



Art Meets SMS-Texting
Shibuya Epiphany
Posted by Samuel Rose

Yellow Arrow is a unique, participatory art project that utilizes a combination of little yellow arrows, the web, mobile text technology, and the environment to create embedded art/poetry messages. Christopher Allen, from the Yellow Arrow Project says: "It's like a hyperlink in the real world."

If You're in NYC on August 26th, 8-12 pm, be sure to check out:

YellowArrow Party
Thursday, August 26th, 8-12 pm
The Lotus Club
35 Clinton St
Lower East Side, New York City
F to Delancey, JMZ to Essex

YellowArrow.org will create a one-night public art installation in and around the Lotus Club, the NYC YellowArrow homebase. On a bare firewall on the corner of Stanton and Clinton Streets, viewers will encounter a video projection of the images, texts and maps of all arrows placed, accompanied by short video art pieces. A second projection onto the Stanton-side window of The Lotus Club will be visible from both the cafe and the street. YellowArrow stickers will be available for guests to participate in the project.

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