

**HOLLAND
BILLBOARD
GALLERY**

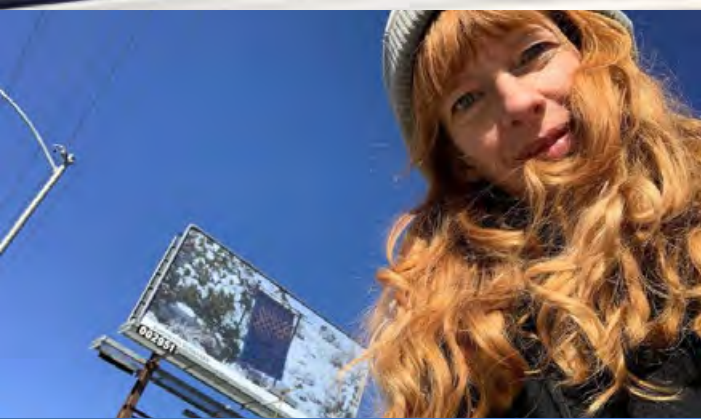




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JESSE LOPEZ

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Jesse Lopez is a local artist who works in a variety of mediums and is currently pursuing an undergraduate degree at the University of Nevada, Reno. Their goal in their work is to find the things that represent the human experience, in a way that is parallel to everyone no matter their beliefs, origin, or class.

Kristin Hough is an artist, educator, and curator based in Reno, Nevada. Rooted in painting, her work explores the mining of base human emotions in search of profit such as reality television, self-help gospel, nature tourism, and slot machines.



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Samantha Buchanan's work is born from a strong interest in sensory systems, more specifically, the perceptual qualities of light and color. She encourages light, color, and space to transform and mutate. In this sense, there is an endless possibility of potential interactions with her pieces. Such a multifaceted viewing experience highlights not only the inherent subjectivity of perception, and all the uncertainty that this entails, but also the pleasure that can be derived from tenuous and ephemeral relations with light and color.





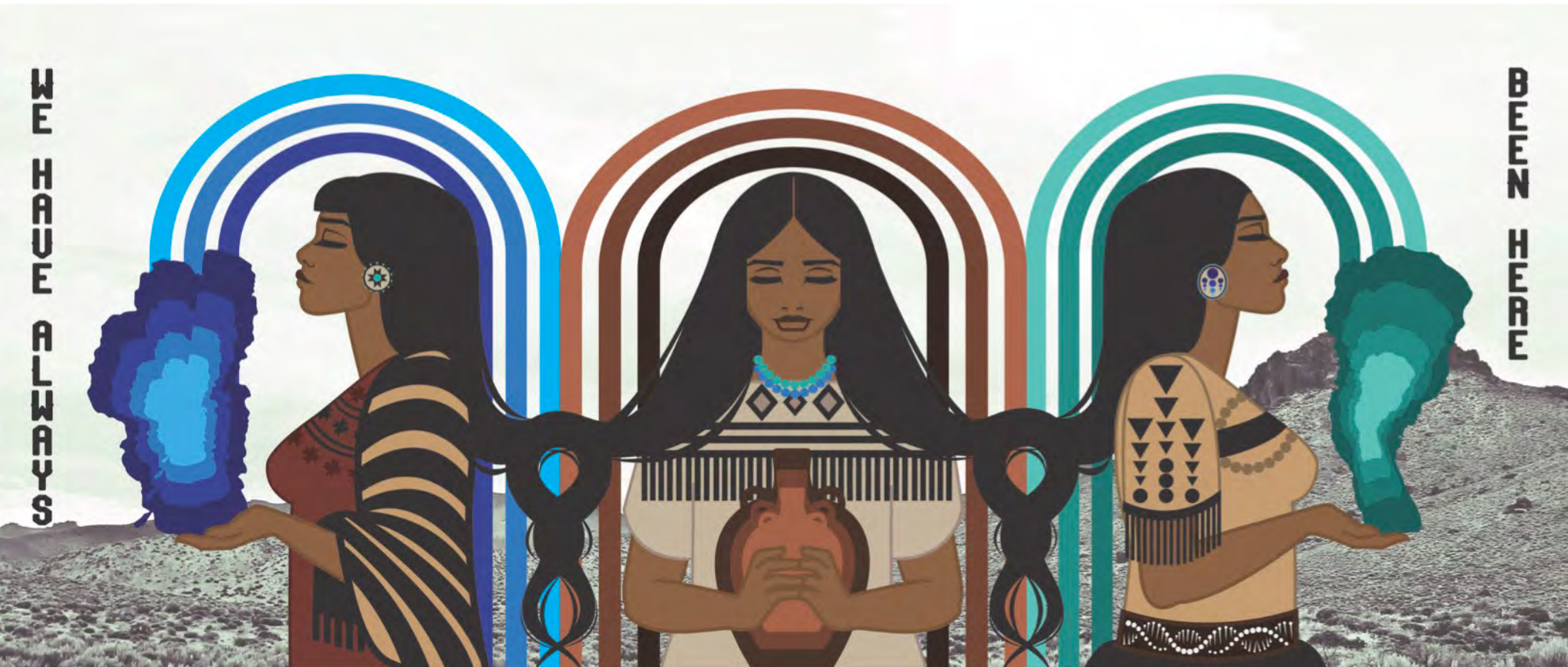
Nathaniel Benjamin uses his art practice to examine how the technology we use shapes our sense of self. Taking inspiration from both the physical and digital worlds, he points out the grotesque nature of the evolving conflict between our bodies and the digital tools we use.

Ricardo Rubalcaba Paredes feels a personal obligation to work for the equity of marginalized communities. As a first-generation Mexican American and college student, he sees social transgression as fundamental for the prosperity and survival of marginalized peoples, beginning with an investment in education.

In response to the unrequited ultimatums made by underserved Black and Brown communities, as it concerns their access to opportunities for building generational wealth and obtaining equity in the public sector, he produce artwork showcasing the nuances of BIPOC experiences.



Sara J Paschall seeks to respect and share the language and feelings of her culture through her style of art. "Our Tribes will forever thrive in memory, spirit, and tenacity in our home of the Great Basin." The piece "We Have Always Been Here" depicts fierce Indigenous Great Basin women holding a piece of what her tribe holds close to their hearts: a Wasisiw woman with their home lake Da'wa 'aga, a Shoshone woman holding an Osa, and a Paiute woman holding her home lake Kooyoee Panunadu. Their hair is intertwined in a helix to show our connection to each other and our lands.





In Julia Schwadron Marianelli's body of work, "Trembling Grass / Vibrating Grass," the artist uses text phrases that function as titles to begin many of the paintings. These linguistic fragments refer simultaneously to the natural environment and the human psyche. One painting, "Suppression Tactics" was conceived of as I considered the wildfire conditions in west alongside the systemic ways that information is kept from the people who need it most. The text matrix as the first layer is meant as a place holder for thought as well as a visual structure to organize the painting itself. In the case of "Big Meadow" (seen here), features of the physical landscape of the Tahoe Rim Trail are layered on top of the text "EVERYTHING" – a word that is repeated and flipped on itself, meant to be read and also to serve as a skeleton for the successive layers to come.

Greg Allen's paintings capture a sense of place and time: the American West and the Age of Oil. The roadside motels and diners, gas stations, and vehicles that fuel his depictions are the iconic outposts of the previous century. In the spare landscape and small towns of the West, post-World War II architecture, signage, and design are rendered as monoliths, deifying America at the height of its power. His work is a celebration of a time before planned obsolescence, the last vestiges of craftsmanship and things well made in a country racing to put the first man on the moon. He paints monuments to places rapidly disappearing in the rush toward urban renewal, a memento mori of a bygone era.





