

From Brush to Canvas:

PLATFORM FOR ART

GIUM'S LARGEST OUT-OF-HOME ART GALLERY

Tania Rivilis

@artcrush.gallery



#PlatformForArt by

Clear Channel



2023
record year
for art

MUSEUMS

4.98 MILLION VISITORS | 2022

+20% VERSUS



OOH DESERVES
more love





ENHANCE PUBLIC SPACES | PROMOTE CULTURAL
DIVERSITY
SUPPORT THE CREATIVE ECONOMY



DOOH ULTRA FLEXIBILITY

Clear Channel



DOOH ULTRA FLEXIBILITY

LET'S OPTIMIZE THE FREE SPACE

THE SOLUTION

Textnr

@artcrush.gallery



#PlatformForArt by
Clear Channel



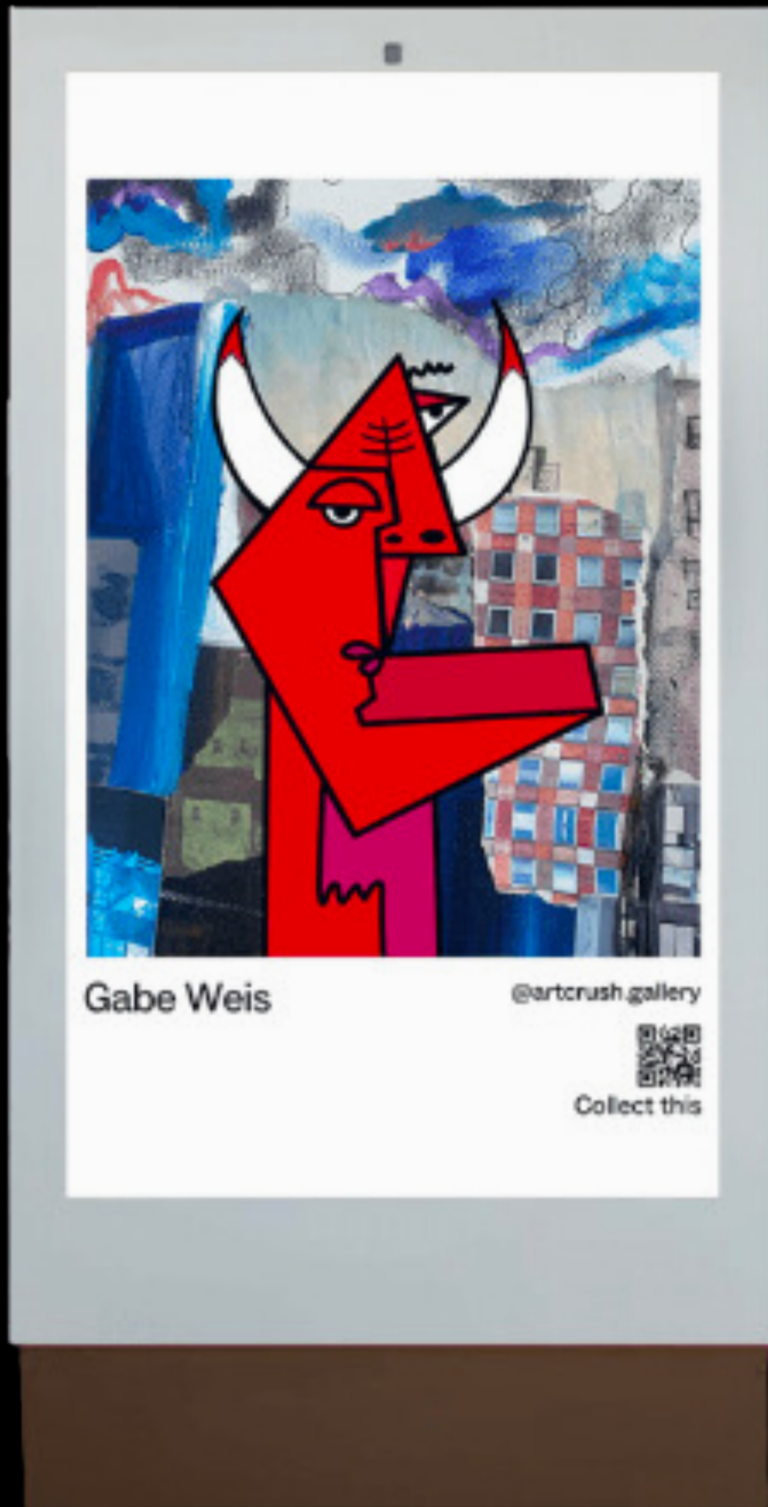
Shavonne Wong



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Clear Channel

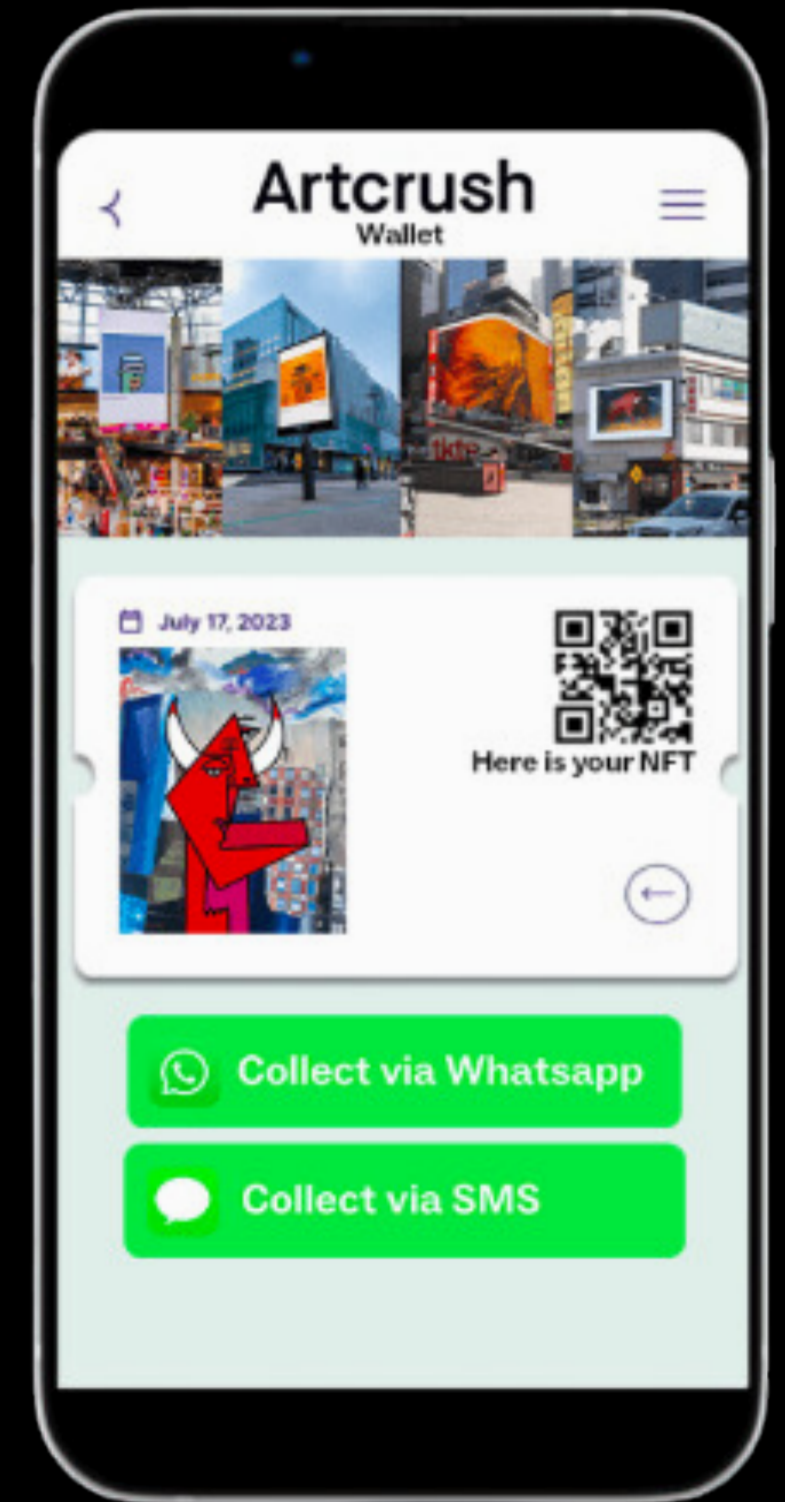


Scan the QR code

HOW IT WORKS



