

THE HOARDINGS PROJECT

Over a period of months during 1996, South Island Art Projects coordinated the making and presentation of a series of art posters under the project title **Hoardings**. These were displayed, according to the poster's subject, in Dunedin, Christchurch, Wellington and Auckland. Five contemporary artists were commissioned to each work in collaboration with a community group of their choosing, to prepare a large two colour poster. These posters were "published" using the professional services of project sponsors Phantom Billstickers, appearing on city poster hoardings in the context of band and street culture advertising posters.

Hoardings Participating artists:

**Kirsty Cameron collaboration:
Women prisoners in Mt. Eden jail**

**Simon Endres collaboration:
MESH (Maori Education for Sexual Health)**

**Rob Haakman collaboration:
The Roger Wright Centre**

**Honor Harger collaboration:
Womens Refuge (Auckland)**

**Janene Knox collaboration:
NZ Prostitutes Collective**

Each of the Hoardings poster designs is published in this magazine, along with an image of the poster as it appeared on the street.

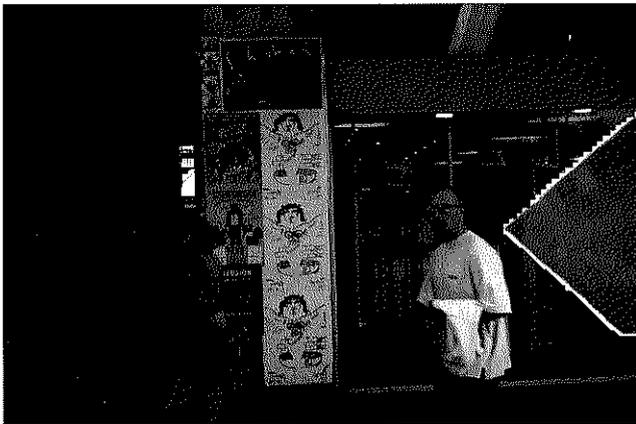
Hoardings continued SIAP's investigation of the potential for contemporary art to re-claim a role as a vehicle for contested ideas, in the arena of social/political debate. It also investigated current notions and lack of clarity in the identification of the categories "public" and "community" art. Being a project which directly engaged artists and audiences, with specific communities of interest and the issues which concern them, **Hoardings** opened up for discussion these important relationships. In addition, the project encouraged the integration of design-based art practices into contemporary conceptual public work.

Hoardings required artists to contact an organisation whose activity they supported and identified with. The poster was the result of a process of negotiation and development between artist and organisation. The project raised issues such as the effectiveness of poster campaigns, and art versus design debates. The collaborative process between artists, organisations and SIAP generated issues at all stages of design, production and publication.

The Hoardings project was made possible by funding support from Creative New Zealand.



Hoardings Posters on poster sites around the city



the struggle against

silent suffering

women's



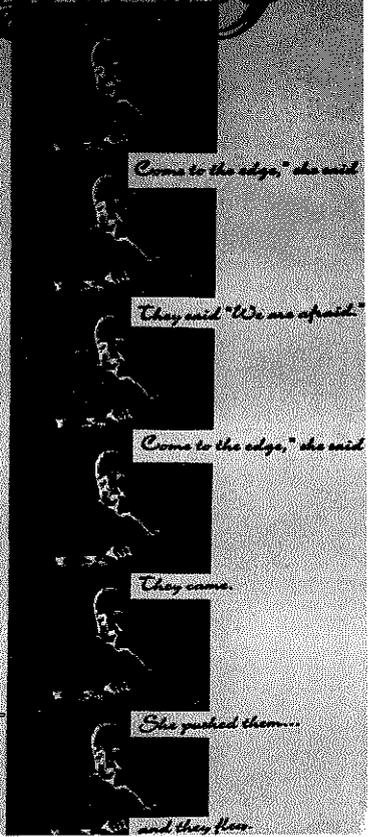
Refuge

W



many more remain

silent
unseen



Come to the edge," she said

They said "We are afraid."

Come to the edge," she said

They came.

She pushed them...

and they flee.

Supportline

Woman's refuge

1-800-368-7232

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1111

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creative nz

TAINTO ♡ xoxo

KC db

"Naomi + Kaha"
[Signature]