

Wayne State student-designed billboards launch throughout midtown Detroit

Billboards, donated by CBS, on view now through March 31

DETROIT (March 17, 2007) - Senior Seminar in Fine Arts is a capstone course required of all senior Fine Arts Majors. It involves a variety of assignments on art criticism and professional practices as students pursue their creative involvement as artists. For the first time, Senior Seminar students had the option to create a billboard. A generous donation from CBS Outdoors made the Wayne State University Senior Fine Arts Students Billboard Project possible. Three groups of students collaborated, and each group created their own billboard. Professor DeLaura provided research sources and non-prescriptive consultation throughout the project. Student collaboration resulted in three aesthetically and conceptually divergent billboards. The faculty and staff of the Department of Art and Art History congratulate the efforts of the participating students; Caroline Banka, Adrienne Baranowski, Katherine Bradley, MaryJo Brown, Tammie Denski, Antonio DiVito, Jessica Duncan, Jill Gallagher, Christopher Murphy, Neal Parks, Kristian Slywka, Christina Spivak, Frank Stasa IV, and Sara Stieber.

*The following information is a summary of each billboard and group participates. Images of each billboard are available by contacting Prof. DeLaura.

'MORE', DESIGNED BY ARTSHOPGIRLS: CHRISTINA SPIVAK, KATHERINE BRADLEY, TAMMIE DENSKI AND ADRIANNE BARANOWSKI, CASS AT AMSTERDAM

The artshopgirls expose the reality of consumerism. Today, our landfills are bloated with discarded items, as a society we face a weak economy and higher unemployment rates. The cost of living is skyrocketing and the prices of our homes are plummeting.



"More" is located at Cass and Amsterdam, just north of WSU.

Our government's plan to stimulate the economy by giving citizens 600 dollars to go shopping just seems to give Americans the idea that spending 'More' on products will be effective in helping to resolve a pending recession.

This billboard uses reverse psychology, to peak interest of the public enough to visit the website to learn more about it's message of anti-consumerism. We hope to encourage people to be happy with what they have and refrain from spending 'more'.

'More,' is applicably located at Cass and Amsterdam in front of the parking structure side of the retired GM building.

For 'More' information visit: artshopgirls.info.com



"Detroit" is at John R and I-94, on WSU's northeast side.

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“DETROIT”, DESIGNED BY: JILL GALLAGER, CAROLINE BANKA, SARA STIEBER, MARYJO BROWN, AND JESSICA DUNCAN – JOHN R JUST SOUTH OF I-94

This collaboration is an effort to create a billboard that represents the positive attributes of the city of Detroit. The group worked together compiling photographs of areas around the city that reflect Detroit’s history and rejuvenation. Through this billboard the artists hope to acknowledge the city’s intriguing past and inspire positive changes for the future.

‘SEE NO EVIL’...DESIGNED BY: ANTONIO DEVITO, CHRISTOPHER MURPHY, NEAL PARKS, KRISTIAN SLYWKA, AND FRANK STASA IV - WOODWARD AND WILLIS

This billboard directly references the city of Detroit. The Detroit Icon, “The Spirit of Detroit” by Marshall Fredericks is used to apply the classic maxim or saying; “See no evil, hear no evil, and speak no evil.” First symbolized with three monkeys, the saying is derived from a Buddhist belief that if one does not hear, see or speak evil, oneself shall be spared of all evil. Three spirit of Detroit figures are depicted each taking the classic poses representing, covered eyes, mouth and ears. This could be read on any number of levels by any number of people and is open to interpretation to what the image is suggesting. Primarily acting as perhaps a reminiscence of times when the statue was built, or reflecting a judgment on current issues that plague Detroit.



“See No Evil” is located at Woodward and Willis, just south of Wayne State, between WSU’s main campus and the DMC.

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