



Public Art Billboard by Meg Lionel Murphy – Myrtle Ave & Cornelia St, Queens – in collaboration with SaveArtSpace



Public Art Billboard by Travis Rueckert – 11th Ave & W 45th St, Manhattan – in collaboration with SaveArtSpace

Using visual language to drive change

AIR-INK™

HOW TIGER BEER TURNED AIR POLLUTION INTO ART

CHALLENGE

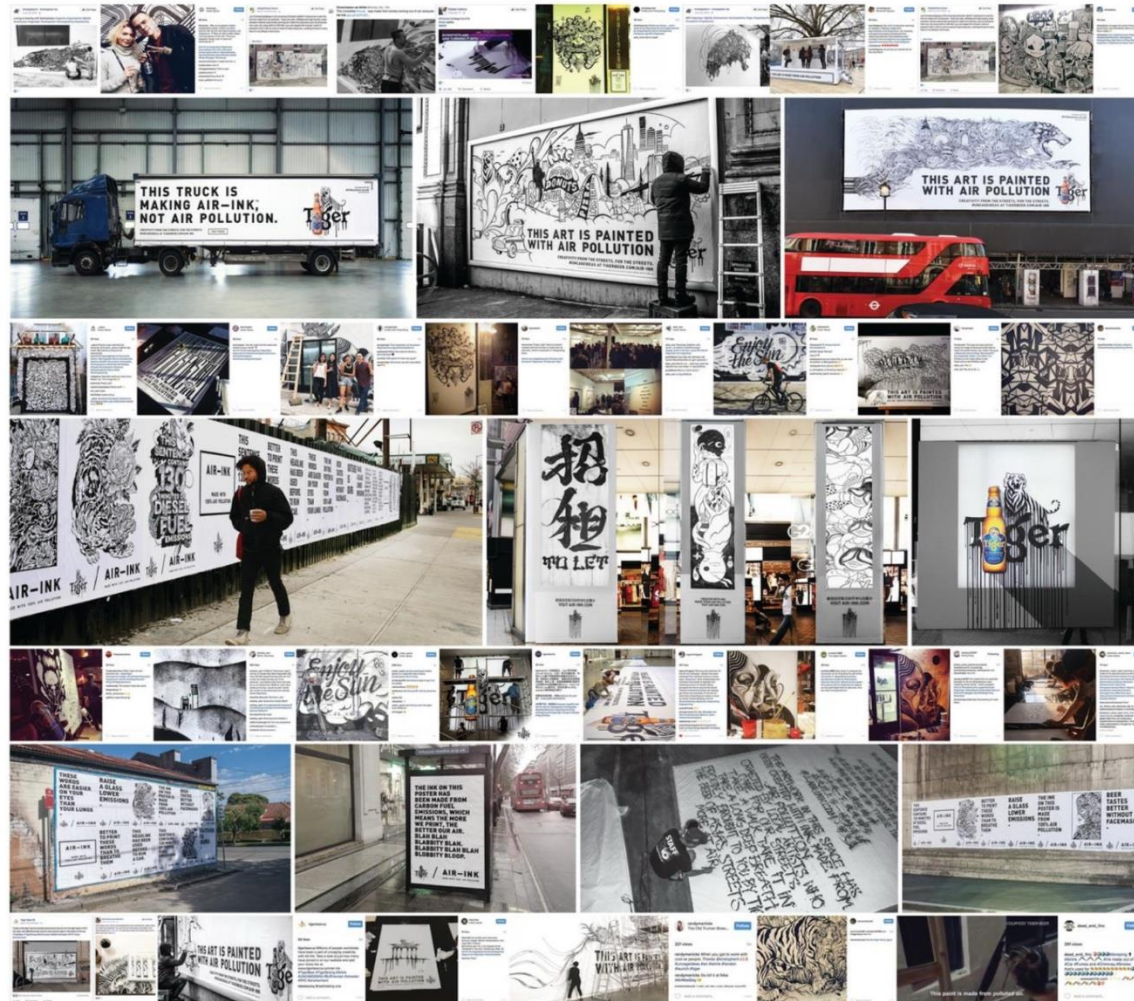
Air pollution is a global problem. In Asia, Tiger Beer is impacted by it every day. In fact, 62% of Tiger sales come from exposed street venues. As a proud supporter of street culture and sustainability, Tiger Beer had a bold idea: use the problem to fight the problem.

