

Billboards Project: Rising Sun Arts Centre 2026-2027

Project Strategy

Mission

To take over a billboard within the bounds of Central Reading by replacing corporate advertising with a visual arts installation. Taking space away from harmful consumer advertising, such as those that promote and normalise air travel, SUV ownership, fast fashion, gambling, alcohol and fast food, and facilitating a work of art that will add beauty to a public space. The installation will be made by and for the local community.

Vision

A world where people aren't constantly bombarded by advertising in public spaces, from big corporate profit-hungry brands. They can't force us to buy their products, but they can whittle away at our individual resolve and willpower. Our focus is billboards, which dominate our field of vision outside daily. Waiting at a bus stop, approaching a train station, stuck in traffic, running errands, people watching in a café - billboards cannot be avoided. Imagine a world where you see a work of art instead of yet another advert for fast food. A thing of beauty, something that helps you to pause, look, admire and breathe. Instead of a string of adverts, our high streets could be the most accessible and free art gallery for everyone to enjoy. We want ad-free cities to become the norm.

Values

Community

- Everyone is welcome to participate; no one is outright rejected.

Respect

- Respect people's time, the true value of their work, their talents and voices.

Public art

- Making art accessible to people of all backgrounds

Creativity

- Giving people the resources and safe environment for free expression.

Inclusion

- Anti-racist, anti-sexist, anti-ableist, anti-transphobic, anti-anything that oppresses or removes the rights of people from marginalised backgrounds.