

CONICAL PRESS RELEASE

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Shellywood **An off-site billboard project**

Shellywood is an extravagant celebration of the large iconic Bollywood billboards of India.

Shelly (a former supermodel and retail in-store demonstrator) takes full advantage of the outdoor advertising format to promote her latest movie blockbuster in two locations – Melbourne and Brisbane.

The billboards use the typography, colour and exuberance found in Bollywood hoardings and feature Shelly in a Bollywood-style love triangle/melodrama, surrounded by arranged marriage partner, boyfriend, doting grandmother and disapproving father.

Shellywood is an experiment in adjusting and manipulating public perception. It aims to challenge the borders between art, advertising and entertainment, delivering to a mass audience in a commercial/urban context.

The billboard on the façade of the Rochester Hotel in Johnston Street, Fitzroy, can be seen from the window at Conical Inc.

The Brisbane billboard is a massive 45-metre long drive-by experience located on Kelvin Grove Road.

www.shellywood.com

Melbourne
202 Johnston Street / Conical Inc., 2 Rochester Street, Fitzroy

Brisbane
QUT, Kelvin Grove Road, Kelvin Grove
Nov – Jan 08

CONICAL

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