



## Walk This Way

Remember the song "Follow the yellow brick road", well there's a new yellow path to follow, the path of the Yellow Arrows. Look closely you might spot one of them, more than 2000 across many countries on sidewalks, lamp posts, and street signs. On each sticker is a sequence of letters and numbers. If you plug them into your cell phone, send it to the right place, you'll get a text message back.

It's a global art project and you can even sign up to place your own Yellow Arrows and compose a message to go with them. We met up three people who have been doing just that in New York City.

**STINKY:** Hi my name is Jordy Trackenberg and I participate in Yellow Arrow, and my tag name is STINKY. Lets cross the street...look both ways. So right now I am looking at one of my favorite yellow arrows, it's a gum ball machine filled with umm liver biscotie doggie treats. And I am typing in right now g2tm4 and I'm gonna get my text message back, so here comes my text...and my message is "So I was hanging out on the street looking for something to eat, I'm thinking I need some sweets, beware of the liver biscotie doggie treats.. (haha)"

**VID:** My name is David Taylor, my tag name is Vid. I keep Yellow Arrows in my bag along with my digital camera, so I am pretty much always prepared to place an arrow. There is the place that I have kind of been scoping out with the intention of putting an arrow on for a while now. Its called RADIAC. It's kind of a holding cell for toxic waste. Thats RADIAC across the street, they have two facilities in the neighborhood. And I recently have been putting up anti-arrows, and those are arrows that point out things that have an impact on me and I want others to be aware of, but they are actually negative, so this would be an anti-arrow.

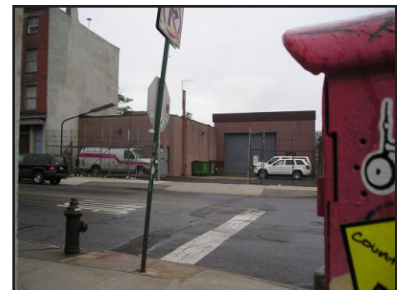
So we place the arrow on this old call box, which probably doesn't work, probably doesn't call anybody if there is a fire, just rub that on there nice and good so it will be harder for someone to come and remove. The text I have in my mind to go along with his arrow is something like this as an anti-arrow, "Know where you are standing. RADIAC holds toxic waste, their fire suppression system is out of date. Brooklyns Dirty Bomb. " ... Yeah... and then I'll take a picture.

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**g2tm4 by STINKY**  
**Hells Kitchen 47th St and 10th Ave NYC**

So I was hanging out on the street looking for something to eat, I'm thinking I need some sweets, beware of the liver biscotie doggie treats..



**t1ad4 by vid**  
**Grand and Kent Brooklyn, NY**

Know where you are standing. RADIAC holds toxic waste, their fire suppression system is out of date. Brooklyns Dirty Bomb.

***"I think its important not to miss the details about life. Look at that brick and the way its a little different from the other bricks around it. There is art everywhere around you." Vid***



## Weekend America

National Public Radio

June 26, 2005

**INSLEY:** My name is Johanna Linsley. I went to the Hewes J M Z subway station, which is kind of my favorite subway station because it is elevated and it has such a nice view. Outside the station on the ground before you go up the stairs I put an arrow on the light post that tells you to go up the stairs, and go to the Manhattan side and look on the back of the first bench. One night I sat on the other side and sort of watched the bench, and the message is, "Pink. Her dad has a pen, and he makes a game of marking her cheek when she's not looking. She loves it." And the next one is "Cigarette. Blonde girl with a suitcase, headed to JFK. She talks to her boyfriend. She likes him, but not that much. He doesn't have a suitcase."

**STINKY:** One day I left work an hour early, and I had an idea of place where I wanted to place my arrow. And it was at 37th and 7th in the Garment Center, a place where I worked for ten years, its part of my past. And in the middle of the Garment Center is this gigantic needle threaded through a button, and I stuck my arrow on this pin. And a gentlemen turned to me and said hey come here for a second, and I was like what to do you want, and he said I want to show you something, And I go I don't think so. And he reached into his bag, and he pulls out a handfull of yellow arrows. And he asked me who I was. I told him I was Stinky and he was aware of my work. And when I asked him who he was and what tag name he went by he choose to remain annyonymus and he walked away from me.

**VID:** I go out into the city now, and I know I feel raw again and I'm free to experience the city.

**INSLEY:** I dont know how to explain it anymore except that its like an object that has a life.

**STINKY:** There's some really great people doing amazing things out on the street. And all you have to do is open your eyes, tune in, and you have the right to place an arrow there and say this counts.

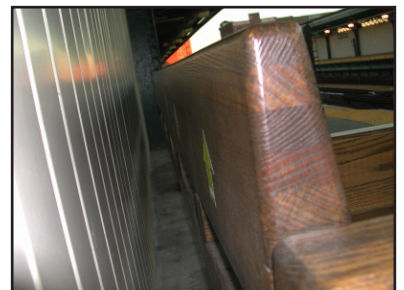
**VID:** I think its important not to miss the details about life. Look at that brick and the way its a little different from the other bricks around it. There is art everywhere around you.

-- Produced by Kara Oehler and Ann Hepperman



**aj021 by insley**  
**Hewes and Broadway**  
**Brooklyn, NY**

look behind the second bench on the manhattan side. -inner life: jmz



**dpa02 by insley**  
**Hewes and Broadway**  
**Brooklyn, NY**

Pink. Her dad has a pen, and he makes a game of marking her cheek when she's not looking. She loves it.

**"I don't know how to explain it anymore except that it's like an object that has a life." Insley**