

media release

WEDNESDAY 19 MAY 2010

For immediate release

The Someone Will Project's beautiful billboard

The latest billboard unveiled in the OMA's **Someone Will Project** series is designed to bring some beauty to an urban environment. It's rare someone uses billboards solely to bring beauty to a location. And yet, when you have a canvas this big, it's amazing how it can stop people in their tracks.

The billboard titled 'Night Flowers' by UK photographer Gareth McConnell is the fourth billboard to appear on the outdoor site in Saunders Street Pyrmont, Sydney, and is part of an 8 week project developed by the Out-of-Home media industry.

The project is part of the build-up to this year's Outdoor Awards (entries for which close on 11th June 2010), with the OMA collaborating with artists, illustrators and creative talents whose work is not normally seen at this scale or in the billboard environment.

It shows in different ways, how Out-of-Home advertising can be used to make people react. Images and the rationale of each billboard in the series can be found at www.someonewillproject.com Next week a series of billboards will launch in Melbourne.

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