Conceived and produced at the time of immensely aggressive invasion of vulgar advertisements in the city of Sofia, the work explores the visual interface of a neo-capitalist city in the process of change and massive investment. The visual surface of the prints proposes a vision for what might happen if the 2D space of the new billboards is merged together with the 3D space of the city. The horizon of such an urban interface cannot be anything else but a "billboard heaven".

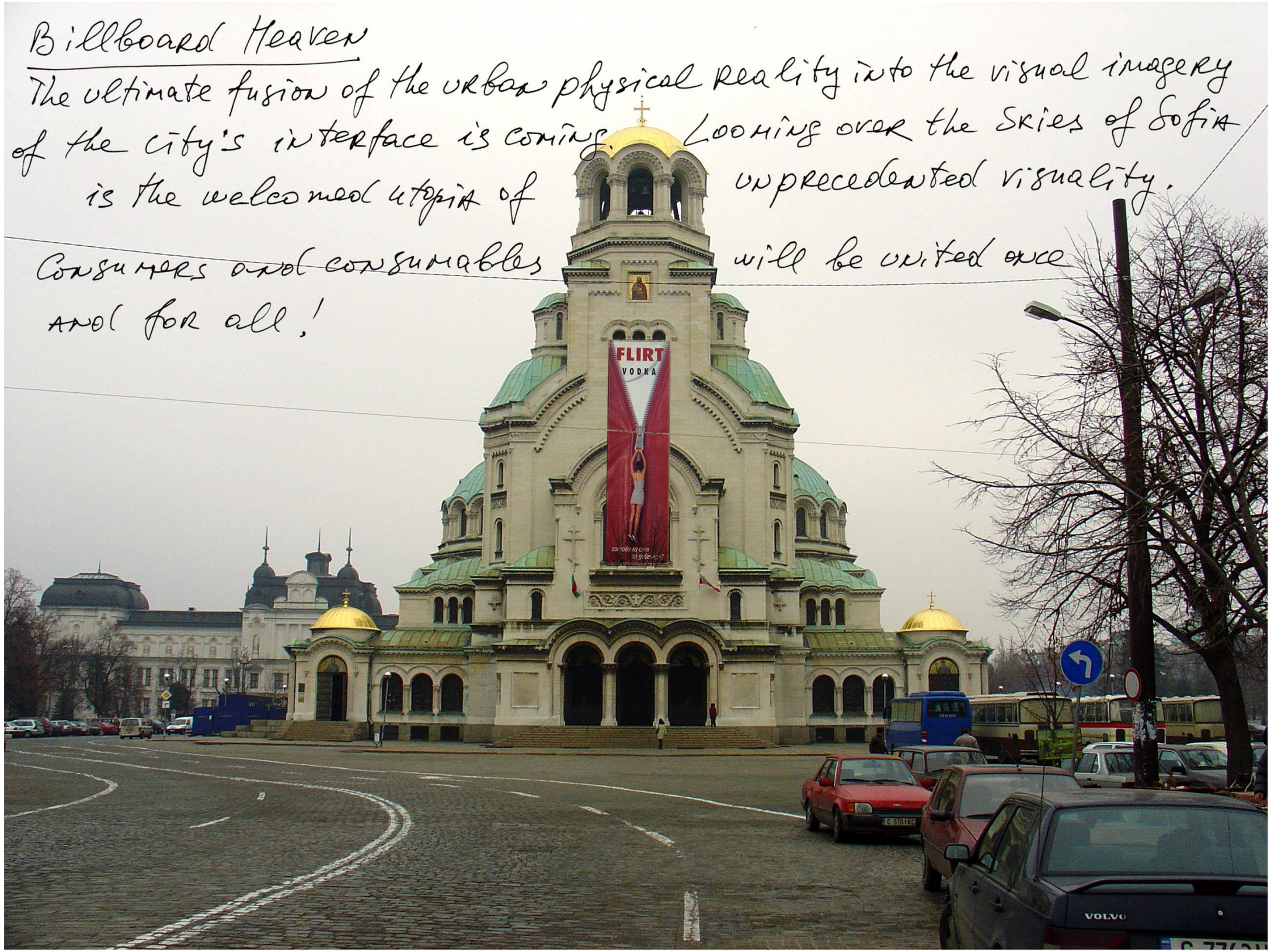
Installation view: "From Ideology to Economy. Contemporary Bulgarian Art 20 years later", State Central Museum of Contemporary History of Russia, Moscow, October-November 2009 (curators Iara Boubnova, Maria Vassileva) (C)

