

**Free For All Forever
I-70 Sign Show, Missouri, USA**

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Free For All Forever

British Art Show 9 fringe programme, Southampton, UK

As with everything contained within the 'Revelations' project, these two billboards can be considered as separate works, but within the wider framework of the project it makes sense to consider them together. The two versions of the same work were shown concurrently – not overlapping time-wise, but with a considerable overlap of a few weeks. In doing so, something of a transatlantic conversation was established between the two iterations in that moment. The 'I-70 Sign Show' is an existing programme of artists billboards exhibited along the I-70 in Missouri, USA. As such, they were a collaborative partner in the exhibition of this work. The other iteration, in Southampton, UK, was commissioned by the organisation UGO and programmed as a part of a temporary billboard project within the fringe events attached to the British Art Show 8.

Further documentation:

<https://www.smarkgubb.com/free-for-all-billboard>

Further Evidence/Information

I-70 Sign Show website:

<https://www.i70signshow.org/current-artists/main-billboard>

Culture Southampton BAS8 Fringe Projects Report:

<https://www.culturesouthampton.org.uk/wp-content/uploads/2018/10/BAS8-Fringe-v4.pdf>

UGO:

<https://ugoprojectspace.tumblr.com>



Free For All Forever (2016)
I-70 Sign Show, Missouri
Image credit Anne Thompson



Free For All Forever (2016), UGO, Southampton
Image credit Jonathan Kelham