

# Insert\_\_\_\_Here

## An artist engages citizens to communicate how they want to change their neighborhood through graphic intervention



The Insert\_\_\_\_Here project, launched by artist Eve Mosher in response to a perceived lack of public awareness around community-driven change, capitalizes on community awareness of place and optimism. The project invites participants to place bold yellow “Insert\_\_\_\_Here” arrows in locations in their community where they want to “insert” an urban change or intervention. By posting their ideas on site, individuals can share their proposed solutions with the greater community. Arrows have also been projected onto the sides of buildings during events, allowing passersby to text their wishes for a site and see them broadcast live to the neighborhood.

Project author or developer:  
**Eve Mosher**

Where:  
**US / États-Unis / New York**

Website:  
**[www.spontaneousinterventions.org/project/insert\\_\\_\\_\\_here](http://www.spontaneousinterventions.org/project/insert____here)**