SOLUTION

Air-Ink, the first ink made from air pollution. We fitted innovative devices to the exhausts of ferries, cranes and Tiger delivery trucks. These captured pollution before it entered the air. The harvested carbon was purified and turned into safe, high-quality ink. We gave Air-Ink products to street artists and activists, along with media sites in cities where air pollution is an issue, including trucks in London, billboards in New York and entire buildings in Hong Kong. We filmed the journey and shared it online.

RESULTS

1,000+ ARTWORKS CREATED
36 MILLION VIDEO VIEWS
\$4.6 MILLION USD EARNED MEDIA
770L AIR-INK PRODUCED
20,000 HOURS CO2 CAPTURED







Tiger: poster on Shaftesbury Avenue was created using Air-Ink



Under the sky at night billboard campaign

“In March 2021, after Sarah Everard went missing, a vigil was planned in her memory at Clapham Common, but the police canceled it. To give people a place to express their feelings, I created an artwork showing people holding blank banners. I invited people on social media to share their thoughts and comments, which I incorporated into the artwork to reflect the community's emotions.

The piece gained traction online, and I began selling prints to raise funds for charities supporting women's safety. With the positive response, I crowdfunded over £500 to turn the artwork into a billboard. Out of Hand, a company in the South West, offered a discounted rate for printing and installation, while Niche helped with image scanning.

The project received media attention and helped reignite discussions on women's safety. I'm now planning a similar billboard in London and raising funds for it.”

(Niki groom 23/04/2021)