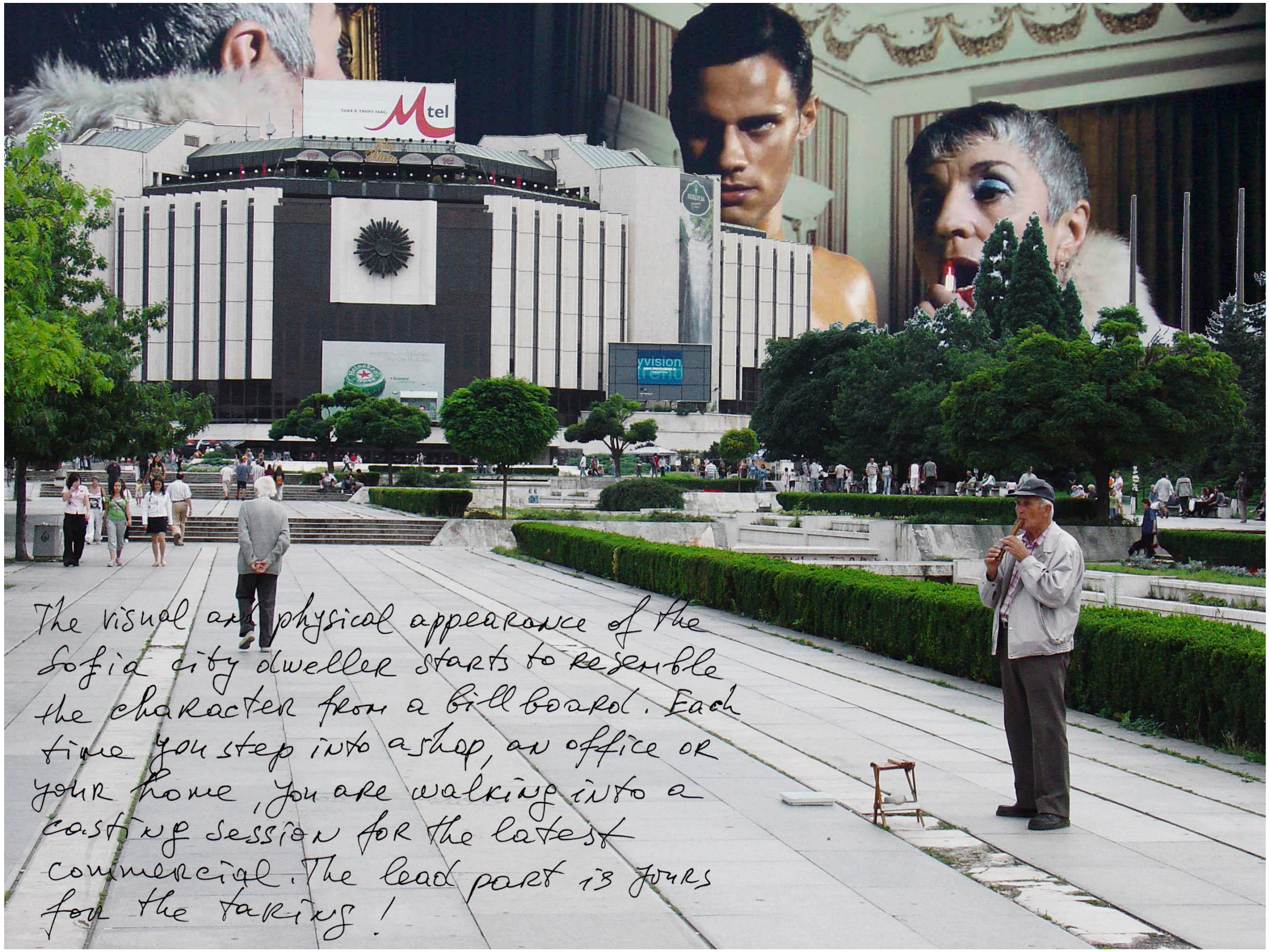
Luchezar Boyadjiev
Billboard Heaven, 2005
Cycle of 19 digital prints on paper
60 x 80 cm each
Sofia City Art Gallery Collection
Edition 5+2AP

"We all live in a yellow billboard,
yellow billboard,
yellow billboard...
За реклама
9880671
0889 749 737
(Repeat twice more, each time with
slightly increasing enthusiasm!)

Billboard Heaven

The ultimate fusion of the urban physical reality into the visual imagery of the city's interface is coming. Looming over the skies of Sofia is the welcomed utopia of unprecedented visuality. Consumers and consumables will be united once and for all!





The visual and physical appearance of the Sofia city dweller starts to resemble the character from a billboard. Each time you step into a shop, an office or your home, you are walking into a casting session for the latest commercial. The lead part is yours for the taking!

The physical ground of the city is no longer in the category of real estate. It is a metaphor! It is a gigantic support surface for a 3-D billboard full of fancy corporate buildings, apartment blocks and beautiful, wealthy, forever young people.