Collect the artwork on the blockchain





MAJOR EXPOSURE

348
artworks

87
artists

120
millions VAC

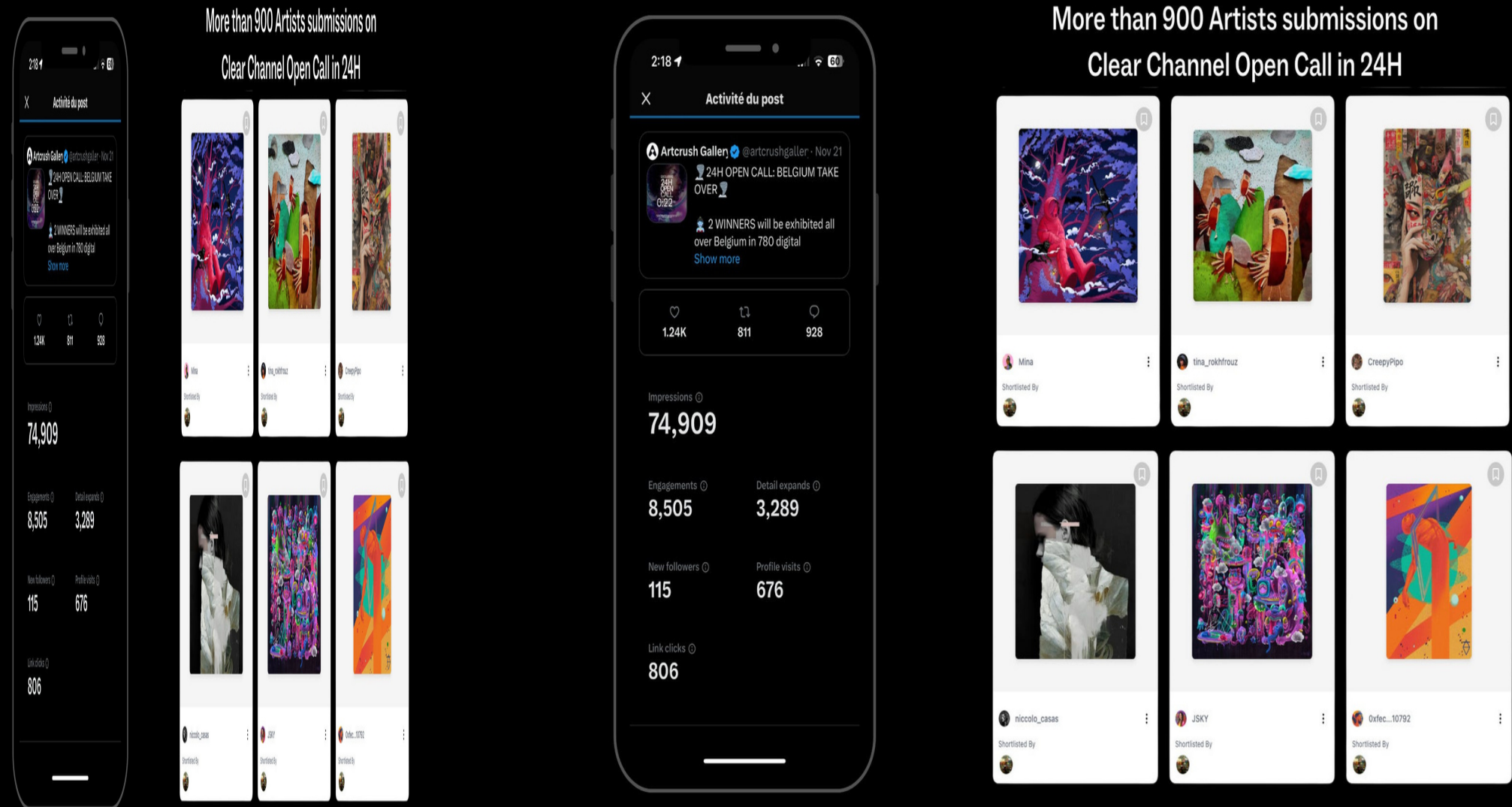
300
millions
impressions

+ 65%
coverage of
Belgians

+ 900

artists submissions in 24h

OPEN CALL





OPEN CALL

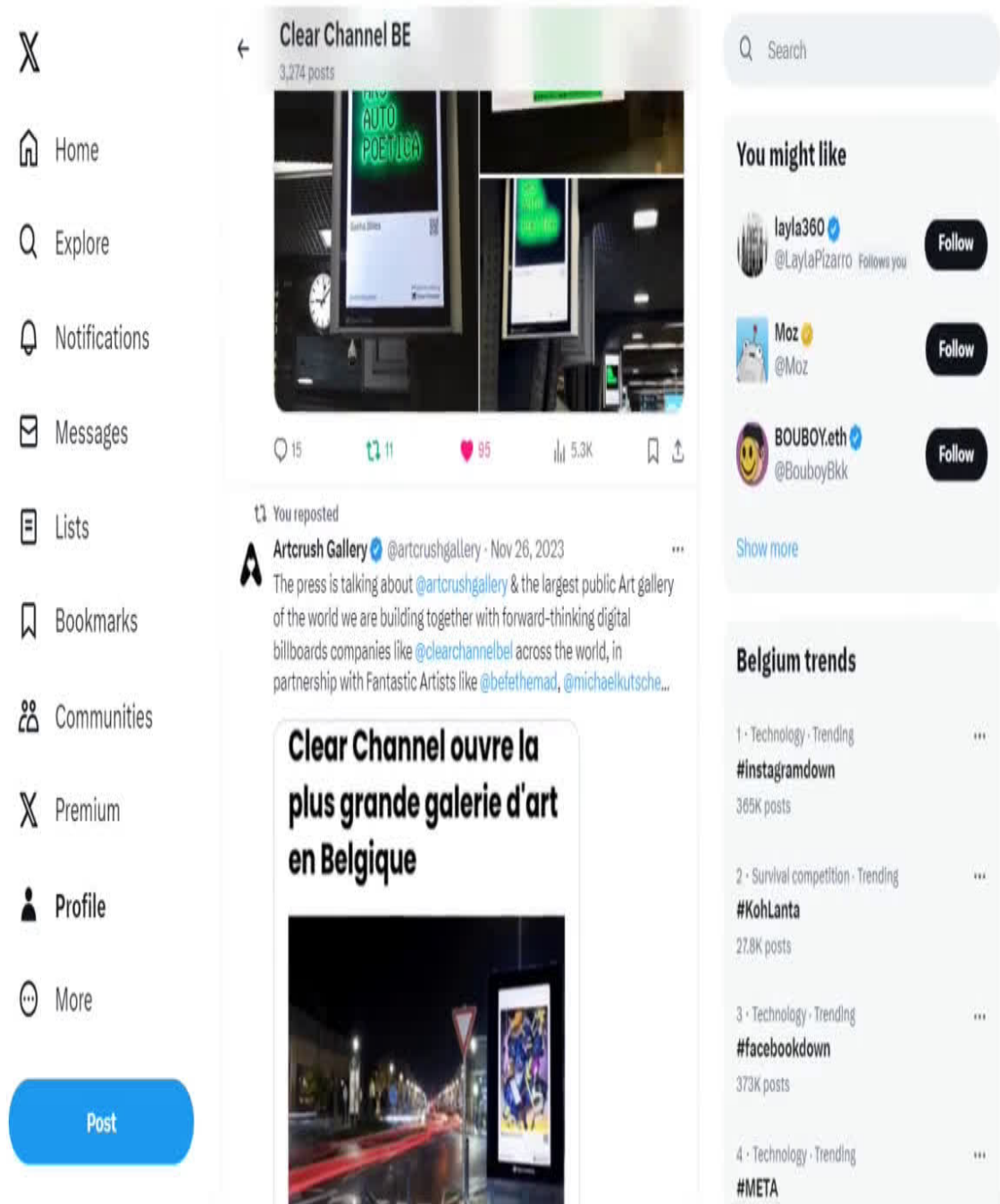
76.000
views on Twitter

1.200
likes



#PlatformForArt by
