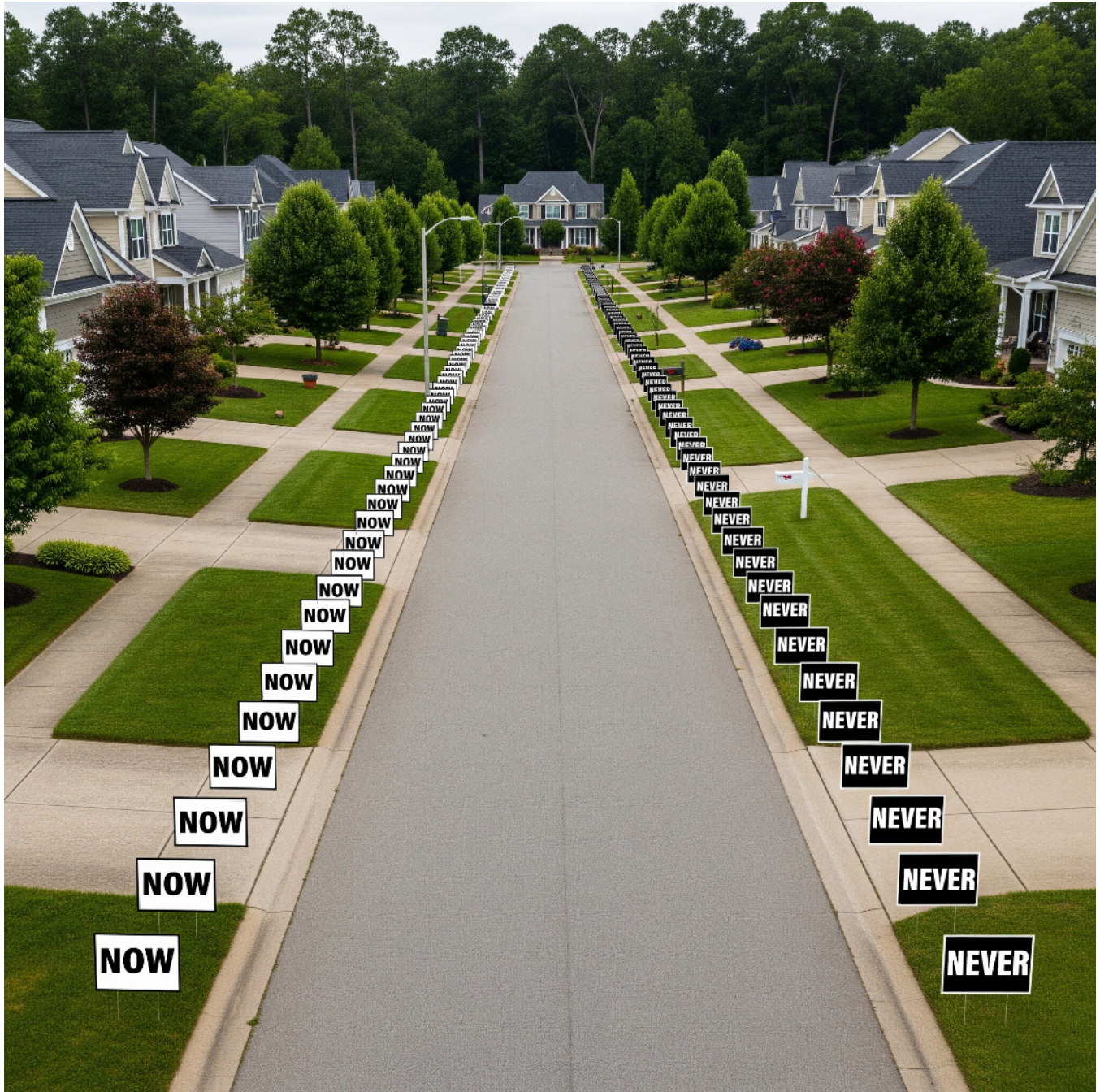


Now or Never

A Temporary Public Art Proposal for the City of Denton

By Alicia Eggert



Now or Never, 2025 (rendering)

Custom yard signs

Each sign 12x18"

About the Artwork

Now or Never is a concept for temporary public art intervention consisting of custom political-style yard signs that say *NOW* on one side and *NEVER* on the other. The signs will be strategically installed in specific locations around Denton, such as grass medians and front yards. The project is designed to poke fun at our increasingly polarized political climate, where opposing sides take a stance on an issue with unwavering conviction and little room for compromise.

The phrase “now or never” resonates on multiple levels. Collectively, it evokes the urgency of global challenges such as climate change, where action delayed is opportunity lost. Individually, it reminds each person that every moment is a turning point—an opportunity to determine one’s own future and to choose how to live from this moment forward, regardless of past experience.

The image above (which was created with the help of AI) shows how the signs could be installed on opposite sides of the same street, as if people are on opposing sides of an issue but the actual issue is unknown. Another possibility is to install the signs in the center of a grass median, allowing cars traveling one direction to see *NOW* and cars traveling the opposite direction to see *NEVER*.

About the Exhibition

Now or Never has been selected for [uncommissioned](#), a site-responsive exhibition that gives agency back to artists, inviting them to intervene in the city without waiting for permission. The project brings ephemeral, environmentally conscious works into overlooked urban corners, spaces shaped by gentrification, invisibility, and erasure. This October, interventions will take place across more than 20 cities, spanning 5 continents, involving over 40 artists working in diverse mediums.

uncommissioned is a curatorial project by Nōvo Collective, an artist-run platform dedicated to rethinking how art operates in public space. For this inaugural edition, *Playground of the Invisible*, the artists and projects have been curated by Sebastian Betancur-Montoya (Senior Curator for Public Art at Qatar Museums), Moko Fukuyama (multidisciplinary artist), Taylor Bythewood-Porter (independent curator and writer) and Mathieu Tremblin (artist and Associate Professor at Strasbourg’s School of Architecture).

About the Artist

[Alicia Eggert](#) is an interdisciplinary artist whose work gives material form to language and time, the powerful but invisible forces that shape our perception of reality. Eggert’s work has been exhibited at institutions including the Smithsonian American Art Museum’s Renwick Gallery, CAFA Art Museum Beijing, Philadelphia Museum of Art, and Telfair Museums. Recent solo exhibitions have been held at UrbanGlass (Brooklyn, NY), Arlington Museum of Art (Arlington, TX), Art Museum of Southeast Texas (Beaumont, TX) and Galeria Fernando Santos (Porto, Portugal). Eggert is an Associate Professor of Studio Art at the University of North Texas, and she lives and works in Denton, TX.