

Press Release

The World's Largest Collective Art Show featuring nearly 600 Artists from 60 Countries in Times Square

📅 December 2nd 2023 📍 1530 Broadway, New York City
👉 Day/Night Artists & Media Meetups @ 11AM and 6 PM

After Paris, London, Berlin, Monaco, New York, Los Angeles, Miami Beach and Barcelona, ExpoMetro is celebrating its 10th edition with its first Digital Billboard Art Show above the iconic I♥NY gifts store at the heart of Times Square.



🎨 850 unique artworks accessible to everyone

ExpoMetro is launching its 10th edition on December 2nd in Times Square, known as “the Crossroads of the World”.

Located at the center stage of the New Year's Eve celebrations, 1530 Broadway is strategically positioned just above eye-level and the I♥NY gifts store, targeting high volume pedestrian crowds that flow through the area, commuters coming from one of the busiest transit stations on the planet.

ExpoMetro will showcase 6 giant Collective Artworks composed of 850 individual artworks on a 20x50 (6x15m) digital screen powered by the most innovative LED technology.

The artworks will be displayed for 30 minutes per hour from 00:00AM to 11:59PM on December 2nd.

All artists' names will scroll in the header during each time slot.

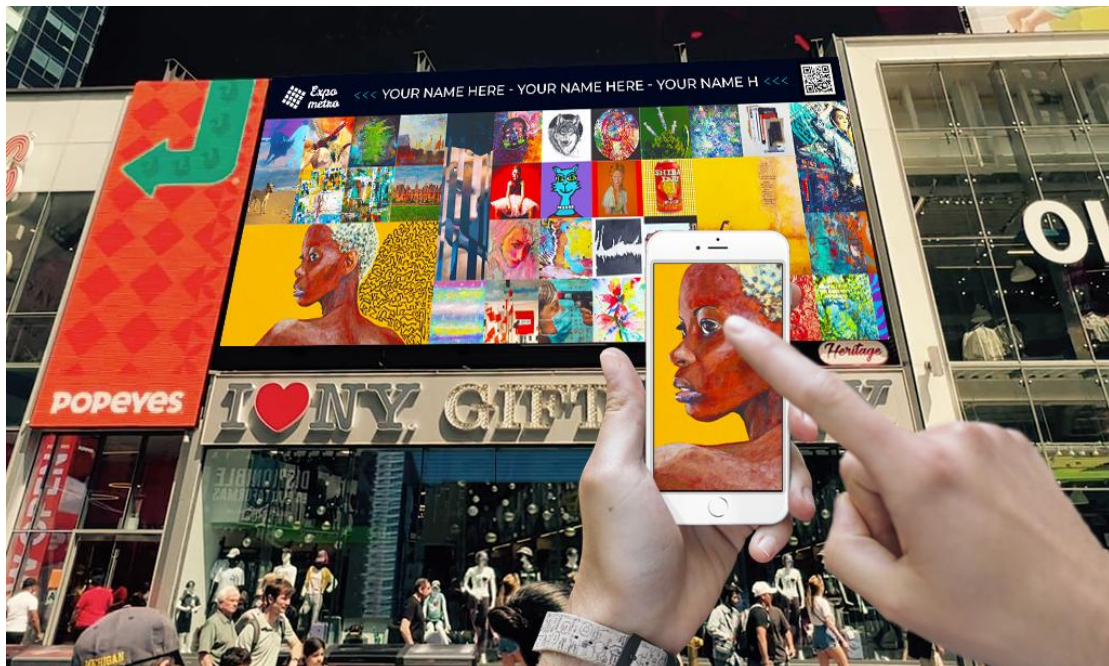
United Artists

ExpoMetro is open to all styles of Art (paintings, drawings, photography, sculpture, digital Art and mixed media) and brings together nearly 600 artists from 60 countries to celebrate artistic creativity and diversity.

Represented Countries:

Argentina, Australia, Austria, Belgium, Benin, Brazil, Canada, Cayman Islands, Chile, Colombia, Costa Rica, Côte d'Ivoire, Cuba, Czechia, Dominican Republic, Ecuador, France, Germany, Greece, Guadeloupe, Guyana, Hong Kong SAR, China, Hungary, Iran, Israel, Italy, Japan, Jersey, Jordan, Lebanon, Luxembourg, Mexico, Moldova, Netherlands, New Caledonia, Norway, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Russia, Senegal, Singapore, Slovakia, South Africa, Spain, Switzerland, U.S. Outlying Islands, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay and Venezuela.

Accessible Online



A QR code is available on each billboard to view the artworks online. Each individual artwork is clickable with a link to each artist's website.

The artworks are accessible online all year long on the page of ExpoMetro New York Times Square:

<https://expometro.co/en/exhibition/2023-nyc-times-square>

Artists & Media Meetup

JOIN US FOR THE OPENING ON DECEMBER 2ND

DAY MEETUP @ 11AM

NIGHT MEETUP @ 6PM.

ExpoMetro is organizing an official photo and spectacular drone video shoot with interviews during the opening on the first day with artists and media in front of the billboard.

At least 100 Artists are expected to come from all over the world for the event!

