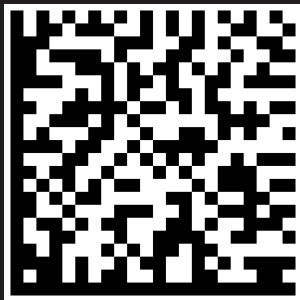


LOADTHISSITE

LOAD:THIS:SITE began in response to the current economic crisis and its effects on residential real estate. Currently, hundreds of thousands of families are losing their homes due to the sub-prime mortgages they were given in the last couple of years. These faulty loans have caused an epidemic that has spread like wild-fire.

LOAD:THIS:SITE literally sheds light on this subject using outdoor LED Light Screens, 10ft x 10ft. The screen is not just light but a 2D barcode that holds the story behind the house site. The screens will be placed outside vacant foreclosed homes and neighborhoods across the United States.

The exhibition will be joining "The American Land Museum," a network of landscape exhibition sites being developed across the United States by the Center For Land Use Interpretation. The purpose of the museum is to create a dynamic contemporary portrait of the nation, in which vacant homes have become a poignant part of the landscape.



Mobile Phones are capable of reading 2D Barcodes like the one pictured to the left, once a Barcode Reader app is downloaded to your mobile device. You can then directly connect to the LOAD:THIS:SITE website:

www.loadthissite.mobi.

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