# The Word on The Street

### The Word on The Street

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#### START

Available in: 24" x 24" 36" x 36" 48" x 48"



#### RELAX

Available in: 41" x 41" 51" x 51" 68" x 68"



#### All We Have Is NOW

Available in: 12" x 18" 24" x 36"



#### INFINITE CLEARANCE

Available in: 41" x 41" + 12" x 18" 51" x 51" + 12" x 18" 68" x 68" + 12" x 18"



#### PEACE SIGNS

Available in: 12" x 94" 18" x 139" 24" x 184"



#### ONE WAY HEART

Available in: 24" x 24" 36" x 36" 48" x 48"



#### BREATHE

Available in: 41" x 41" 51" x 51" 68" x 68"



#### ATTENTION: TAKE NOTE

Available in: 12" x 18" 24" x 36"



#### DO YOUR BEST

Available in: 12" x 18" 24" x 36"



#### ONE DAY

(Rainbow)

Available in: 12" x 36" 18" x 54"



#### BEGIN

Available in: 41" x 41" 51" x 51" 68" x 68"



#### CELEBRATE MISTAKES

Available in: 36" x 36" 48" x 48"

## ATTENTION OH, SORRY NEVERMIND

#### ATTENTION: NEVERMIND

Available in: 12" x 18" 24" x 36"



#### BREATHE/ INNERSTATE NOW

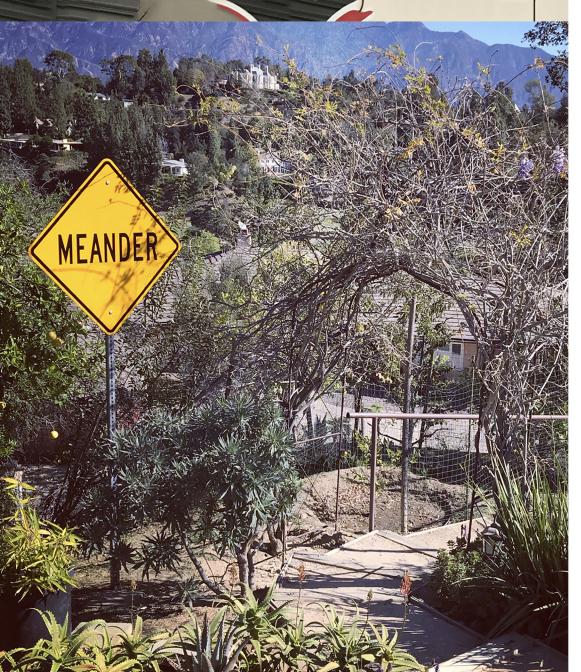
Available in: 24" x 30"



#### RELAX/ UROK

Available in: 24" x 30"





#### MEANDER

Available in: 41" x 41" 51" x 51" 68" x 68"



#### HOW FAR TO NOW

Available in: 21" x 54" 42" x 96"



#### ONE DAY

(Black and White)

Available in: 12" x 36" 18" x 54"



#### YIELD HEART

Available in: 24" x 24" 36" x 36" 48" x 48" 60" x 60"



#### GROW

Available in: 41" x 41" 51" x 51" 68" x 68"



#### WHY ARE WE SO CRUEL

Available in: 24" x 24"

Post Mounted or Table Top



#### IMAGINE ART HERE

Available in: 41" x 41" 51" x 51" 68" x 68"



#### YOU ARE ENOUGH

Available in: 12" x 12" 24" x 24" 36" x 36" 48" x 48" 60" x 60" Post Mounted or Wall Hanging



YOU ARE AMAZING POWERFUL INSPIRING ALIVE HERE STRONG CAPABLE ENOUGH

Available in: 12" x 12" 24" x 24" 36" x 36" 48" x 48" 60" x 60" Post Mounted or Wall Hanging Individually or as Collections



#### PLAY

Available in: 41" x 41" 51" x 51" 68" x 68"



#### WE ARE THE ONES

Available in: 24" x 24"

Post Mounted or Table Top

## SHRED

#### SHRED

Available in: 41" x 41" 51" x 51" 68" x 68"



#### THANK YOU

Available in: 12" x 18" 24" x 36"

Scott Froschauer is an experimental artist who lives and works in Los Angeles, and he likes it there. His background consists of a structured education in Engineering, Theoretical Linguistics, Science, Art, Computer Programming and Business along with practical experience in Fabrication, Design, Non-ordinary Reality, Experiential Narrative, Venture Capital, Counterfeiting and Breathing.

Scott's work is first and foremost experiential, focusing on pieces that are not easily captured through photography and digital distribution. From the setting of reassuring street signs to the texture of burnt canvas, Scott's pieces are designed to be experienced in person.

Some of his work is an exploration in emotional connectedness some work is about revolution, particularly considering that our culture considers being connected to oneself as a revolutionary act, but his primary focus is on exploring new spaces and techniques for communication.

By using the materials and visual language of street signs, but replacing the traditional negative wording (Stop, Do Not Enter, Wrong Way...) with positive affirmations, my "The Word on the Street" series seeks to provide something that is missing from our daily visual diet.

I like to imagine that people might walk past a sign and assume that it is just a typical mundane warning until that moment they recognize it as out of the ordinary. Hopefully that moment might lead viewers to wonder if other pieces might be "hidden" anywhere in their daily lives. In this way the work aims to change how the viewer interacts with the world at large.

### ScottFroschauer.com