ДЕНОНОЩНА АПТЕКА
Galen®
sloggi
Taste the sum
Scholl
РЕКЛАМНА МРЕЖА 5

Metatron Luxe
HunterDouglas
АРХИТЕКТУРНИ ПРОДУКТИ
STRIPTEASE BAR
Velvet
АПТЕКА

ALPHA BANK

Следвай своята
джинтуиция
BORG

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КИЛИМИ
МОКЕ
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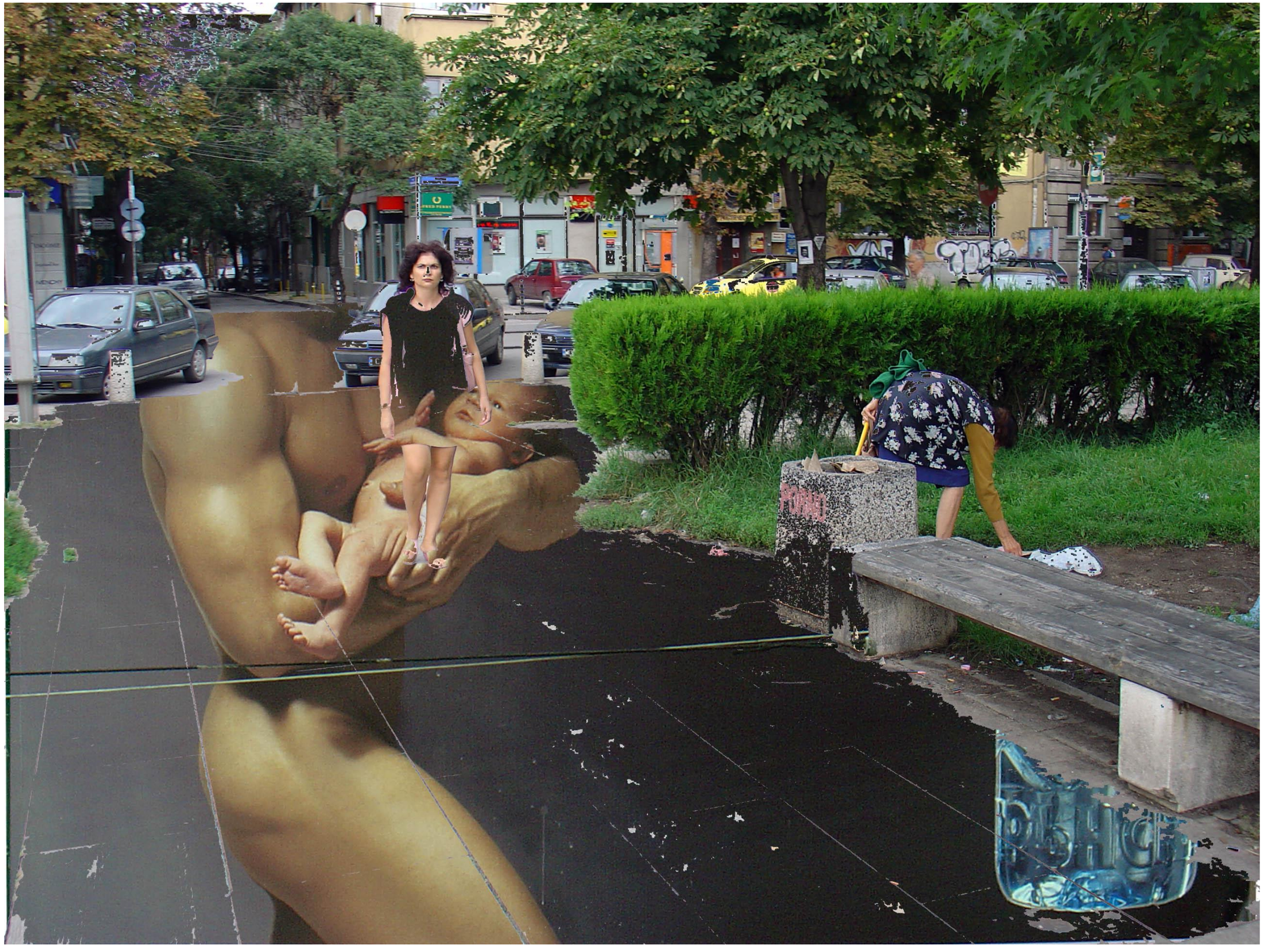
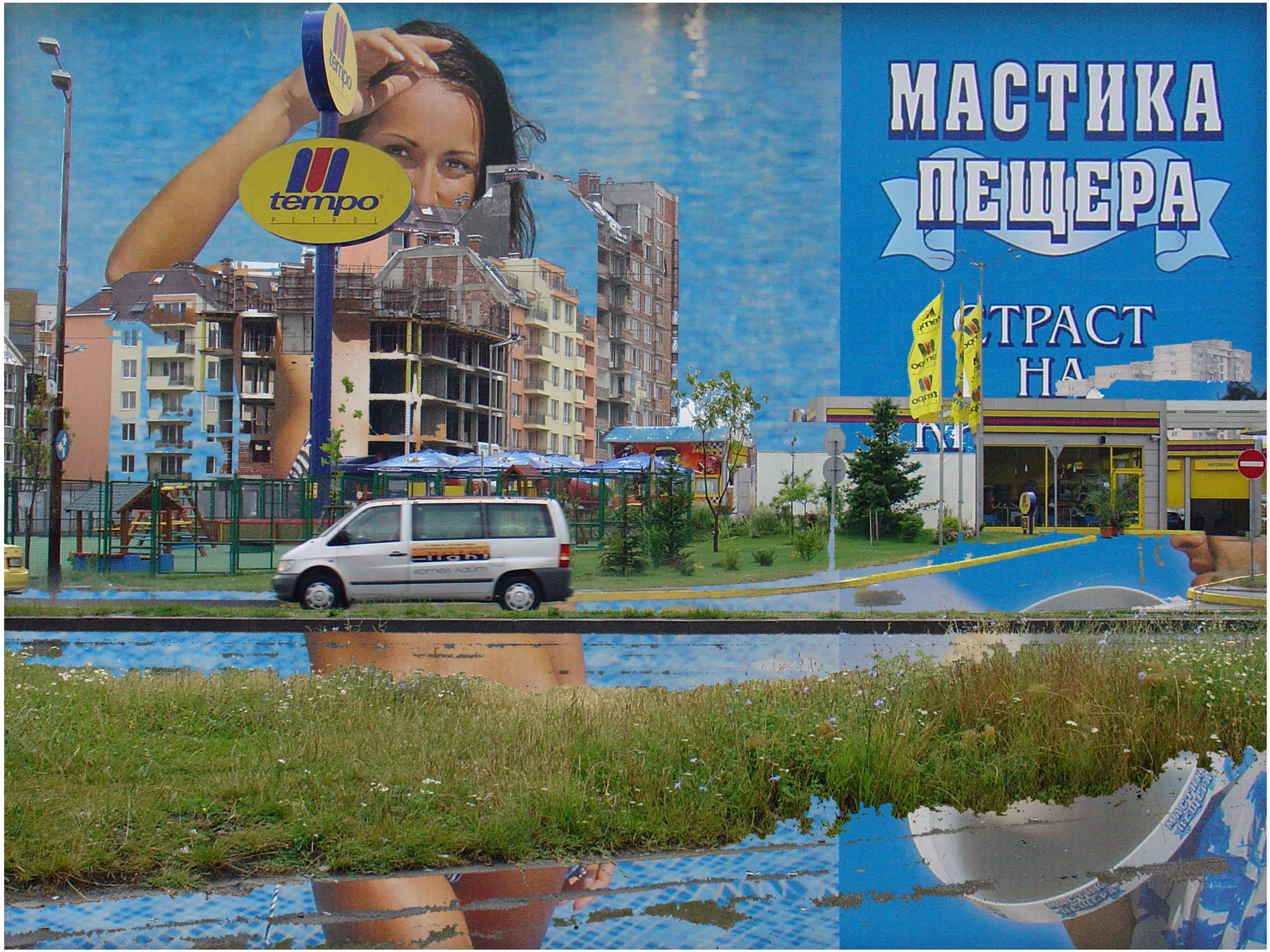
ТАПЕТИ
ЛАМИНИРАН
ПАРКЕТ
ПЛАТЕ
МОНТАЖ
ЧИСТОТА
ЧИСТОТА
ЧИСТОТА
www.mcdonalds.bg
i'm lovin' it


PORTO

САМО
МОЖЕ
ЯХНЕШ . . .
КУПОНА!

FLIRT
JACOBS
3in1
G-WEAR
CITROËN C4
24 638
RADO
Lufthansa
FLIRT

TOTAL SCIENCE
DRUM'N'BASS MASSIVE
10.10.2004
CLUB SPARTACUS, SOFIA
БАЛЕТНА ШКОЛА СИЛУЕТ
ВИДЕО УСЛУГИ
МОДЕРЕН БАЛЕТ
ПРИМАТА НА РУСКАТА МУЗИКА
АЛЛА ПУГАЧОВА
ОТНОВО В БЪЛГАРИЯ
ди сте за довечера?
PURE GRAIN
FLIRT
VODKA
MULTIPLE DISTILLED
www.flirt.


tempo
PETROL
МАСТИКА
ПЕЩЕРА
СТРАСТ
НА

nothing to
Grand Hotel Sofia
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фамилия
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tobacco & drinks
Cheers
A T 6766

vodka

Tullamore
Dew
чисто ирландско.
послушай ангела си!
MC CLAYN
MC CLAYN
MC CLAYN
ВЕСТНИЦИ
СПИСАНИЯ
50
готови ли сте
за лятото?

vodka