

## Overview

*Brett Cook and Liz Lerman: Reflection and Action* is a retrospective in forward motion—a deep dive into the past, present, and future of these artists' revolutionary practices. Visual artist [Brett Cook](#) and choreographer [Liz Lerman](#) turn YBCA's galleries into a space for collective creation and inspiration guided by their intuitive desire to forge new paths in their respective fields. Featuring video, dance, installation, paintings, and more, audiences are encouraged to explore Cook and Lerman's artistry as catalysts for enacting the change they want to see in the world.

During the exhibition, Lerman's [Wicked Bodies](#) will be performed at the Blue Shield of California Theater at YBCA. *Wicked Bodies* reflects on and addresses many issues about women and our bodies that have been constant and persistent for centuries. Fear of bodily functions, horror at what knowledge women might possess, disgust at the way women carry on daily existence, and the crumbling of beauty as women age.

A Bay Area native, Cook is an interdisciplinary artist and educator who uses his creative practice to transform outer and inner worlds of being. His museum work features drawing, painting, photography, and elaborate installations that make intimate personal experiences universally accessible. His public projects often involve community workshops and collaborative art, along with music, performance, and food to create a fluid boundary between art making, daily life, and healing. Throughout his career, Cook has always stood by his mission which aims to “give marginalized people a voice.”

Lerman is a choreographer, performer, writer, educator and speaker, and the recipient of honors including a 2002 MacArthur “Genius Grant” and a 2017 Jacob's Pillow Dance Award. A key aspect of her artistry is opening her process to various publics, from shipbuilders to physicists, construction workers to ballerinas, resulting in both research and outcomes that are participatory, relevant, urgent, and usable by others.

*Brett Cook and Liz Lerman: Reflection and Action* is the culmination of Cook and Lerman's [two-year residency as Senior Fellows](#) at YBCA, centering artists as transformative to the organization and in the communities they serve.

## Objectives

- Guide visitors through the exhibition with “living labels” for the 5 thematic pillars of the exhibition. These videos will be installed on 32” monitors throughout YBCA to guide audiences through the exhibition. Videos should be no more than 5 minutes.
- Inspire audiences with a video for social media (YouTube, Facebook, and Instagram), website, and newsletter that promote the exhibition and introduce the artists' practices. Needs to include b-roll of the exhibition. Video should be 2-3 minutes long.
- Encourage audiences to attend *Wicked Bodies* October 28-30 with a short promo.

## Additional Resources

[YBCA Fellowship announcement](#)

[Brett Cook website](#)

[Liz Lerman website](#)

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## Specs & Deliverables

### Videos

- “Living Labels” (5 total)
  - Features conversations between Brett & Liz
  - Style: <https://youtu.be/0vadsLx8Rq0>
  - 5-minutes max (3 min preferred)
  - Multi-lingual captions
    - David to send over 2 versions of each video (1 with open captions in English, 1 without captions)
    - YBCA send English transcript for translations and add translations to video without captions
  - 16:9 ratio
  - Thematic pillars
    - *People, always*
      - Location: Sculpture courtyard, around the building replacing [love @ first line](#)
      - Focus on community-led process and how to platform multiple voices in a single artwork
    - *Retrospective in Forward Motion*
      - Location: Anteroom
      - Focus on the history of their decades-long practices but grounded in the now and how they are moving forward. Collapses past, present, and future.
    - *Spirit*
      - Location: Gallery 1
      - Focus on the importance of spirituality and the supernatural
    - *Alchemy of Relationship*
      - Location: Gallery 2
      - Focus on how relationships lead to magic in artmaking.
    - *Art as a Verb*
      - Location: Gallery 2
      - Focus on the importance of engagement and action in their practice.
- Social media, website, and newsletter videos (1 total)
  - 2-3 minutes max

- Features same conversations and thematic pillars
- Include b-roll of exhibition
- Interviews with staff about Brett and Liz's impact, importance of the exhibition, and why people should visit
- *Wicked Bodies* promo
  - 30-45 seconds max
  - Includes interview with Lerman and b-roll and photos from Jacob's Pillow

#### YouTube and Facebook Specs

- Aspect ratio: 16:9 1920 x 1080 px
- Facebook max file size: 4MB
- YouTube max file size: 128GB

#### Instagram Specs

- Aspect ratio: 9:16 or 1080 x 1920 px
- Max file size: 650MB

#### Rounds of edits

- 2 for each video

#### Other requirements

- **Add open captions in all videos**
  - David to send over 2 versions of each video (1 with open captions in English, 1 without captions)
  - YBCA send English transcript for translations and add translations to video without captions
- Unedited b-roll and files of final videos shared via Hard Drive

#### YBCA to provide

- Graphics, logos, and brand identity for the exhibition ([Creative Brief](#))
- Hard drive for b-roll and final videos
- Jacob's Pillow photos and videos of *Wicked Bodies* rehearsals and performances
- Photos of installation from Tommy Lau
- Portraits of Brett and Liz by Alexa Treviño