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Michael
Kutsche
[@artcrush.gallery](https://www.instagram.com/artcrush.gallery)



SOCIAL MEDIA

+ 500 K
impressions

+ 500
shares

6,9%
engagement rate

+ 5.000
likes



Emaweird

@artcrush.gallery



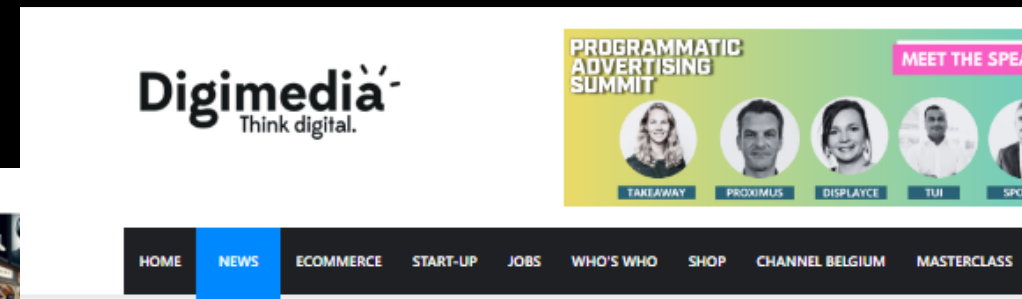
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♥ 9/30/2023 to 3/29/2024