SARAH EVERARD PROTEST





ALL UNDER THE NIGHT SKY - Billboard Campaign



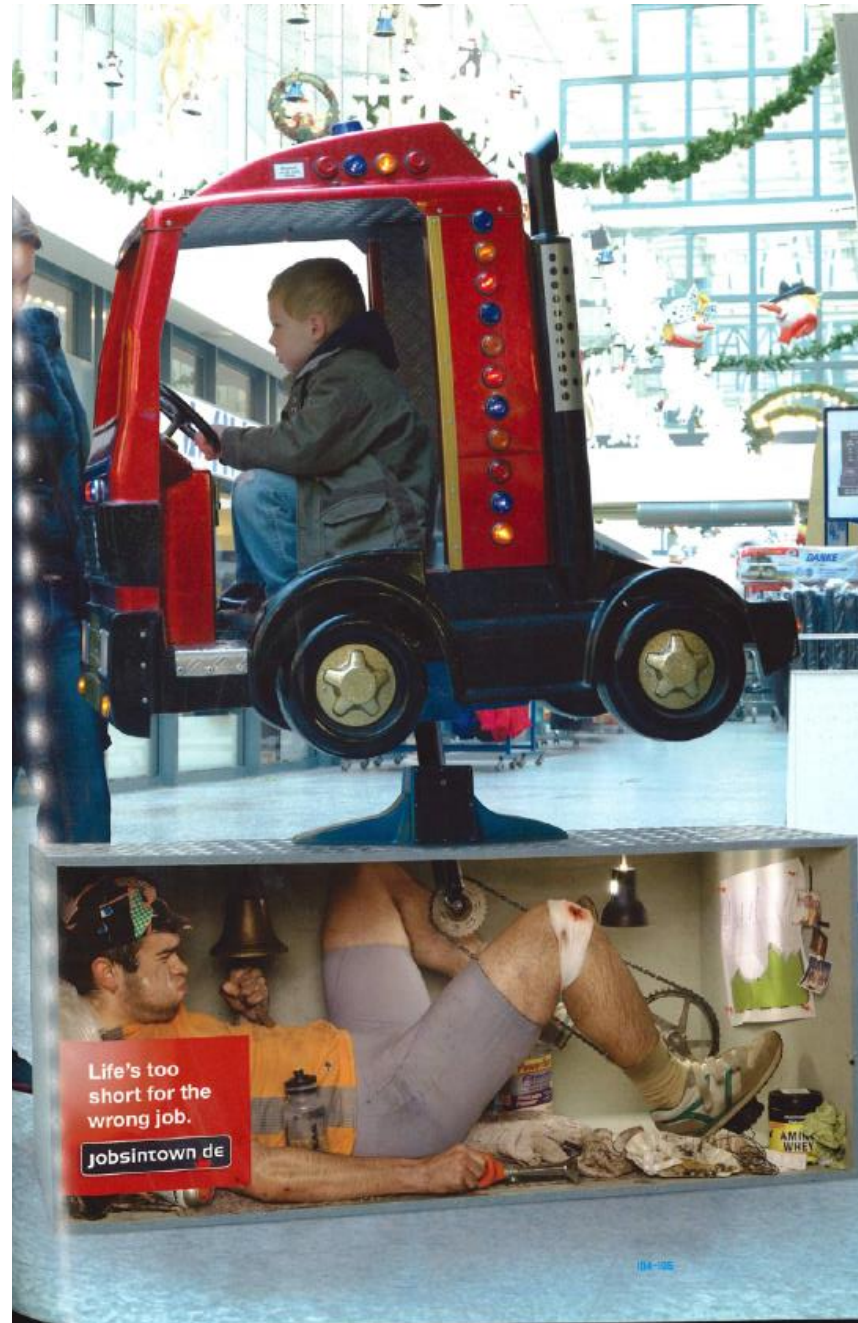


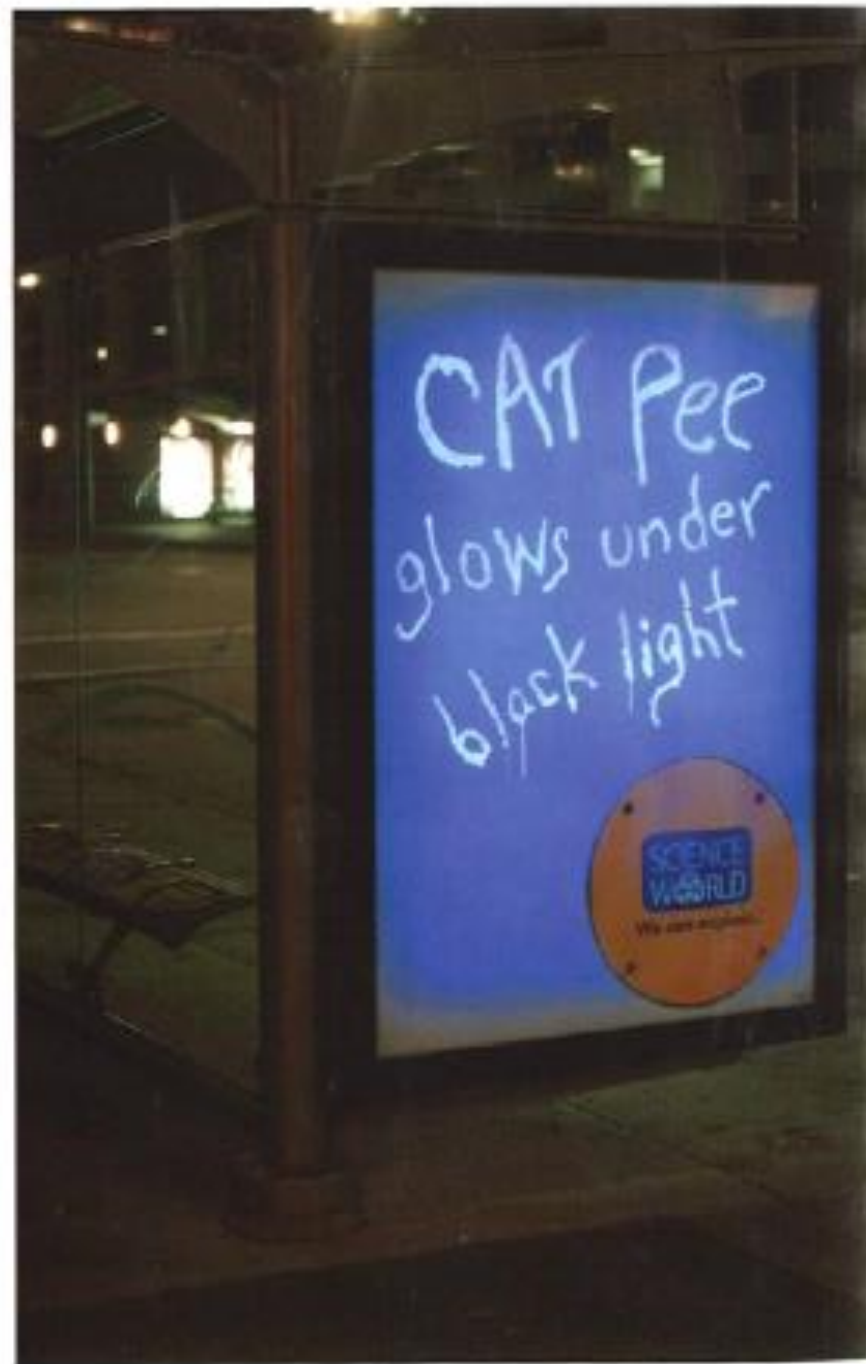