Emily Najera has been photographing Reno for over the past decade. Her earliest images document the impact of the Great Recession and foreclosure epidemic on Reno's neighborhoods. In recent years her images document the boom of re-development and the struggle between preservation, revitalization, and growth.

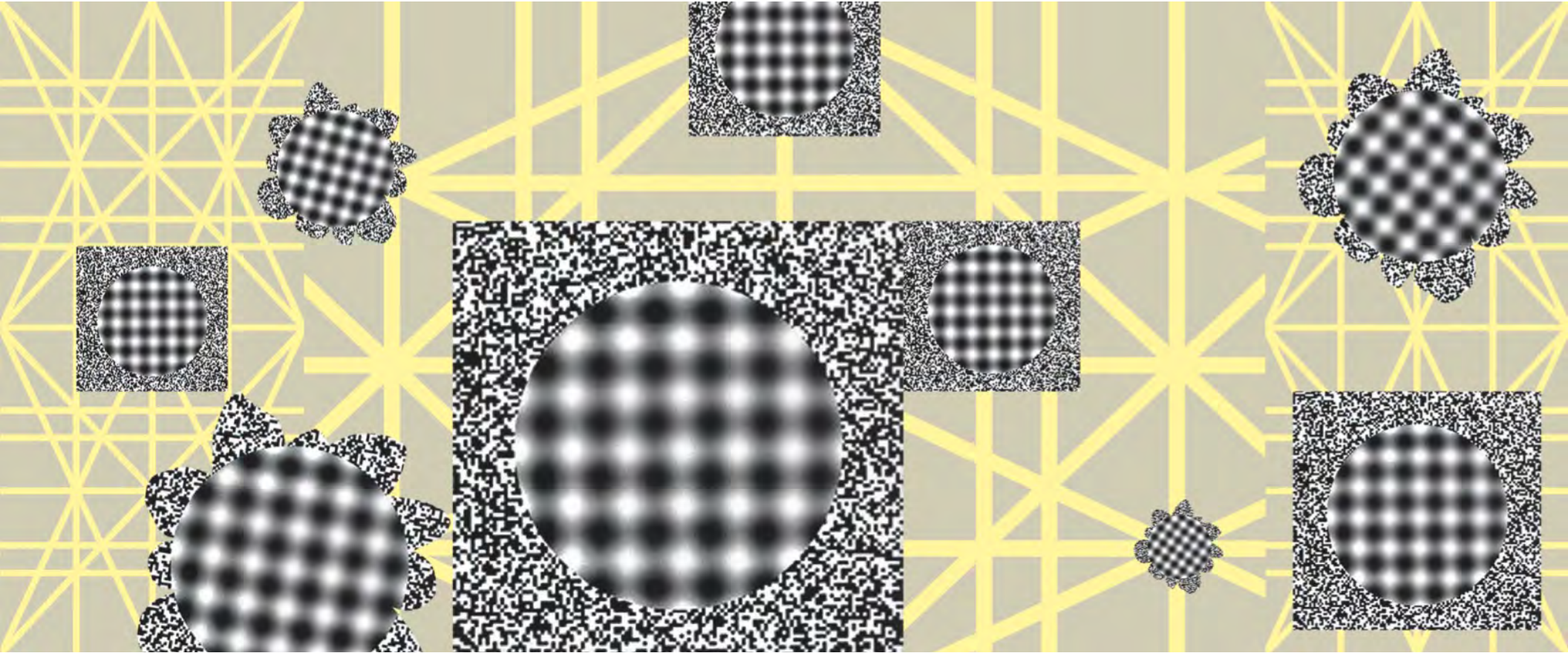
Ana Perez-Mckay's "DREAMHOUSE" is an exploration of the decay of personal memory, and how it can shape identity and understandings of reality. Memory directly connects past and present, is essential for orienting oneself in time and space and in relation to other people, and provides context for most experiences in any moment. Without a relationship to the past, the present cannot make sense, but if we ruminate too much on the failures of memory, they can overwhelm reality and trap us in an altered world within ourselves.



ANA PEREZ-MCKAY



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While creating "BEES SEE", Austin Pratt thought about our expectations of outdoor messaging and advertising, and how or if he might be able to distance from any commercial or communicative angle. In mere seconds, and from great distances, billboards must be highly effective in visual transmission, and given our collective excellence in visual literacy, the interpretation of tone, character, and quality of rapid images is immediately discernible. In considering this context, he wanted to make a work for this space as unambiguously removed from advertising as possible through a distinctly ambiguous and confusing gesture.

Jen Graham uses traditional embroidery and sewing techniques to both reinvestigate American history and discuss current political and social issues. "They Told Us We'd Have A Future #2 (Forest Fire)" is about the promise that was made by the previous generations that new generations could find the same success, happiness, and security that they did, but instead we are watching our futures be swallowed up by fires, floods, and immoral economic and environmental policy, among other disasters. The quilt behind the text depicts the progression of a forest fire where lush greens are overtaken by burning reds and oranges, which eventually become charred blacks, greys, and browns.



THEY TOLD US
WE'D HAVE A FUTURE



ADAM BENEDICT

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Adam Benedict is an interdisciplinary artist from Reno, Nevada. Using layered textiles, embroidery, drawing, and printmaking he explores small but significant moments and locations, gender, sexuality, and personal spaces.

In making this work, Häslar R. Gómez layered an original offset print by Felix Gonzalez-Torres's alongside pages from their personal bible and a letter written by their mother from an immigration detention center. The artist stitched the various papers together and further abstracted their content with painters tape and drywall tape. The "collage" was then casted in concrete to eviscerate its contents, however, through the negative imprint it left in the surface of the concrete it continued to allude to both its conceptual and physical layers. To further bury the visual history of their source material, the artist hand rubbed tar into the surface of the concrete cast to create a new "image" that subtly conveys its underlying histories. The final billboard image is a detail of the resulting cast.



For the last 7 years Jahahi Mazariego's artwork reflects her mourning period after their family experienced separation due to U.S. immigration policies. In the upcoming weeks of their ultimate family separation, the artist was intentional in capturing photos of their niece – of them simply existing with one another even if it was laying on the bed watching cartoons. This painting is simply that: sharing space. A privilege that the artist dream to have again. Like many others in our community, family separation is a common occurrence. Mazariego's hope is to create awareness that families in Northern Nevada deserve to enjoy the simple pleasures of visibility without fear.





Kai Morikawa is a self-taught artist residing in Reno, Nevada creating illustrations and ceramic pieces with a happy-go-lucky and nostalgic theme. Their work is about embracing your inner child by creating functional pieces and scenes that remind us of that. Kai's inspirations are heavily influenced by their Japanese heritage, creating a twist on the traditional illustrative pottery and the culture of cuteness that is ubiquitous in Japanese media. Kai shows that just because we grow up, doesn't mean art can't be adorable.

In 2017, Ruby Barrientos visited El Salvador and explored the town of Ataco (Concepcion de Ataco), which is full of colorful murals, artists, and artisans. Inspired by her visit, she created this work to further examine a common sentiment felt by those who experience the Salvadoran diaspora; “ni de aquí, ni de allá”, which translates to “not from here, not from there.” She explored this concept by bridging the inspiration from her travels to El Salvador and her experience as a Salvadoran American in the United States. A symbol of resistance to the erasure of her Salvadoran culture in the United States by creating her own interpretation of what reminds her of her homelands. As she does when she sees the artwork from El Salvador in the homes of her family, friends, and community.