Follow Live + Social Media Promotion

ExpoMetro will cover the opening on Instagram Live during the meetups and share all photos/videos on its social media.

Facebook: <https://www.facebook.com/ExpoMetro/>

Instagram: <https://www.instagram.com/expometro/>

Twitter: <https://twitter.com/expometro>

Each Collective Artwork is a 1/1 NFT owned by Artists

Artists are the creators and co-owners of each Collective Artwork. Each Collective Artwork is a unique and valuable multi-artists Digital Art piece. ExpoMetro will put on auction each Collective Artwork NFT on the first day of the event. Earnings will be split between the artists.

Links

Page of the expo: <https://expometro.co/en/exhibition/2023-nyc-times-square>

QR Code of the expo:



Video Promotion

YouTube: <https://www.youtube.com/watch?v=RFmW6NF0MA8>



About ExpoMetro

ExpoMetro revolutionizes the concept of Art exhibition by making Art accessible to everyone in outdoor public spaces.

ExpoMetro is a one-of-a-kind Art show allowing artists to showcase their Art on billboards at iconic locations around the world in a click. **Each show is a unique off-line / online event** uniting hundreds of artists from all horizons within giant Collective Artworks. Artists benefit from incredible exposure in crowded public spaces and change the way people discover Art directly in the streets. This infinite creativity that was previously locked in homes is now suddenly visible by thousands of people at iconic locations.

Our vision is to transform urban landscapes by showcasing Art by local and international artists in public spaces daily.

Our goal is to replace 1% of outdoor advertising by Art. The 9 world's largest Out Of Home advertising companies own 3 million billboards. Together we can turn 30,000 ads by Art!

"Yes, Art can change the world! Together we have the power to make thousands of local and international artists visible to everyone, everywhere on all urban spaces, all year long."

Rudolph van Valkenburg, Founder



Our Core Values

- **Innovation** - ExpoMetro is creating bridges between Artists & People by making Art accessible to everyone both online and off-line through innovative technology.
- **Diversity** - ExpoMetro is uniting and empowering a diverse and global community of artists to make them stronger as One and spread the richness of cultural diversity.
- **Creativity** - ExpoMetro is embracing eclecticism by being open to all kinds of Art that reflect the infinite source of artistic expressions.

ExpoMetro Positive Impacts

- **Artists** benefit from a unique experience and exceptional triple exposure : public, online and promotion.
- **People** discover Art outside the walls. 67% of people never go to a museum.
- **Cities** improve neighborhood life by bringing beauty and creativity.



KPIs

Since its first show in December 2018, ExpoMetro has

- replaced 1250m2 of outdoor advertizing by Art
- in 9 cities and 6 countries on 2 continents,
- exhibited 5897 artworks
- by 4283 artists from 60+ nationalities
- and generated 5.5 million views of Art in public spaces.

The ExpoMetro World Tour has only just begun!