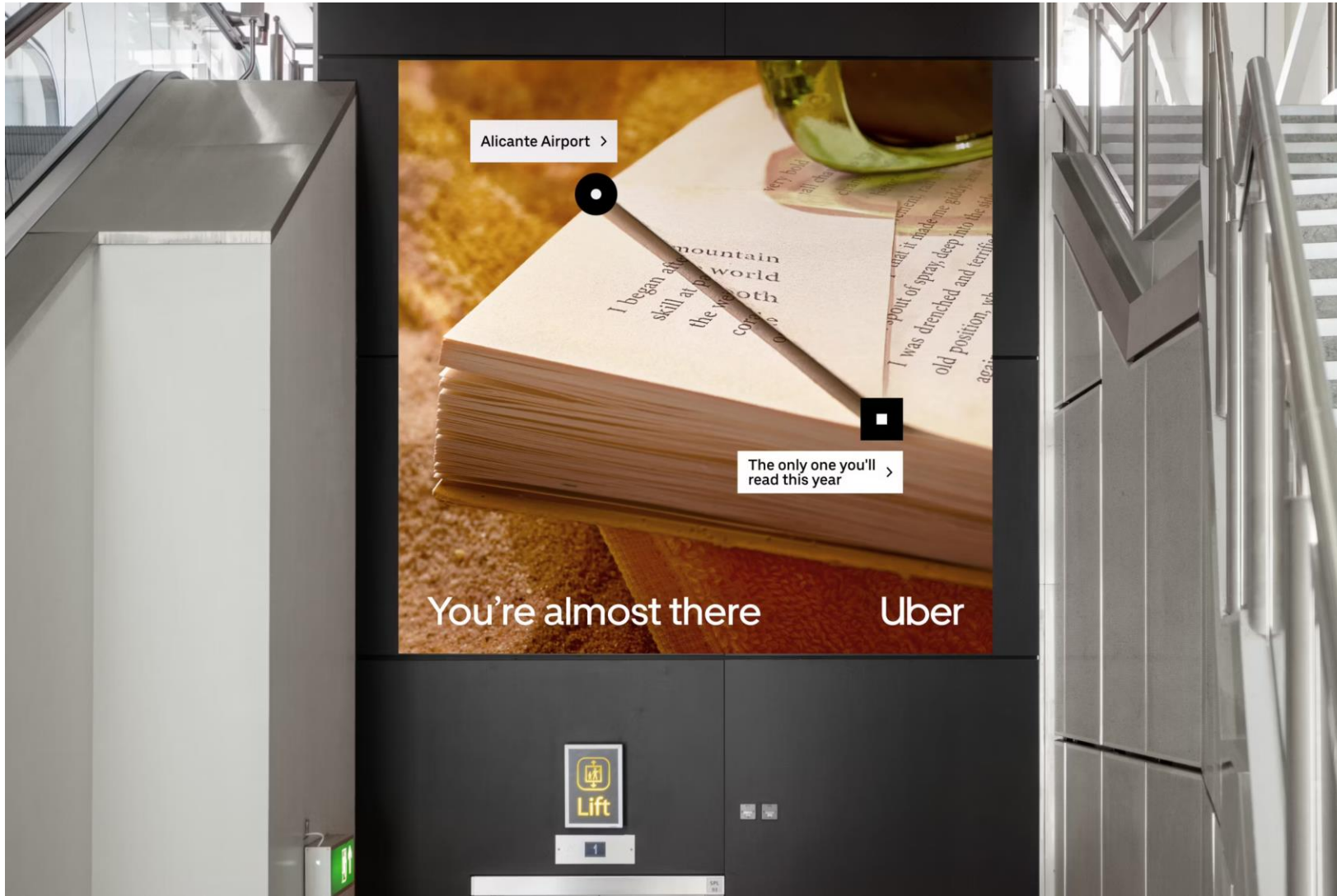


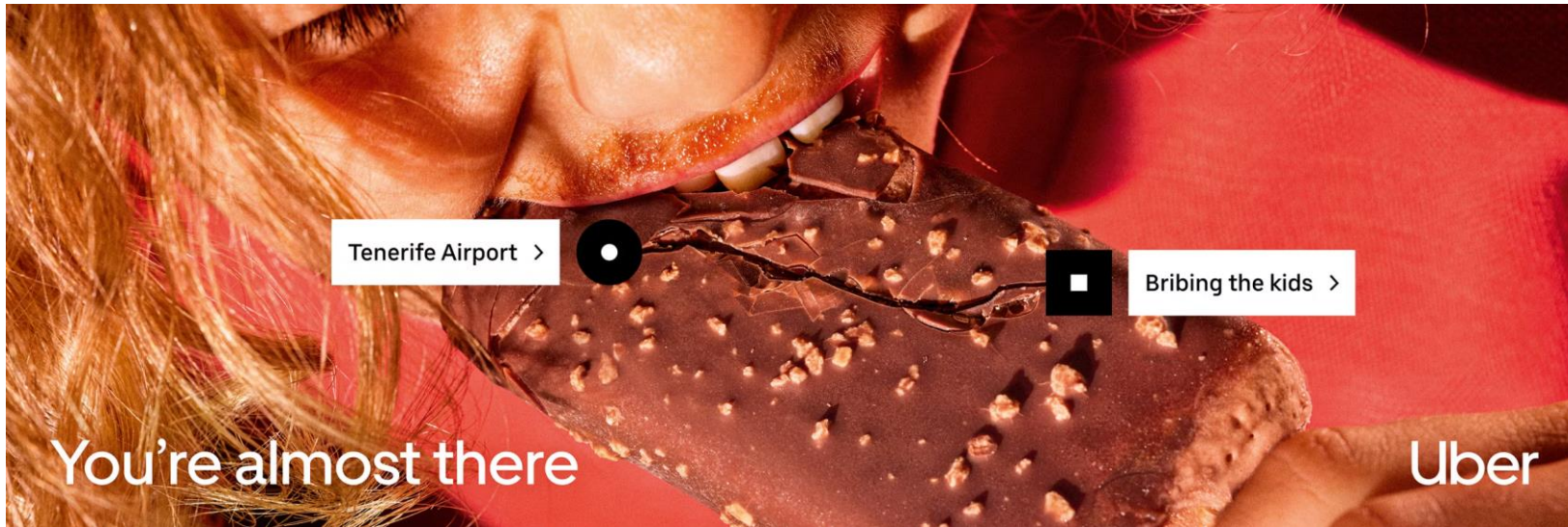












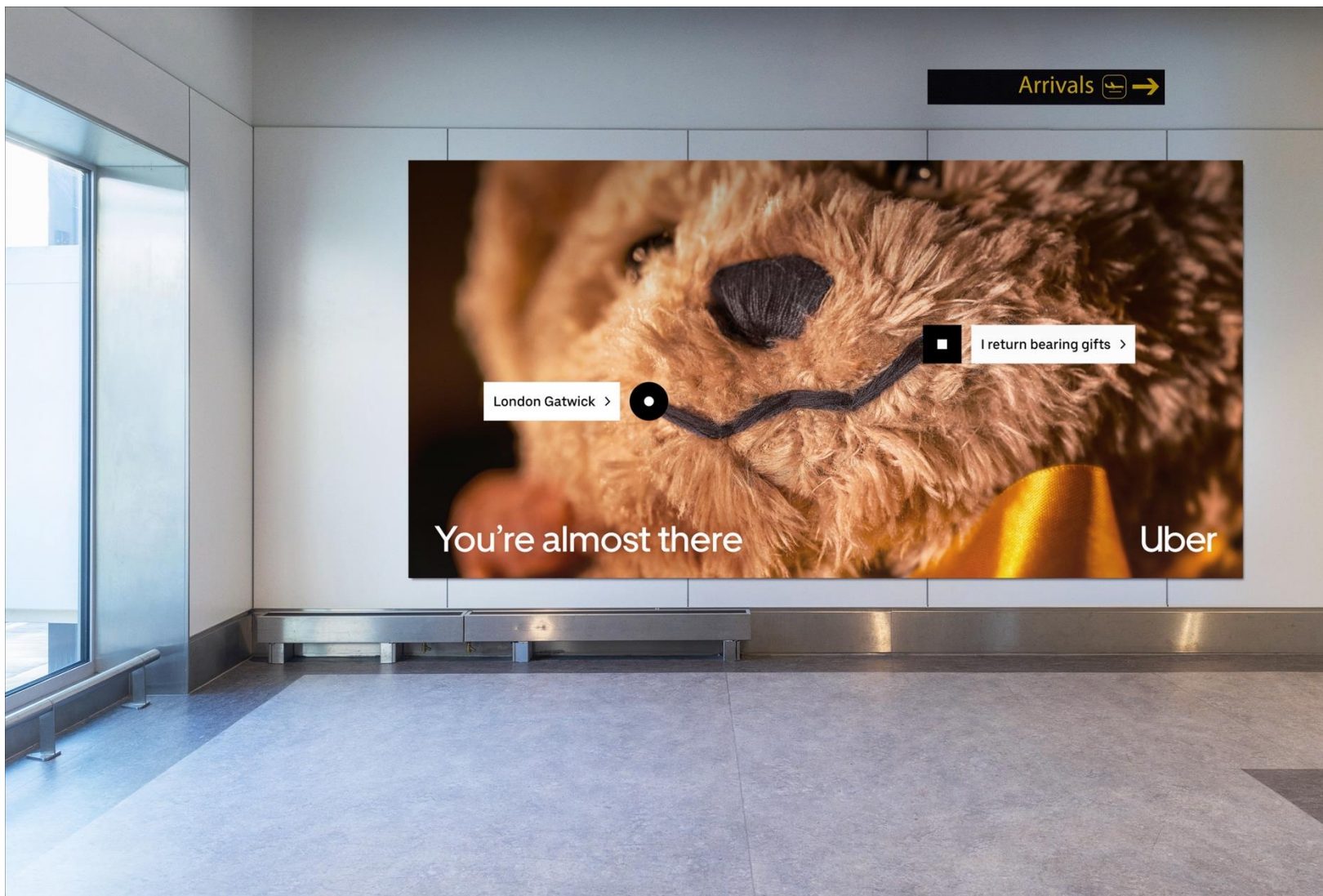