RUBY BARRIENTOS



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Ron Rash was born and raised in Reno, NV, and has been making art for the past 30 years. While Ron is best known for his tattoo work, he is a prolific artist utilizing a variety of mediums. His work has been in solo and group shows from Reno to Beijing, published in books and magazines, and printed as several skateboard graphics over the years.

"In the angel's eyes, we see the wreckage of "progress" piling higher and higher, behind them there is an advertisement for bluetooth fire extinguishers and new leasing condos by the pit that used to be a house."

M Jiang is an interdisciplinary artist born and raised in Reno, NV. Their work often ventures into the absurd and surreal, where they explore themes of home/diaspora, body/dysphoria, and collective memory/history. Growing up in Reno, they were heavily inspired by the DIY arts community surrounding the Holland Project. The DIY sensibility remains foundational in their practice, establishing a focus on collaboration, transgression, and resourcefulness.





Owen's work examines Black culture in a deeper context. By photographing this marginalized group, she expresses not only her voice but also the voice of her community. Her photographs explore the emotional history rooted in the African American diaspora. Through these portraits, she is highlighting emotions such as joy, hopelessness, fear, sadness, and more in hopes to rectify the fact that African Americans have been erased and omitted from history.

Old Maid explores the relationship between Natalia Jimenez's sexuality and personal expression, portrayed through how they dress and present themselves. The title *Old Maid* references a card game of the same name in which cards are matched with each other until there is one, single remaining card left: The Old Maid. Many people think that a life without sex is a lonely and loveless one. These photographs communicate that being asexual is not something that should be thought of as grim or taboo, but instead a sexual identity that involves self-acceptance, independence, and an unconventional kind of love.



Just another sky broken by our eyes

WORDS BY AURELIO

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At a glance, this piece is a story of loss. An image of ash. But at its core, it is a tale of acceptance. How on a summer night, with nowhere to run, I held all my ghosts and found the courage to let go. How I had finally let myself mourn every person I had lost. And although I am left with nothing but the pieces of what we were, I know that for a moment it was beautiful. That grief is all I had left to love them.

THIS IS

A SIGN

WORDS BY FELICIA PEREZ

HOLLANDRENO.ORG

Born and raised in Southern California, Felicia T Perez is a storyteller at heart. From being an educator, author, public speaker, and audio storytelling producer, Felicia uses stories to change larger narratives that are harmful. She most recently produced the "Health and Climate Solutions Oral Storytelling Project," they hosted and created the "Been There, Done That: Pandemic Podcast,".

Air is normally invisible

-Lyall Watson

IN COLLABORATION WITH JARED STANLEY

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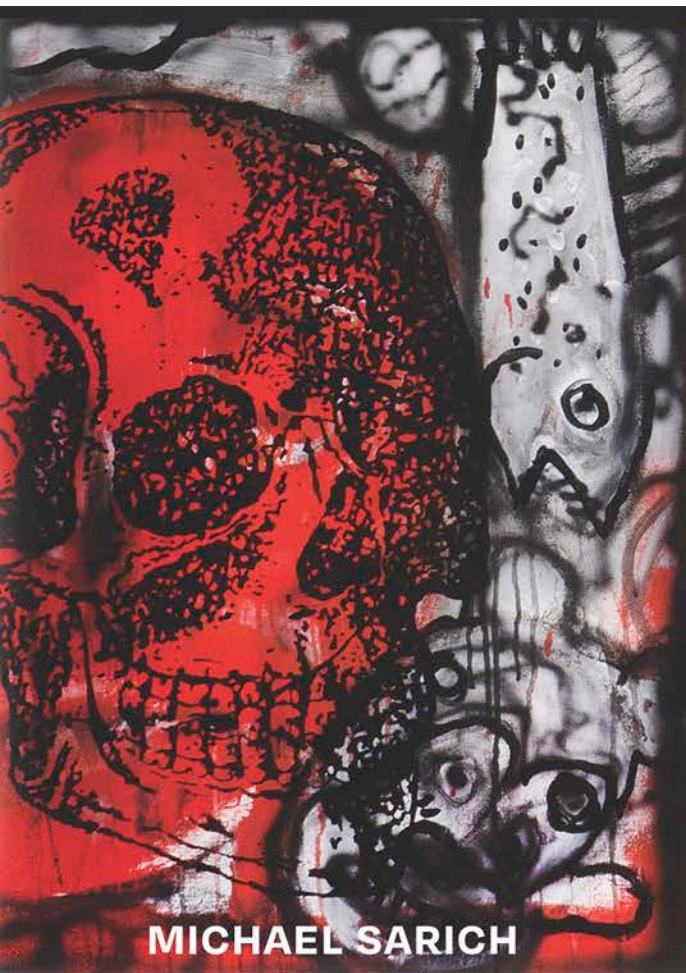
Jared Stanley is a poet and writer who often works with visual artists. His primary interest is in the intersection of lyric poetry, landscape, and the vernacular ever-shifting ground of language as it changes through migration, environment, and technology. He is the author of three collections of poetry, *EARS* (Nightboat, 2017), *The Weeds*, (Salt, 2012), and *Book Made of Forest* (Salt, 2009).

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A native desert dweller, Arleen Nebeker was born and raised in Elko, Nevada and has been based in Reno, Nevada for the last four years. Being surrounded by things that thrive in harsh desert conditions has profoundly impacted her life and also drives her artistic inspiration. She strives to create things just as haunting as the desert landscape and the other beings that roam within it.

Processing and reprocessing cultural and personal iconography, Michael Sarich's work ranges from visual diary to social critique; narrative symbols and metaphoric images weave stories and pose questions from the daily to the universal. Just as in Pop Art, my work vibrates between "low" and "high", influenced as much by art and painting history as consumer culture, religion, outsider and folk art, graffiti, and tattoo flash—finding expression in painting and drawing, ceramics, and mixed media sculptural constructions. They are all forms of storytelling, and the work is meant to be read. Through ranging mark-making language, speed, and layering—from the rendered to the naive, he is able to adjust possible meaning, interpretation, and expectation.



MICHAEL SARICH



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Vivian Magaña is a self-taught freelance Artist/Illustrator living in Reno, NV who works in traditional, digital, and mixed media. She most enjoys working with a technique that focuses on exploring form & gesture through lines as well as a paint. The subjects of her personal body of work are informed primarily by her experiences as a chronically ill, Trans – Feminine Non-Binary person. The topics of gender identity & life with occasionally debilitating chronic illnesses through figurative abstraction & body horror are the most predominant of various themes she enjoys exploring.

Chris Carnel is a regional photographer known for their decades of work capturing snow-filled landscapes, professional snowboarding, desert lunar landings, skatepark shredding, obscure punk and metal bands, and Reno's neighborhoods. Carnel's work has been published in numerous magazines and is also no stranger to work being exhibited at billboard scale. He has exhibited throughout the region in solo and group projects, and is a longtime collaborator of The Holland Project and HP Galleries.



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BUY NOTHING AT
WWW.NOTHING.STORE

The Nothing Store is an internet artwork and public art invention project by an anonymous regional artist.

Joan Arrizabalaga has been creating and showing her art for over four decades. Arrizabalaga creates both sculptural pieces and flat work using clay, wood, metal, fabric, machine and hand embroidery, and found objects. Known for artwork about Nevada and the Casinos, she also makes use of common gaming materials such as felt, dice, and cards.



Cesar Piedra is an interdisciplinary artist, born in southern California and raised in Northern Nevada. His art practice is informed by the rich history of Mesoamerican and Mexican-American cultures. Piedra's mash-up of Mesoamerican and contemporary subject matter and iconography allows him to make connections to the ancestral culture of Mexico to share, critique, and explore conversations about the evolution of culture.