Contact



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Images - Times Square





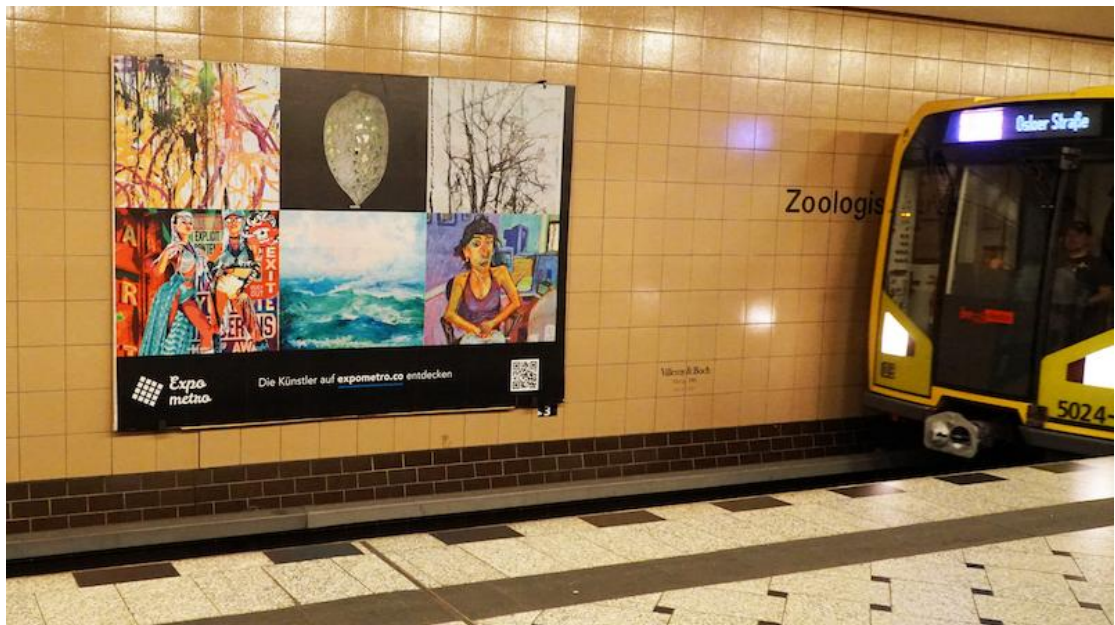
 **Images – Previous Shows**



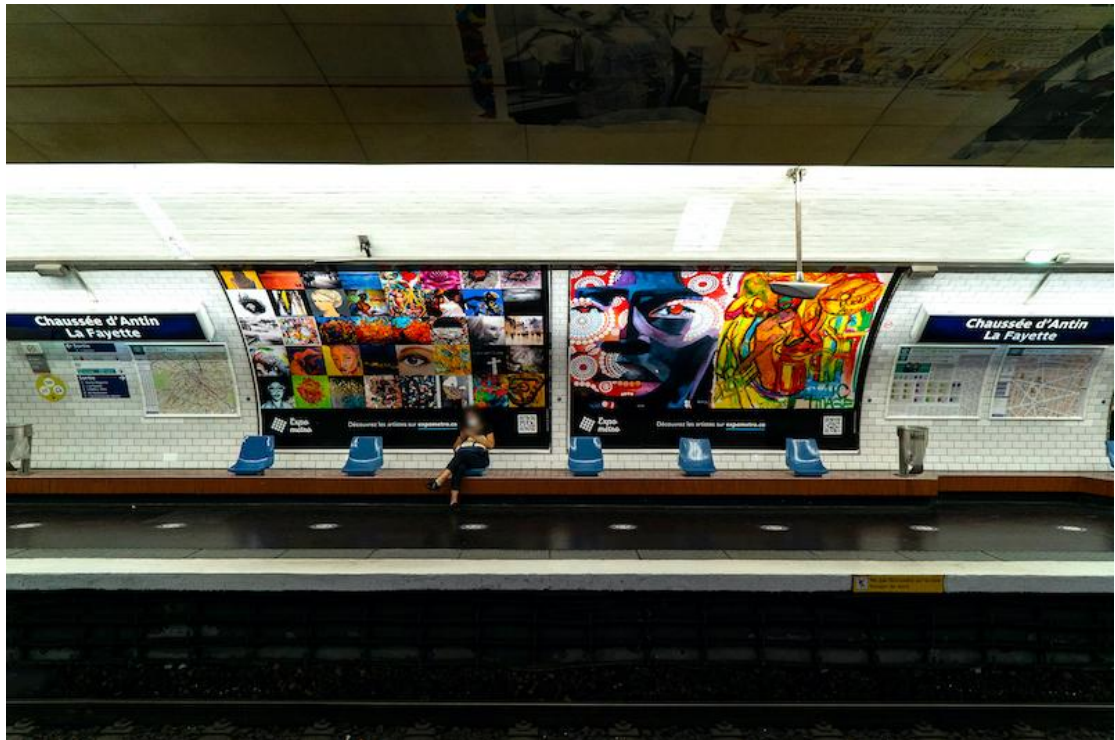
Paris, 2018



London, 2019



Berlin 2020



Paris, 2020



Monaco, 2021



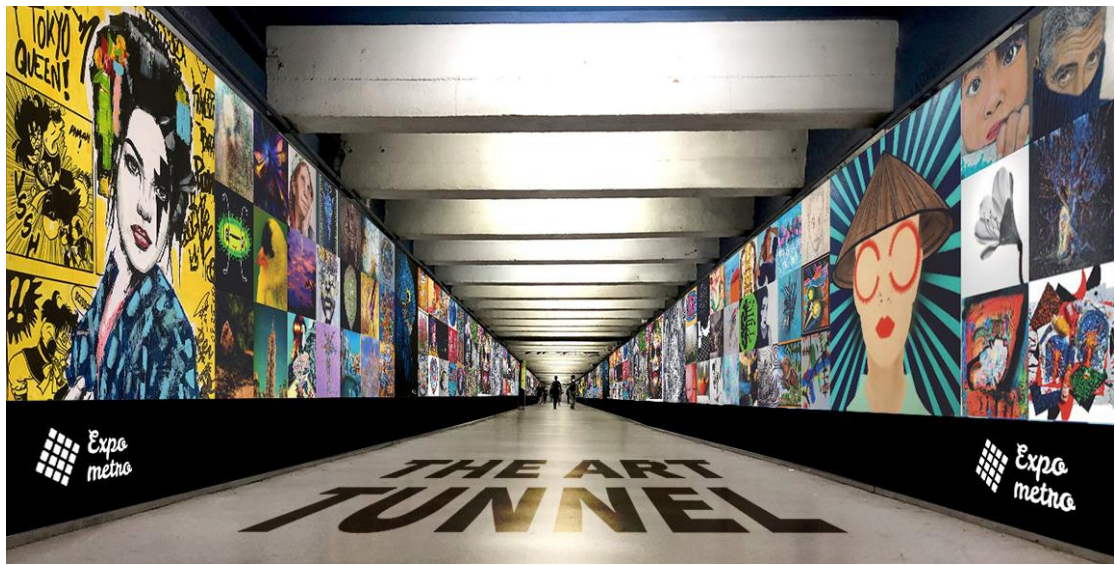
New York, 2021



Los Angeles, 2022



Miami Beach, 2022



Barcelona, 2023