We've seen their visions for change and frankly we at Pollocks are Billbored of it.

So where next?

Going live on May Day 2010, from our HQ in Whitehall, we are launching our inaugural project giving you the opportunity to contribute Your vision, Your creativity and Your artwork.

Design a billboard showing your vision for change, and who knows where it might end up...

## Dimensions:

- 16x9 Aspect Ratio
- Web Quality JPG. File
- 72 DPI and above

## Submission:

- E-mail your file, along with an 180 Character Tweet (message) explaining your artwork to:

LOOK@BILLBORED.ORG