



Joondalup-Wanneroo Times/ Weekender

Wednesday at 2:03 pm •

The Poetry Project, a UK initiative which displays empowering messages on information boards in the London Underground, has landed in WA. UK poet, author and project creator James McInerney is collaborating with a group of WA shopping centres, including Currambine Central, Warnbro Centre and Kalamunda Central, where poetry appeared in poster stands this week.

"The aim of the project is to get poetry into places you wouldn't normally see it and open people's eyes to the joy of poetry," Mr McInerney said. "When I see people posting pictures on social media saying that the quotes made their day, it really makes the whole project worthwhile."

Knight Frank senior marketing manager Eryn Leonard, pictured, said she jumped at the idea when Mr McInerney made contact.

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