

Zoe Crosher  
**Manifest Destiny Billboard Project**  
**CALL FOR ENTRIES**



Zoe Crosher, 'Californian-Like' from the series *LA-Like*, 2007  
inkjet print, 30x30"

This month, concurrent with the exhibition *LA-LIKE: Transgressing the Pacific*, LCP helps to launch **Zoe Crosher's Manifest Destiny Billboard Project Initiative** with a **CALL FOR ENTRIES**.

Crosher's project will soon evolve into a series of artist-produced billboards (including some of her own) unfolding along the I-10 freeway and playing out over time, moving westward from the Arizona border to the California coast. Examining current and historical notions of "Heading West"—as well as how to map a place while going 80mph—the expansively scaled project seeks to explore and reveal over time and landscape the conceptual and particularly American fantasy-narratives of Manifest Destiny while reinvigorating the potential iconic power of both the photographic image and the billboard as medium.

**Crosher will be collecting billboard proposals— exclusively at Las Cienegas Projects throughout the duration of the exhibition—and will choose 1 for inclusion in the project.**

Entries can be in the form of a photograph, drawing, printed image, or any medium that can fit inside the 12x12x12" box within the exhibition (no jpg's or digital files please, only hard copies), along with any (optional) written description to support the idea. Please include name, email, and telephone number on the backside of the image (judging will be "blind").

For further information or questions, please direct inquiries to Amy Thoner via the gallery mail at [lascienegasprojects@gmail.com](mailto:lascienegasprojects@gmail.com) or by calling (213)595-8017.

**Closing date for entries is July 16, 2011 (final day of exhibition).**

**LAS CIENEGAS** PROJECTS

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Wed - Sat 12 - 6pm