Tenerife Airport >

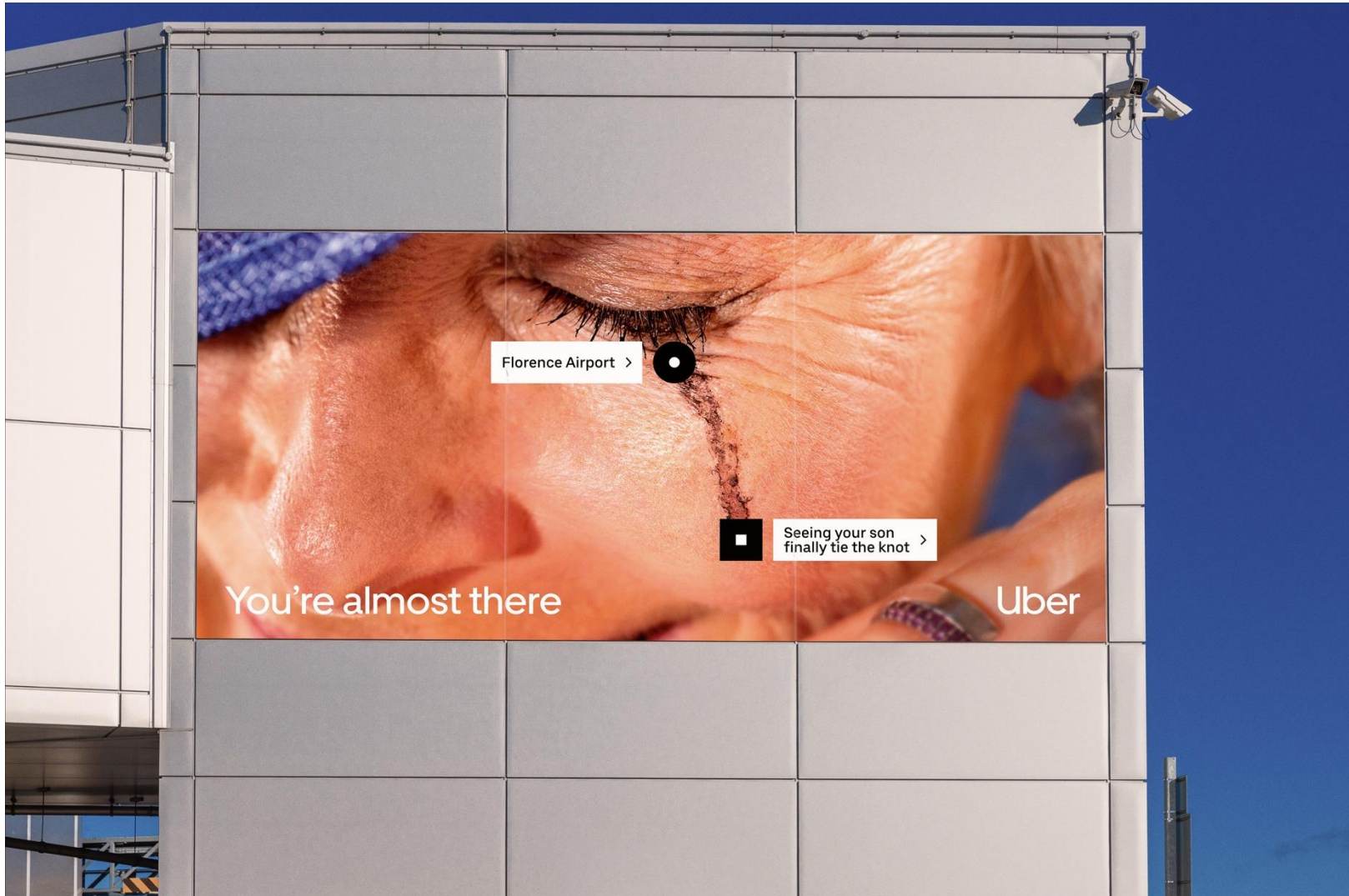


Bribing the kids >

You're almost there

Uber





Florence Airport >

Seeing your son
finally tie the knot >

You're almost there

Uber

Shakespeare in the Park

The 'Bill Wagglestick performers' will be presenting **A Midsummer Night's Dream** at Singleton park.

Having explored areas of guerilla advertising, create a piece of advertising that promotes this event.

Think conceptually and 'outside of the box'.