FRED REID

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Fred Reid's billboard features a piece called "Willie goes to Stonehenge", a collaborative drawing made with his then 6-year-old daughter, Sienna Reid. Sienna drew lots of horses, inspired by the horses stabled in her neighbor's corral growing up. One winter, a particular horse, Willie, wandered onto the ice and became trapped in the frozen Truckee. Fred and the horse's owner tried to rescue it, but Willie died on the shore. On the day of the incident, Fred was working with a white unicorn with a rainbow wing that Sienna had drawn, and that horse became Willie. Afterward, Willie went all over the world in Fred and Sienna's imagination, doing all the things he might have wanted to if he lived.

In the grips of the earth.



PAYTON WILLIAMS

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Payton Williams is a Reno based visual artist and student, currently working towards their BFA. Their work explores the transitory nature of love, life, and the world around us through the medium of cyanotype printing. The cyanotype process, which involves exposing light-sensitive fabric to the sun, is itself a metaphor for the evanescent nature of our existence. The prints produced are delicate and prone to fading, much like the memories and experiences that shape our lives. In this body of work, the artist seeks to convey the bittersweet quality of existence, in which everything is temporary and subject to change.

Miya Hannan's interdisciplinary artwork shows her view of the world that is constructed by the layers and linkages of human lives and histories. She tries to preserve stories that are almost forgotten or that would otherwise be lost. Hannan has been actively showing her work in many solo and group exhibitions nationally and internationally. Before coming to the United States, she received a bachelor's degree in medical technology and worked for a hospital for seven years in her native country, Japan.



Henry MacDiarmid was born in Reno, Nevada where he currently lives and works. He graduated with a Bachelor of Fine Arts degree in Studio Art with an emphasis in Photography in 2018 from the University of Nevada, Reno. He has exhibited in solo and group exhibitions at the Holland Project in Reno, NV from 2015 on. He helped organize and curate for the Reno, Nevada gallery, window mine from 2020 through 2022.



PLAY

The actor lives in the theater. They live alone on the stage. They move in with all their stuff.

The actor is paid in rent for their performance. The stage comes equipped with a fully functioning kitchen. The actor uses the stage as their bedroom, living room, office, and dining room. The bathroom is down the hall through the changing room backstage.

They come and go as they please. They make the theater their home. They live there until they feel settled.

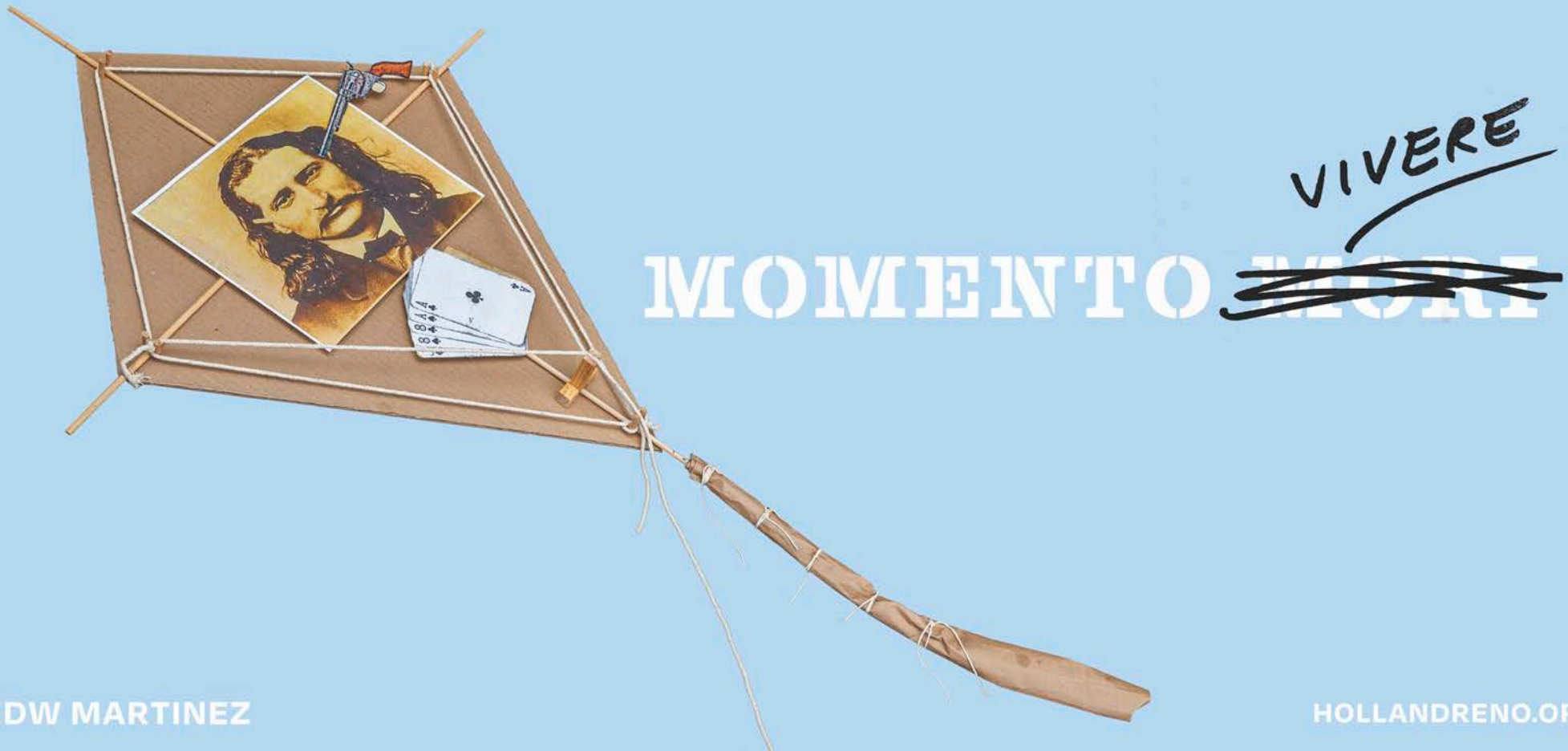
The theater fills with an audience, and the curtain is closed. The actor is going about their business across the stage. They may be hanging out, reading, cleaning, watching TV or making dinner. They are waiting.

The curtain unveils. The actor approaches center stage to address the audience.

ACTOR: All of my friends are here!

CURTAIN

Edw Martinez has been creating both two and three-dimensional art for a very, very long time and taught university visual arts courses in printmaking ,drawing, and ceramics for more than thirty years and is the UNR Art Department chair emeritus. While primarily known for his multimedia prints and monotypes, site situated sculpture, and anthropomorphic ceramic effigies, he has recently followed up on his long interest in making and flying kites, including many that obviously do not fly. For this piece, his use of the image of James Butler Hickok was initially not for use on a billboard. It was simply the kite construction he was working on. But, reflecting on Wild Bill, he decided it might just fit the bill for a memento mori or vanitas artwork. Memento Mori is Latin for "remembering that you (have to) die." For this piece, the phrase appears as the opposite, Memento Vivere, for "remember to live." Vivere tells us to cherish every moment in life and feel gratitude towards what you have.