BELGIUM TAKE OVER

Over the past few months, all Clear Channel screens in Belgium, from the station to bustling streets, have become virtual canvases, showcasing a wide variety of contemporary artworks. This unique initiative will enable passersby to discover art in their daily lives, thus creating an unprecedented link between art and everyday life



Clear Channel onthult grootste out-of-home kunstgalerij van België

Clear Channel kondigt de opening aan van de grootste out-of-home kunstgalerij in België, in samenwerking met Artcrush. Het doel van dit innovatieve initiatief is om het werk van Belgische en internationale kunstenaars te tonen op de openbare ruimtes in het hele



De afgelopen dagen zijn alle schermen gewisseld op een bijzondere manier. Het doel van dit gedurfde project is om de zichtbaarheid te geven aan getalenteerde kunstenaars en hun kunstwerken op de openbare ruimtes in het hele land.

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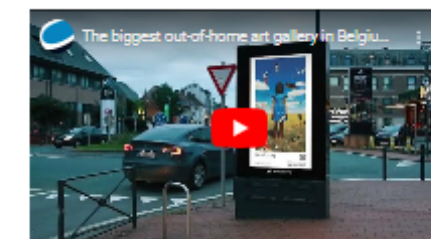


CLEAR CHANNEL DÉVOILE LA PLUS GRANDE GALERIE D'ART OUT-OF-HOME EN BELGIQUE

22/11/2023 | rédaction



Clear Channel annonce l'ouverture de la plus grande galerie d'art out-of-home en Belgique, en partenariat avec Artcrush. Cette initiative novatrice vise à diffuser les œuvres d'artistes belges et internationaux sur les écrans numériques de la région publicitaire de Clear Channel, transformant ainsi les espaces publics de tout le pays en une vitrine artistique inédite.



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Clear Channel BE
3,274 posts

15 11 95 5.3K

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The press is talking about @artcrushgallery & the largest public Art gallery of the world we are building together with forward-thinking digital billboards companies like @clearchannelbel across the world, in partnership with Fantastic Artists like @betethemad, @michaelkutsche...

Clear Channel ouvre la plus grande galerie d'art en Belgique

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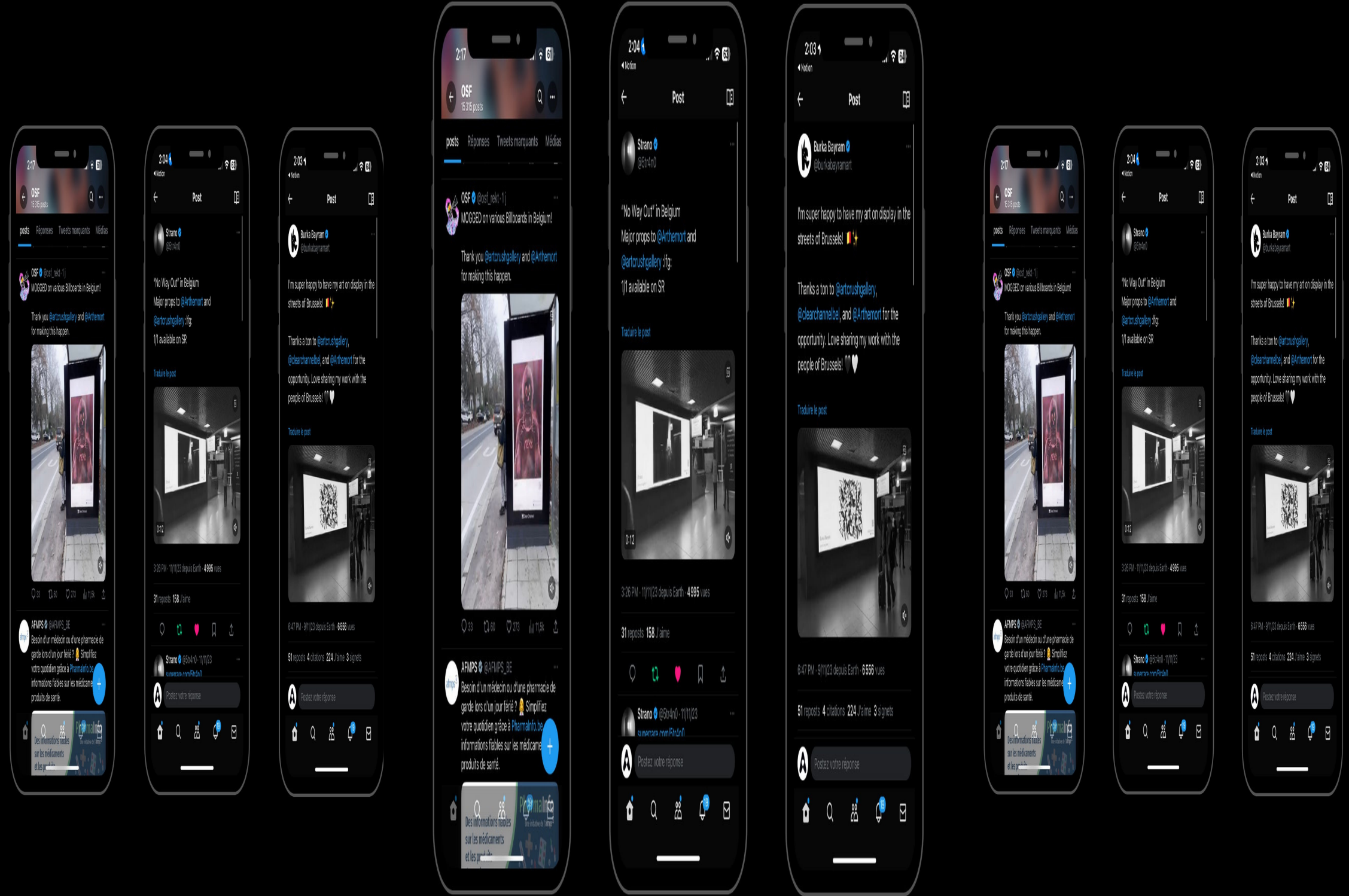
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365K posts
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27.8K posts
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#facebookdown
373K posts
- 4 - Technology · Trending
#META





