

## BILLBOARDS ARE THE NEW ALLEYS

*Dan Bergeron, a.k.a. Fauxreel,  
since 2005*

*Modus operandi: Billboard  
banditry with a social message*

Dan Bergeron co-opted his first billboard in 2005. Many of his friends are graffiti artists, and since he's not so good with the brush strokes, a camera became his paint can.

"I think what I do, people generally get a kick out of it. It makes them smile and makes people think," says Bergeron. "But I can also see the other side. It is illegal, I'm not stupid, but who does it really harm?"

Fauxreel came into prominence across the city this year when he cleverly manipulated an Audiobooks billboard featuring George W. Bush. It added a photo of hip-hop artist (and Bush foe) Kanye West and the quote: "Isn't Kanye an Arab name?"

"I think that I do put up work that does have a conscience to it," says Bergeron. "But I'm not out to make a statement. It's a blend between something that looks good but with a smart idea behind it."



SELF-PORTRAIT (OF HIMSELF WORKING ON A SELF-PORTRAIT) BY DAN BERGERON / FAUXREEL STUDIOS