

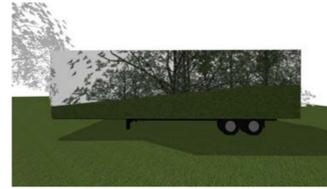
Speedscaping

Architecture for a Fleeting Landscape

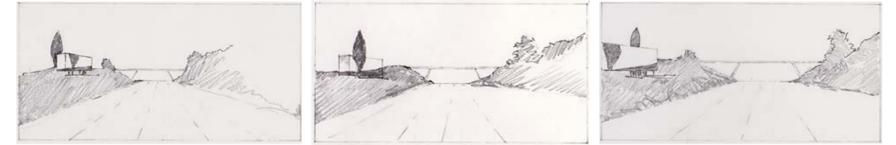
Concept

Speedscaping is an exterior, temporary, public artwork to be viewed at speed from a UK highway. A decommissioned lorry trailer, chosen from the many parked in fields overlooked by the road, is hired for the duration of the exhibition. One side of the trailer, usually used for the purposes of advertising, holds a billboard printed in imitation of the background landscape, as in the tradition of the *trompe l'oeil*.

Motorists initially see the trailer ahead in the distance. As they near, it is seen to the left of centre vision and the print on the surface draws attention to the experience of parallax with the landscape behind. The *trompe l'oeil* effect, whereby features on the printed surface line up precisely with their counterparts in the background, takes place as the trailer is in peripheral vision, and just as it passes out of view.



Trailer Elevation. H 4.5m, L 15.5m



Motorist's view approaching the trailer



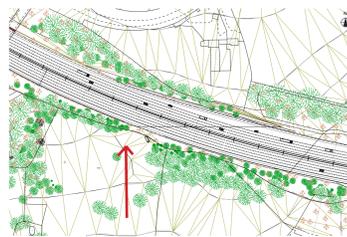
Motorist's view at the moment of trompe l'oeil

Location

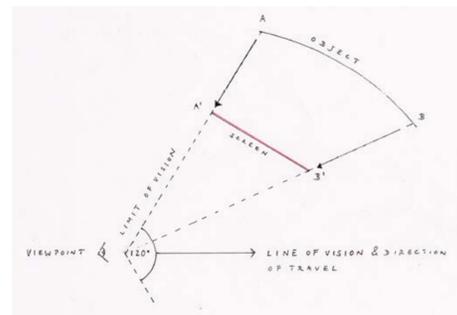
The work can be sited by any road that is busy, fast and where motorists are not permitted to stop. The conditions are only that, when first seen, the trailers form part of the motorist's view ahead, and that the kinds of spectatorship made possible by stopping, slowing down or getting out of the car are not practical. The renderings presented in this proposal are based upon a location at Fulmer, visible from the M40 westbound carriageway between J2 and J3.



Composite photo showing existing view



Location Map. Fulmer, M40 Junction 2-3 (not to scale)



Projection diagram (not to scale)
Object A - B: landscape backdrop
Screen points A - B: billboard print on trailer side



View obscured by billboard



Billboard artwork. View obscured by billboard anamorphically adjusted to blend into background from motorist's viewpoint. Dimensions: 15.5m x 3.2m