

Inner city circles transformed into 'works of art'

Traffic calming circles in Dar es Salaam, Tanzania, have been transformed into 'works of art' as part of that city's urban regeneration and beautification initiative. Continental Outdoor Media worked in conjunction with local artists to beautify this road infrastructure.



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Says Russell Stuart, GM Continental Outdoor Media Tanzania, "In the past, when upgrading road infrastructure like traffic circles, those tasked to do so would opt for planting gardens on the circles - we have taken a different approach: one that encourages the development of local artists."

Continental Outdoor Media's creative team presented various themes to be used on the traffic circles to the municipality: an island and sea theme - dhows (boats), turtles and palm trees are depicted; a game park theme with the aim of drawing attention to Tanzania's fauna and flora as well as to its game; and a traditional 'dancing' theme replete with traditional drummers.

"We commissioned the 'wonder welders' of Tanzania - these artists are primarily disabled. The result is wonderful and we have assisted the tourism authority in promoting the country to travellers. Overall, this project proves how industry, artists and government can work together to create an impressive city," said Stuart.

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