JANUARY

Location: Mill St. & Redwood Pl.
Artist: Jesse Lopez
Artwork: Stargaze, 35mm
Photograph, 2018



"Drive by this every day and it's a highlight every time! So sick <3"
- hippie_plasma

Location: Wells Ave. & Pueblo St.
Artist: Kristin Hough
Artwork: HOT! I o o s e \$tinkin' WICKED wild P O W E R, Acrylic and gouache on paper, 2021



"Looks soo good! Love seeing this art on billboards rather than big ugly advertisements"
- forestgreentea3

"These billboards around town have been a welcome sight and pleasant change from the usual!"
- itsspelledaj

Location: Keystone Ave. & 2nd St.
Artist: Samantha Buchanan
Artwork: Modular Visions, Acrylic on hand-cut perforated materials, 2021



"Are'nt they afraid drivers will be so absorbed in the beauty of your work that they will drive off the road? I would!"
- cync_cyn

"In my dreams and now in the air!"
- gorhamab

JESSE LOPEZ**KRISTIN HOUGH****SAMANTHA BUCHANAN**

FEBRUARY

Location: Wells Ave. & 2nd St.
 Artist: Sara J Paschall
 Artwork: We Have Always Been Here, Digital drawing, 2022



"I love this. Thanks for all the beautiful art you make that represent us!"
 - michellelendiola

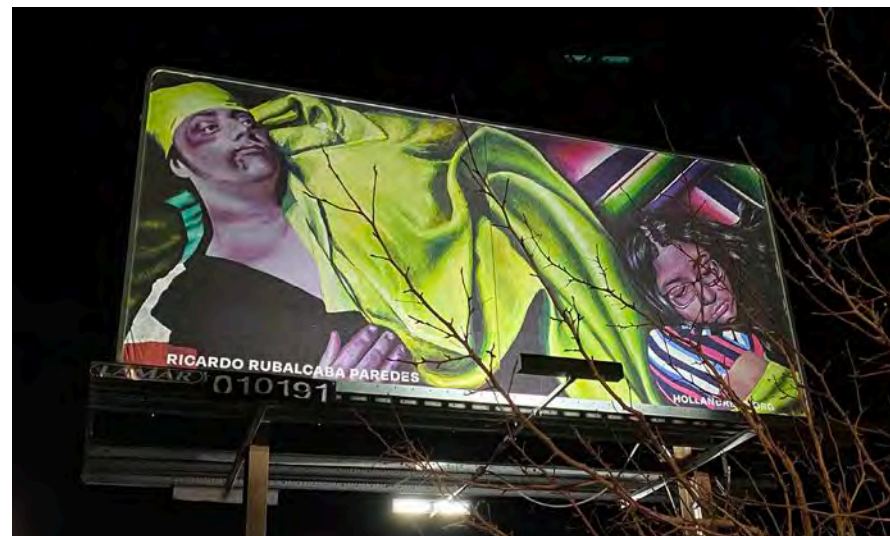
"I saw this yesterday and it is BEAUTIFUL"
 - jp_harvey17

Location: Keystone Ave. & 2nd St.
 Artist: Nathaniel Benjamin
 Artwork: Biotech Ltd Promo 0222, Digital drawing, 2022



"Me stopped at intersection: '\$999 for what!? Oh, electronics... wait, *consuming* electronics? What the f***?' This was fun to 'experience' out in the wild. Thanks dude"
 - dopakreem

Location: 4th St. & Valley Rd.
 Artist: Ricardo Rubalcaba Paredes
 Artwork: Yolteotl: Sol (left) & El Chillón y sus Sueños de Coraje (right), Acrylic on canvas, 2021



"This is sick! And well deserved!"
 - sof_n_stuff

"Looks so beautiful! Love the location and how close you can get!"
 - hollandreno

SARA J PASCHALL



NATHANIEL BENJAMIN

RICARDO PAREDES



MARCH

Location: Wells Ave. & 2nd St.
Artist: Julia Schwadron Marianelli
Artwork: Big Meadow (detail),
Acrylic ink on paper, 2020



"Gah!! This is right next to the hospital where I was today. I will look up next time coming back from clinical!!! So cool, you are so cool and I'm so glad Reno gets an upgrade through your art! :)"

- rssrobinson

"Really striking as a billboard — so cool!"

-matthewsuib

Location: Wells Ave. & Pueblo St.
Artist: Emily Najera
Artwork: Nystrom Guest House,
Photograph, 2022



"Billboards are spaces we use to advertise not just products, but our values as a society. Thank you for valuing our city enough to put a key piece of it on a billboard, I hope it gets people thinking and feeling about how they want their city to be."

- noahbristol.art

Location: Kietzke Ln. & Gentry Way
Artist: Greg Allen
Artwork: EMD SD 45 7521 Outbound
From the Sparks, Nevada Yard, c. 1996, Oil on canvas, 2022



"Easily the coolest billboard ever in Reno. Even better than those End-Of-The-World-Is-Coming billboards."

- DennisFarias

"Wow Greg! That's awesome. SO happy yo see the recognitionof your art!"

- TedMcCarthy

JULIA MARIANELLI



EMILY NAJERA

GREG ALLEN



APRIL

Location: Wells Ave. & 5th St.

Artist: Jen Graham

Artwork: They Told Us We'd Have A Future #2 (Forest Fire), Fabric, 2022



"Very cool! Have to go out on a billboard tour this weekend!"

- skyesnyder

"Well done!! Always excited to see your art!"

- trashmoon_rising

Location: 4th St. & Valley Rd.

Artist: Austin Pratt

Artwork: BEES SEE, Digital drawing, 2022



"Brilliant, Austin! Looking forward to seeing it!"

- romandesalvo

"Oh how those shimmering flowers vibrate!"

- taryn.teeno

Location: Wells Ave. & Vesta St.

Artist: Ana Perez-McKay

Artwork: Dreamhouse, New and found textile, Thread, Yarn, Wood, Light, Glossy vinyl, 2022



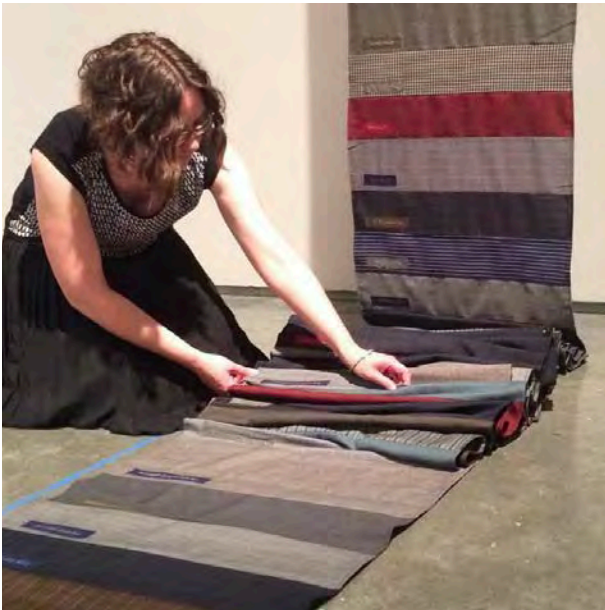
"I went to see it last night! Super proud of you, it looks great!"

- i_am_bag3

"Absolute ruler of the strip!"

