



YELLOWARROW

Just when you thought you'd caught all New York City has to offer, the folks behind the YellowArrow project have peeled up a whole new layer of grime to uncover—believe it or not—things that New Yorkers actually give a shit about.

Starting in late August of this year, the YellowArrow project is part game, part tour guide. Regular residents can place yellow arrow stickers on spots around the five boroughs as a way to draw attention to meaningful, possibly overlooked places. When you encounter an arrow, you send a text message to yellowarrow with the sticker's specific ID number and immediately you receive a message back about why the point is important to someone... somewhere. A yellow arrow on Flushing Ave. points up at a sign for the BQE. The text that accompanies the point—"BQE. Nuff said. The artery. Who needs Manhattan?"

Stickers are a fast moving communal medium and YellowArrow's desire to connect people and what makes them feel good about their surroundings is swiftly moving across state lines and have been hitting Cali shores. "It's a network of people who are passionate about the place they live. It's a chance to be involved in a collective art project," says Christopher Allen, one of the project's originators. "The response has been great. We've been getting requests for arrows in Italy and Germany."

So take a walk around and find out what's really real around the way. Better yet, find some arrows of your own at yellowarrow.org and holla at your global community—Jessica Flores

MA MAGAZINE

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