

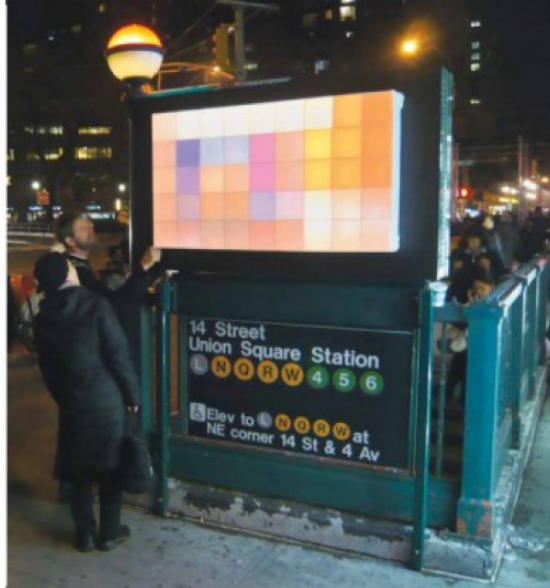
# Pixelator

## Transforming commercial pollution into abstract projections of light and color

Sightlines at the entrance of New York's subway stations are prime visual real estate, and such real estate comes with a price tag—one paid more easily by promoting commodities than art. Artist Jason Eppink, however, devised a way to appropriate these LED billboards for a more artful purpose: Pixelator, a homemade foam core and paper screen that can be affixed to any of the monitors, transforming commercial pollution into abstract projections of light and color. The results are wholly spontaneous and dependent on the advertisements hidden behind the intervention. In keeping with this open-ended spirit, Eppink has posted on his website simple instructions for building your own Pixelator.

### How To

- Step 1: Measure your target.**  
In NYC, video billboards are 27.2" x 45.7". Make sure your target is the same size before using these numbers.
- Step 2: Gather your materials.**
- 1 piece of 48" x 24" white cardboard (available at Target or Home Depot)
  - 1 sheet of Heavy Kraft Adhesive (4" x 5" available at K&M and Expeditious in Long Island City for \$10)
  - 1 roll of white duct tape
  - 1 sheet of high Tack adhesive
  - One pen and a box of glue sticks
  - Tape measure or yard stick
  - One corner
  - One end
- Step 3: Cut the cardboard.**
- Step 4: Interlock the pieces.**
- Step 5: Tape the sides.**
- Step 6: Cut and glue the diffusion gel.**
- Step 7: On the back, generously apply fish tape to the corners and top edge.**
- Step 8: Attach to video billboard and enjoy.**



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Where:

**US / United States / New York**

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