

Live photography exhibition now open

Yesterday, Monday 8 October 2012, saw the opening of the live broadcasting of what is described as the world's largest live photography exhibition, across 406 screens in South Africa (airports and Sandton). Posterscope SA hosts it, in association with local media owners Provantage and Primedia.



Image by heathersky. Source:
www.aday.org

The project began earlier this year with www.ADay.org when people around the world were asked to pick up their cameras and photograph daily life. The response was great, with over 100,000 photos from 165 countries being submitted, which reflects how people lead their everyday lives in 2012.

Aday.org is initiated by the Swedish non-profit foundation, Expressions of Humankind. The foundation supports scientific research and education centred around the photographic image and the written word. Its aim is to inspire creative reflections on humanity, by experiencing global perspectives

Global reach

Globally, the exhibition will appear on sites such as the ABC Screen in New York's Times Square, the Media Wall in Liverpool- Europe's largest commercial screen, as well as the Harmon Corner digital screen in Las Vegas - the world's largest full motion LED screen. In all, over 2700 individual pieces of copy will be used.

"It is fantastic to be involved in this remarkable and unique initiative, which documents how diverse people's lives are across the world. The ADay exhibition itself is an amazing demonstration of the global scale that can be achieved with digital out-of-home. However it would not have been possible without the collaboration from our media partners," said Adam Cherry, digital development director, Posterscope.

Many of the world's leading public figures including Archbishop Desmond Tutu, Sir Richard Branson and Jan Eliasson

(Deputy Secretary General of the United Nations) support the project.

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