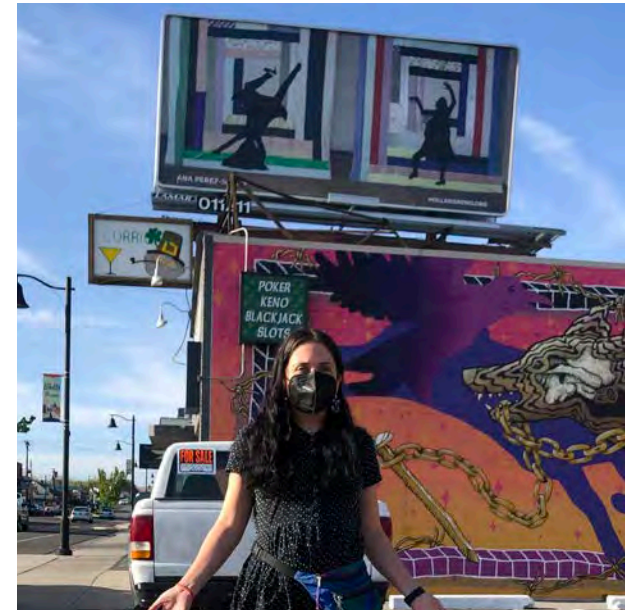
- best_comma_ben

JEN GRAHAM



AUSTIN PRATT

ANA PEREZ-MCKAY



MAY

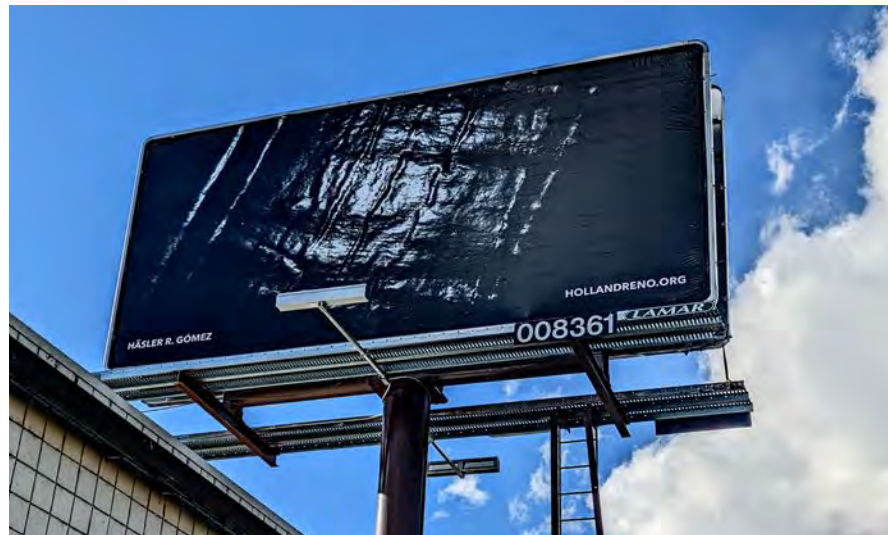
Location: Keystone & 2nd St.
 Artist: Adam Benedict
 Artwork: A Bloom in Early Spring,
 Layered fabric, Thread, Acrylic paint,
 Ballpoint pen, 2022



"Most beautiful billboard
 I've ever seen"
 - jamesrobertbenson

"Omg congratulations!!
 Incredibly beautiful!"
 - uglyratgurl

Location: Wells Ave. & 2nd St.
 Artist: Häslar R. Gómez
 Artwork: UNTITLED (AMNESIA
 VII), Offset print from 1993, Pages
 from the artist's bible, Letter
 written by the artist's mother from
 an immigration detention center,
 Painter's tape, Drywall tape,
 Concrete, Chicken wire, Tar, Enamel,
 1993-2022



"Looks real good out there!"
 - Jared_stanley_studio

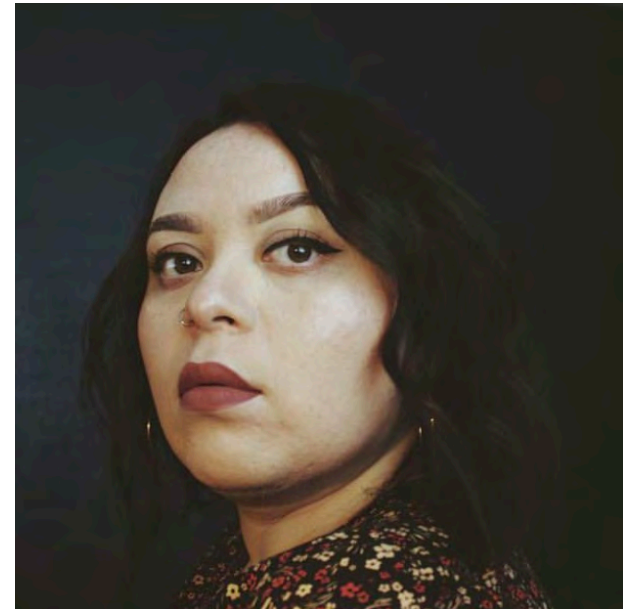
"Congrats Hasler!!!"
 - simonefischerr

Location: 4th St. & Valley Rd.
 Artist: Jahahi "Jahi" Mazariego
 Artwork: Elise La Lombriz, Acrylic on
 wood, 2019



"That is incredible!! You
 definitely deserve this kind
 of recognition"
 - keniaa.vanessaa

"Congrats Jahi! Looks so
 beautiful! So proud of you"
 - ruby_jo

ADAM BENEDICT**HÄSLER R. GOMEZ****JAHAHI MAZARIEGO**

JUNE

Location: Mill St. & Redwood Pl.
Artist: Ron Rash
Artwork: Let Love be the New
Currency, Watercolor on paper, 2022



"Saw this the other day and recognized the artistry right away. Love it!"
- erinmariestiehler

"I see it everyday on my way home and it makes me so happy!!! Looks so sick."
- clurrburr13

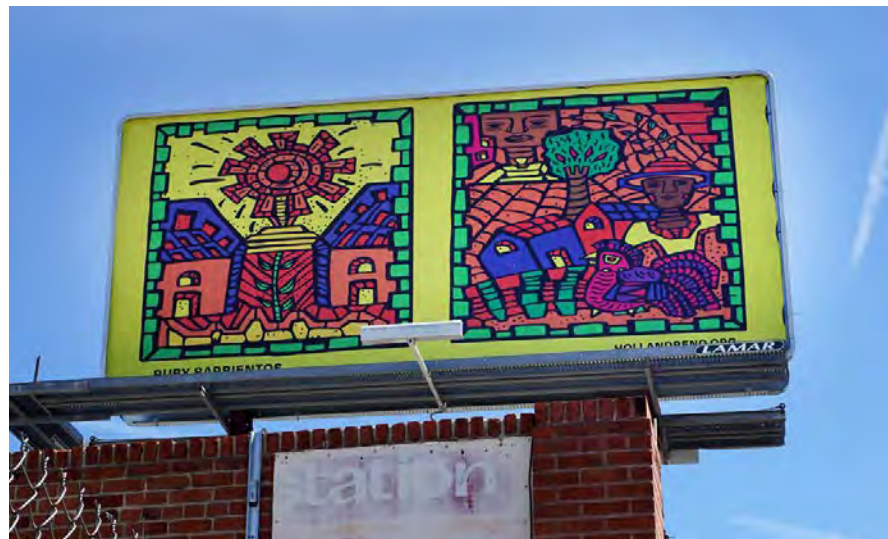
Location: Gentry & Wrondel Way
Artist: Kai Morikawa
Artwork: Stop and See the Roses,
Digital drawing, 2022



"i love this!!"
- addisyn.rose

"SO SWEET !!! the light green is so wonderful"
- softooth

Location: Wells Ave & 2nd St.
Artist: Ruby Jo
Artwork: El Salvador, Digital
drawing, 2019



"Am I cryin? Beautiful and evocative as ever."
- tuffpeach

"I love this concept. I feel like I can relate"
- gemita365

RON RASH**KAI MORIKAWA****RUBY BARRIENTOS**

AUGUST

Location: Virginia St. & Taylor St.

Artist: Jordyn Owens

Artwork: Ferocity, Digital photograph, 2022



"Congratulations!!
So happy for you and so
well-deserved!!"
- shelbywilburn_

Best thing in Midtown!
- vickyowenns

Location: Wells Ave. & Pueblo St.

