



[This is a final press release, approved 12 July 2010.]

“TRAFFIC ART” LAUNCHED IN MANNINGHAM

Manningham City Council and Urban Smart Projects are delighted to launch ‘Traffic Art’, in the City of Manningham. Would you like to create a piece of public art? You can contribute to a local drive-through art gallery.

‘Traffic Art’ is a pilot initiative that provides local people with the chance to paint a traffic signal box (TSB) with original artwork. ‘Traffic Art’ will enhance city streets, engage communities, celebrate creativity and reduce the incidence of graffiti on this infrastructure.

You can paint a TSB on your own, with a friend or as a group. If you would like to participate don’t delay, as there are only 21 Traffic Art TSBs available. The specific ‘Traffic Art’ TSBs are listed and can be viewed online at urbansmartprojects.com There is a lot of information on this website about what is involved.

There are two essentials to be a part of ‘Traffic Art’:

- 1) You must reside within the City of Manningham
- 2) You must have your design approved by Urban Smart Projects.

To get started, go to urbansmartprojects.com and select “Paint a Box”. Use the map to search or select ‘Traffic Art’ from the drop down box and request a specific TSB site. A TSB can be allocated to you for one month to give you time to submit designs for approval.

All the materials needed are provided including paint, mixing palettes, colour mixing chart, drop sheets, safety cones and safety vests. Once designs are approved artists will be asked to sign into the project and guided through a specific set of instructions relating to painting these very important pieces of road safety equipment.

The Traffic Art project is an initiative of Manningham City Council, managed by Urban Smart Projects. VicRoads are to be thanked for supporting this project and providing access to the TSBs being painted.

For more information phone 1300 872 022 or email info@urbansmartprojects.com.

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