

THE BILLBOARD CREATIVE

The Billboard Creative Presents Open-Air Exhibition Featuring
30 Artists on 30 Billboards Across Los Angeles

2021 Guest Artists:
Jay Lynn Gomez, Phung Huynh, Narsiso Martinez, and Calida Rawles

On View April 5–30, 2021



LOS ANGELES (March 10, 2021) – Now in its seventh iteration, The Billboard Creative (TBC) is pleased to present a new exhibition opening on April 5 that features the work of 30 emerging and established artists on 30 billboards across Los Angeles. TBC turns billboard advertising spaces into open-air art exhibitions for all Angelenos. The exhibited works are selected through a curated, blind-submission process open to all, and shown alongside selected guest artists. This year’s show includes works from guest artists Jay Lynn Gomez (formerly Ramiro Gomez), Phung Huynh, Narsiso Martinez, and Calida Rawles.

"The Billboard Creative expands the audience for fine art into the public realm, exposing new artists to Los Angeles drivers and pedestrians alike," said show curator Victoria Burns. "This exhibition is meant to be thought provoking and addresses some of the most important issues of our time through a variety of artistic voices."

"Since launching The Billboard Creative in 2014, our goals have always been to provide emerging and underrepresented artists with a platform to elevate their profile through massive exposure and to bring art to the public via billboards," says TBC Founder and Executive Director Adam Santelli. "With Los Angeles museums closed to the public for roughly a year due to the pandemic, now is more important than ever to continue to bring this art experience to the streets and create an opportunity for Angelenos to discover their new favorite artists."

To date, TBC has hung nearly 200 billboards featuring the work of artists from around the globe and has generated over 40 million outdoor impressions.

The exhibition runs April 5–30, 2021, please note that artworks will start being placed on billboards on April 5 and **all** will be on display by April 9. To view the interactive map with billboard locations and artist details visit: https://viewer.mapme.com/2021_billboard_project. To learn more about the 2021 show visit: <https://www.thebillboardcreative.com/2021-show>

2021 The Billboard Creative Artists

Guest Artists

Calida Rawles
Narsiso Martinez

Phung Huynh
Jay Lynn Gomez (formerly Ramiro Gomez)

Submitted Artists

Adele Quartley Brown
Alicia Aldama
Amber Allen
Andrea Davis Kronlund
Andrew DeCaen
Deborah Kennedy
Dimpny Bhalotia
Eric McCracken
Gisele Olson
Humaira Abid
Jay Wilson
John Keatley
Julia Fullerton-Batten
JW Throgmorton

Nancy Burson
Ora Clay
Pamela Littky
Raymond Bonavida
Sandra Cattaneo Adorno
Shelby Alexander
Shell Bird
Sherry S. Knutson
Suzan Mandla
Thu Nguyen
Tom Atwood
Vicki DaSilva

About The Billboard Creative: Founded in 2014, **The Billboard Creative** is a Los Angeles-based nonprofit that stages public art shows on billboards throughout Los Angeles with a mission to help emerging and undiscovered artists and bring art into the everyday paths of Angelenos. The organization accepts submissions from all disciplines and enlists professional artists and curators to lead its blind-submission selection process. Submitted artists are shown alongside guest artists. Previously presented guest artists include Ed Ruscha, Paul McCarthy, Marilyn Minter, and Alex Prager.

About the curator: For more than 30 years **Victoria Burns** has advised new and experienced collectors and corporations on building significant art collections. Burns is passionate about supporting innovative arts organizations, emerging artists, and believes that art and culture can create, challenge, or change points of view. She is a partner with the VIAART Fund, whose grants emphasize works mounted beyond traditional exhibition environments, and a co-founder of Angeles Art Fund (AAF) whose annual grants support arts non-profits and artist-led projects with an interest in social justice. Recent AAF grant recipients include The Underground Museum, The For Freedoms Congress, Artadia, The Mistake Room, and L.A.N.D.'s mounting of Khalil Joseph's BLKNWS during the Hammer Museum's Made in LA this fall. Burns is also a member of Art Here and Now at the Los Angeles County Museum of Art, an acquisition group which focuses on bringing works from emerging Los Angeles-based artists to LACMA's permanent collection, and of the national non-profit Art Table, which works to advance the professional leadership of women in the visual arts including a fellowship program to address the marked lack of diversity in arts employment.

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