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Traffic Kills, urban raids

Ecologist bloggers leave their messages in cities

If walls could speak, they would complain about traffic. TrafficKills.com was born in July 2007 from an obvious realization: traffic does kill.

TK made its first appearance in an installation by Opiemme Collective (www.opiemme.com, new ways of presenting poetry, urban sowing of verses), a statue bearing an air mask and a billboard expressing protest.

This installation was the first of a series of public actions performed by the community, which today counts more than 500 members from 16 to 55 years of age. "We are aiming at gathering an ever increasing number of ideas and becoming somewhat of an institution, to have the possibility of acting as an actual authority.", says the anonymous project manager. It is an Italian project, but aims are to make it a worldwide issue.

The people involved in the organization are in Madrid, Valencia, Torino, Roma, Copenhagen and are all young individuals who have experience in communicating through the web on blogs and personal sites.

But what is TrafficKills.com really, besides the usual no-global good intentions of candid and idealist minds? Its shape is what is known as web 2.0, like for example MySpace, where the user can upload contents, but founded on ecologist principles the community sets. Then comes action. The billboard can be downloaded at http://www.traffickills.com/?page_id=47 and then posted in the chosen urban spots. The first to be hit were public statues in Italian city squares. "In Roma, during an all-night event, the installations lasted a few hours before being removed by officers. But many people had already taken pictures of them."

The community is international, as are the issues it deals with. However, different posters with "Il traffico uccide" can be seen, as well as the "No breathing" signs in Italian. Apart air masks worn by statues, there are red circles around huge dog droppings, stickers on bikes and license plates, posters right next to street names bearing the name TrafficKills.com.

Everyone does their best to come up with ways to make this protest/advertising against denied space and air even more incisive. Furthermore, from the 14th to the 28th October a proper European tour will be touching three different capitals: Bruxelles, Copenhagen and Berlin.

"In the next months, the website will go through major changes – announces the project manager – and users will be able to submit sms texts, videos, photos via mms, and contact other members rapidly and easily".

www.traffickills.com