Artist: M Jiang

Artwork: I Dream of Dreams of Fire,
Colored pencil, 2022



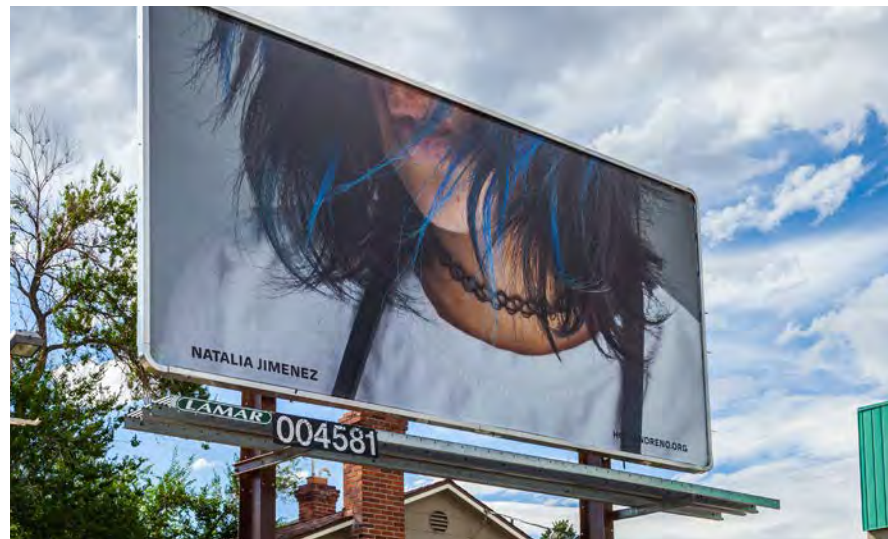
"Out of this worldddd."
- fizzaster

"This is such a slay!"
- benfrend

Location: Vassar St. & Wells Ave.

Artist: Natalia Jimenez

Artwork: Old Maid, Archival pigment
print, 2021



"Gorgeous"
- skosh_art

"Can't wait to see this on
my home tonight!"
- klassykashmir

JORDYN OWENS**NATALIA JIMENEZ****M JIANG**

SEPTEMBER

Location: Wells Ave.

Artist: Aurelio

Artwork: Just Another Sky Broken
By Our Eyes, Digital poetry, 2022



"These are so beautiful!"
- welcomehome_lv

Location: 4th St. & Valley Rd.

Artist: Felicia Perez

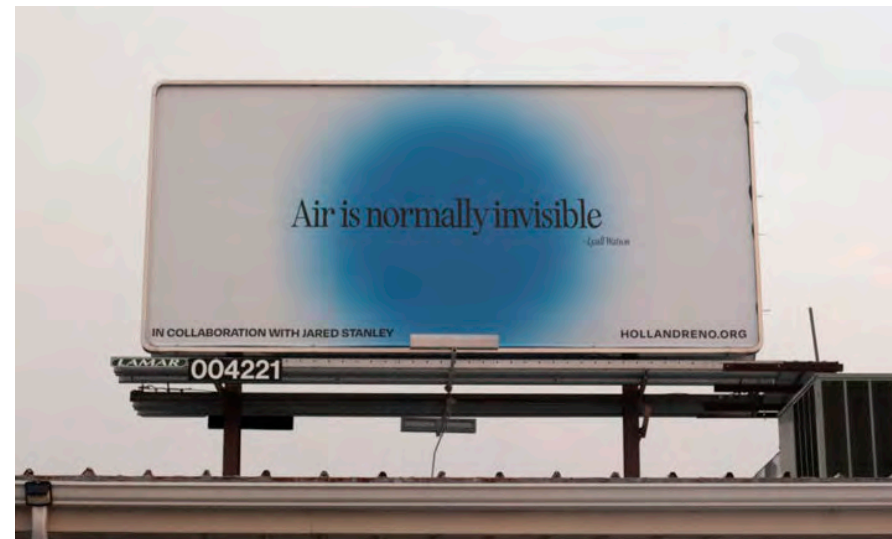
Artwork: This Is A Sign, Digital
poetry, 2022



Location: Keystone Ave. & 2nd St.

Artist: Jared Stanley

Artwork: Air Is Normally Invisible,
Digital poetry, 2022



"Love this"
- j__morris

"Nice one!"
- hungryghoststudio

AURELIO**FELICIA PEREZ****JARED STANLEY**

OCTOBER

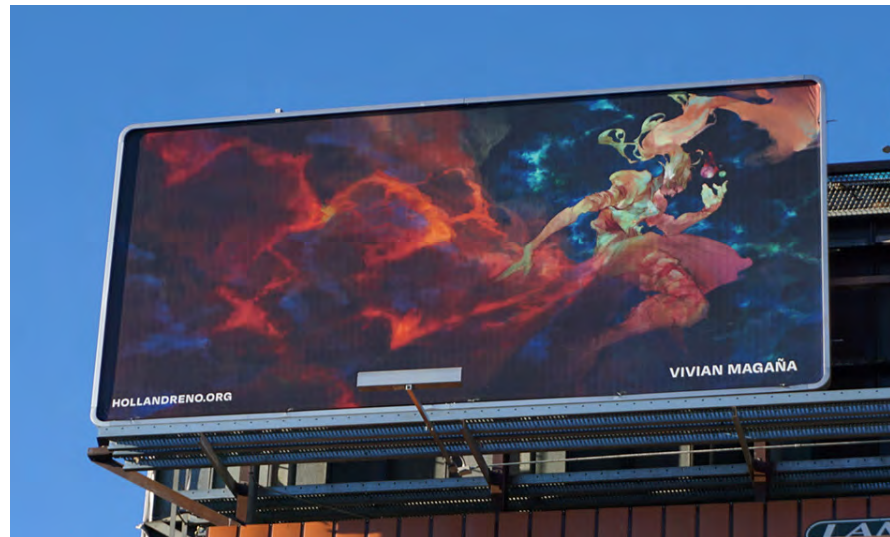
Location: Virginia St. & La Rue Ave.
Artist: Arleen Nebeker
Artwork: On Our Way Home, Paper collage and found materials, 2022



"On fire bby"
- eizahvillamena

"Congrats sugar pie"
- tuffpeach

Location: Wells Ave. & Broadway Blvd.
Artist: Vivian Magaña
Artwork: Messier 1, Digital, 2022



"Beautiful piece"
- water_in_black

"I love it!"
- cascaroll777

Location: Keystone Ave. & 2nd St.
Artist: Michael Sarich
Artwork: Outline, acrylic on canvas, 2020



"Great to see Sarich's work again"
- skyesnyder

"loveee"
- koottsoo

ARLEEN NEBEKER



VIVIAN MAGANA

MICHAEL SARICH



NOVEMBER

Location: Virginia St.

Artist: Joan Arrizabalaga

Artwork: The Only Game in Town,
Mixed media fiber and embroidery,
2000



"Love her work!"
- susanmantlephoto

"I think the billboard
galleries are genius!"
- sidneteske

Location: Wells Ave. & Vassar St.

Artist: Chris Carnel

Artwork: 35mm B&W print, Framed
and documented on wood panel,
2016



"Right on!!"
- romandesalvo

"I want to take a tour
around town today and see
these!"
- sidneteske

Location: Liberty St & Sierra St.