## Timeline

### Exhibition: Thursday, October 20, 2022–Sunday, April 2, 2023

- Tuesday, August 23
  - Film interviews between Brett and Liz
  - Film interview with Liz on *Wicked Bodies*

- Friday, September 16
    - First draft of *Wicked Bodies* promo due
    - First draft of all 5 “Living Labels” due
  - Friday, September 23
    - Second draft of *Wicked Bodies* promo due
    - Second draft of all 5 “Living Labels” due
  - Wednesday, September 28
    - Film Liz onsite recording sound piece and AAA installing large vinyl in windows
    - YBCA hire Tommy Lau for photography
  - Friday, September 30
    - *Wicked Bodies* promo done
    - “Living Labels” videos done for installation
  - Monday, October 3
    - Film interviews with YBCA staff for marketing video
  - Friday, October 14
    - Exhibition completed for [SOCAP conference](#)
  - Friday, October 14-Wednesday, October 19
    - Film b-roll of the final exhibition for marketing video
  - **Thursday, October 20: Exhibition opens**
  - **October 28-30: *Wicked Bodies* performs at the Blue Shield of California Theater at YBCA**
  - Friday, October 28
    - First draft of marketing video due
  - Friday, November 4
    - Second draft of marketing video due
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## Interview Questions

### FOR “LIVING LABEL” VIDEOS

#### Theme 1: People, Always

1. Can you briefly explain what this exhibition is about?
2. Explain how this exhibition is for the viewer, how do you center them in this experience?
  - a. From SFB: Imagine someone sees images of your work on the outside of YBCA, or on a bus or street pole banner. how might you encourage them to come in. How might it be different from an 'art show'?
3. What do you hope folks walk away with? Inspiration to do what?
  - a. From SFB: What do you hope folks experience walking through your work? How do you hope they reflect?
4. Why is this work important in our current moment?

Artworks to reference:

Window Vinyl, Liz's Audio Choreography, Brett's *Gardeners of Belonging*

#### Theme 2: A Retrospective in Forward Motion

1. Who you are / briefly introduce your practice.
2. How did you come to YBCA?
3. How is (and is not) this exhibition a retrospective? What does that word mean and feel like to you?
  - a. Include in this question how you want the viewers to interact with the experience. What should they be thinking about and what questions should they ask themselves as they walk through the exhibition?

Artworks to reference:

All works in Anteroom -*Documentation of Process, Documentation of Pedagogy*, Liz's new writing and *Wicked Bodies*

#### Theme 3: Spirit

1. How does spirituality show up in art?
2. When did you discover the importance of spirit to your personal and artistic growth?
3. How does spirituality show up in your practice?
4. How are spirituality and collaboration connected?

Artworks to reference:

*The Black (W)hole*, Liz's film room, *Spell Altar, Evolution of Ideas, The Nest*

#### Theme 4: Alchemy of Relationship

1. As an artist, when did you realize that relationships were vital to your creative process?
2. How is your work embedded in relationship? How has the relationship changed your pedagogical/methodological approach?
3. Why is working in a community important to you?
  - a. From SFB: Brett has a think he does "what is community"-- might be a good thing to draw out here
4. Call out some works in the gallery that are rooted in relation.

Artworks to reference:

Liz's Benches, *The Congregation*, Critical Response Process

#### Theme 5: Art as a Verb

1. What was the a-ha moment for you, in terms of discovering how your work had to change to create something new? Where did you turn away from the canon, and why?
2. What is the significance of engagement when it comes to the development and realization of an artwork?
3. How are action and reflection tied into your practice?

Artworks to reference:

Brett's interactive maps, *The Treadmill Tapes*, *Reflections of Healing* chalkboard, *Atlas of Creative Tools*, Treadmills

## **GENERAL QUESTIONS OUTSIDE OF FOCUS ON THEMATIC PILLARS**

### *Wicked Bodies*

1. Script:

Across time, we know that every culture has its witches.

And we know that they are powerful healers and midwives, and connected to the natural forces of the universe.

But some also call them lethal and dangerous.

With *Wicked Bodies*, I've collaborated with a cast of intergenerational performers to make a work that welcomes audiences back to the theater.

With intimacy and spectacle, come join the witches.

Every body needs protecting. Every witch has a story.

### Optional questions for *Wicked Bodies*

2. Why should people attend this performance?
3. What do you want people to take away from this performance?

## **QUESTIONS FOR MARKETING VIDEO**

### Questions for Angela:

1. Tell us about the Senior Fellows program at YBCA
2. What did Brett and Liz bring to the org that you weren't expecting?
3. How has the organization changed because of Brett and Liz?

### Questions for Martin:

1. These two artists have very different aesthetics and practices? What brings them together?
2. Where can visitors find inspiration in the exhibition?
3. Why present these artists now? How does their work relate to our current moment?
4. How does this fit in the bigger picture of YBCA?

### Questions for Sara:

1. Tell us about Brett and Liz's impact at YBCA. How have they inspired the direction YBCA is going in? (i.e. programming, relationship with the Board of Directors, etc.)
2. How does this fit in the bigger picture of YBCA?
3. What do you hope folks walk away with? What do you hope they're inspired to do?