

We stand at a crossroads  
Faced with enormous challenges we have a clear choice

Take the road we've always taken  
And pursue the future we were sold

Bigger  
Brighter  
Louder  
Faster

Or turn the other way  
Giving public space back to the people  
Opening culture up to all

This is a challenge on the traditional advertising space  
A daily takeover of the Piccadilly Lights by emerging and established artists  
It's a break from the constant ticking of clocks  
And an alternative reality to the usual cycle of commerce  
One where possibilities exist and solutions emerge

Because,  
what if hope looked very different to how we imagined it?  
What if progress means taking a pause?  
To reflect  
To imagine  
To explore

When we challenge the existing order we create the conditions for change  
When we interrupt the status quo we create the reverberations to rejig, reorder and realign

Change is possible and art can light the way  
But only if we unleash its full potential to roam the streets and to live amongst us  
Breathing fresh possibilities into everyday life

Which path will you decide to follow?