Art is everywhere
with Clear Channel



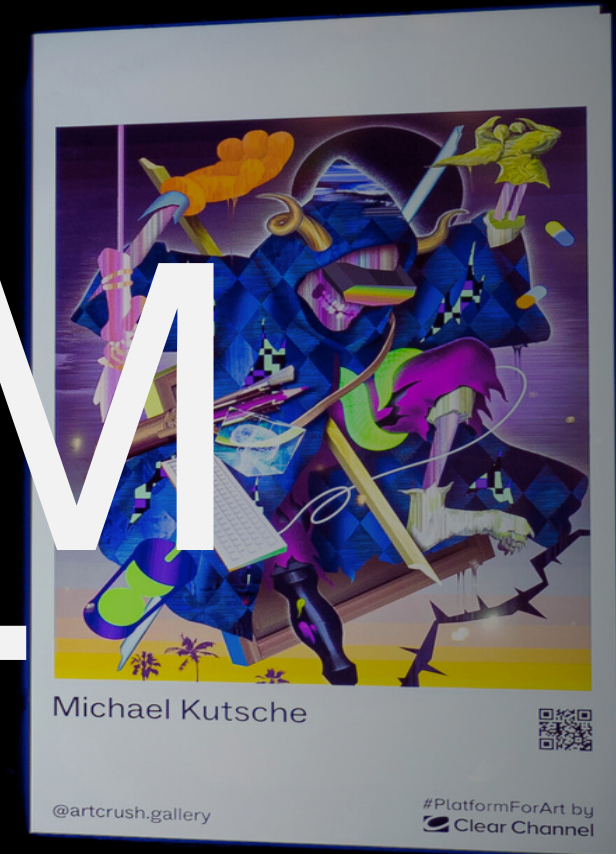
And today we are doing
the episode 2

And you,
what do you
think?

 Clear Channel

 Arterush

PLATFORM FOR ART



Michael Kutsche

@artcrush.gallery #PlatformForArt by Clear Channel

Clear Channel

The billboard displays a vibrant, abstract digital artwork by Michael Kutsche. The artwork features a central figure in a blue and purple outfit, surrounded by various colorful elements like a yellow bird, a pink object, and a green shape. The background is a mix of purple and blue tones. Below the artwork, the artist's name 'Michael Kutsche' is written. At the bottom, there is a QR code, the social media handle '@artcrush.gallery', and the hashtag '#PlatformForArt by Clear Channel'. The Clear Channel logo is also present at the bottom of the billboard.

BELGIUM'S LARGEST OUT-OF-HOME ART GALLERY