

ENLISTING THE CROWDS TO TURN TIMES SQUARE INTO ART SQUARE



FASHION & BEAUTY

Demonstrating Broadway-sized ambition, a group of (mostly Dutch) bloggers and designers aims to turn New York's Times Square into a huge public art show. The goal of [Times Square to Art Square / TS2AS](#) is as straightforward as it is lofty: instead of broadcasting commercial messages, the Times Square billboards should beam out artwork. TS2AS, which just launched, is currently asking artists to upload images and videos to its [Flickr](#) and [Vimeo](#) pools. Next come the crowd and money parts: the artists' fans are requested to donate money for billboard time, buying their artist a few minutes of jumbotron bandwidth. Even without running the numbers on what a Times Square minute would cost, the mission seems entirely impossible. After admitting their outsized ambition, TS2AS explains why the project might just work: "If every artist starts to promote the idea within his or her network, we'll get an enormous group of people. And that means power, money, and quite possibly the realization of [Justus Bruns'] idea. We're going to show the world what the buzzword 'crowdsourcing' really stands for." And we'll be watching! (Related: ['Stock market' for art to crowdfund 10 public projects](#) — [Crowds judge world's biggest art prize](#) — [Crowd-buying a soccer team](#) — [Video art on the MTV HD screen in Times Square.](#))

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