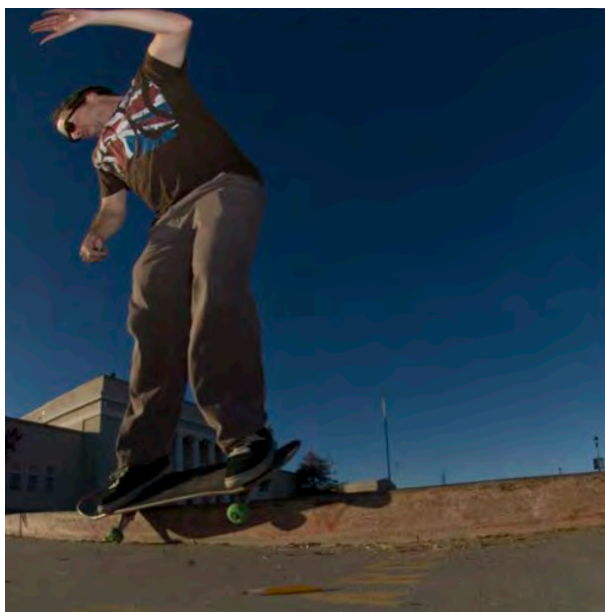
Artist: The Nothing Store

Artwork: Buy Nothing at the
Nothing Store, Photography, 2022



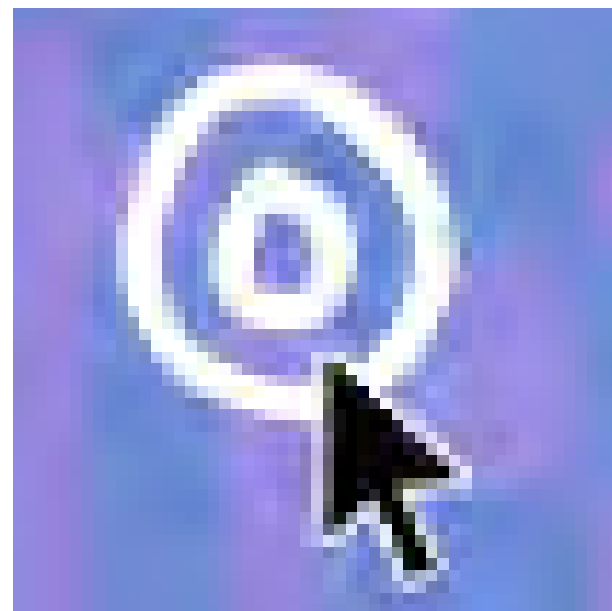
"I saw that today and was
like 'WTF' But i a really
good way!"
- flamingpaxalot

JOAN ARRIZALAGA



CHRIS CARNELL

THE NOTHING STORE



DECEMBER

Location: Wells Ave.

Artist: Cesar Piedra

Artwork: The Beautiful Game, Mixed media, 2020



"It's extraordinary"
- innerbloom._

"You made it, bby"
- lolteresita

Location: California Ave. & Forest St.

Artist: Fred Reid

Artwork: Willie Goes to Stonehenge, Pastel, 1988.



"Congrats Fred Reid!"
-susanmantlephoto

Location: Virginia St. & Cheney St.

Artist: Payton Williams

Artwork: In the Grips of the Earth, Cyanotype print on fabric, 2022



"It's so beautiful!"
- badapplevntg

"Congrats! so nice"
- variuos _notes

CESAR PIEDRA**FRED REID****PAYTON WILLIAMS**

JANUARY

Location: Wells Ave
Artist: Edw Martinez
Artwork: Momento Vivere, Mixed media



Brilliant!
-melhopgallery

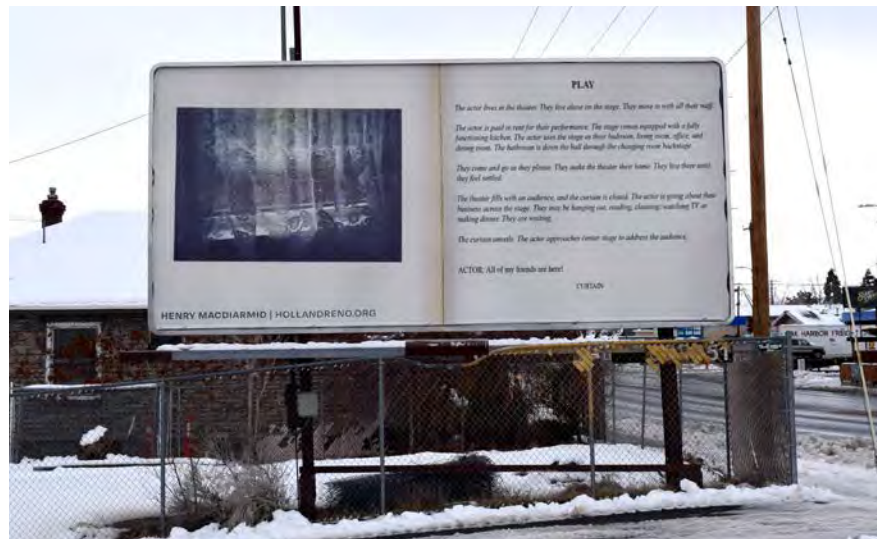
Location: Wells Ave between Vassar St. and Broadway Blvd.
Artist: Miya Hannan
Artwork: Crossing Paths, Soot on paper, 2022



Fire!
-ingebruggeman

"Love!"
- banesteri

Location: Keystone Ave between 2nd and 4th St.
Artist: Henry MacDiarmid
Artwork: Play, play script and image printed on torn out empty pages from the end of a classic novel then bound back into the book and scanned to digital file, 2022



2023

EDW MARTINEZ**HENRY MACDIARMID****MIYA HANNAN**

PHYSICAL IMPRESSIONS & REACH

IMPRESSIONS JAN-AUG 2022

5,584,000

for 21 unique billboards between January - August 2022

BREAKDOWN:

Single Billboard Avg Impression/Week:	66,476
Single Billboard Avg Impression/Month:	265,905
Avg. Impressions per month for 3 HP Billboards:	797,714
Total locations city-wide:	13

**data pulled from Lamar Advertising*

DIGITAL IMPRESSIONS & REACH

HOLLANDRENO.ORG/BILLBOARD

Pageviews:	839
Avg. Time on page:	3 minutes
Most visitors per day:	41

**data pulled from Google Analytics*

TWITTER

Avg Impressions/post:	440
Avg Engagements/post:	20
Current total avg. impressions:	3,080

**data pulled from Twitter profile @hollandproject*

INSTAGRAM

Accounts Reached from posts:	23,103
Accounts Engaged from posts:	4,200
# of Posts Shared:	505
# of Posts Saved:	122
Avg. Story Impressions/Reach:	450
Total Story Impressions	35,000
3rd Party Posters (public, artists, etc):	6000 likes, 890 comments

**data pulled from Instagram profiles @hollandreno, @hpgalleries, and tagged posts*



The Holland Project's Billboard Gallery represents an achievement of long-term programming goals for HP and its visual arts arm. The project was inspired by efforts that have occurred nationwide in which artists produce large-scale public art interventions in support of a cause or to simply beautify our shared community spaces in an accessible way. The HP Billboards are a highly visible and well received extension of HP Galleries and the work we have done for over fifteen years. The program is truly a unique professional opportunity for emerging and established artists alike, and pushes our local artists to consider their work on a new scale and how they may engage with a greater audience in their own community. The response to HP Billboards from our membership, partners, direct audience, and community at-large has been immensely positive, with a strong advocacy for the project to continue and grow.

Thank you to the **City of Reno, City of Reno Arts & Culture Commission**, and the **National Endowment for the Arts** for making this project possible in addition to our awesome partners at Temple Builders LLC, Sierra Hearing Center, and Brooks Family Dental for their donations to the 2022 series.

If you would like to consider a gift in support of the HP Billboard Gallery 2023 series, please contact Alana Berglund, Associate Director, for more information. Alana may be reached by email alana@hollandreno.org or phone 775.750.4731

