

# How to make an exhibition of yourself



**ART AND SOUL:** Sylvia Soulsby is filmed for a major art project that will be projected around Lincoln. Local video artist Lesley Stableford is filming members of the public for 30 seconds each for the piece of art.

by Emma Pearson

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## WAVING, crying, kissing and shouting people were filmed yesterday as part of a new installation artwork for Lincoln.

The piece, by Mexican artist Rafael Lozano-Hemmer, will feature 1,000 short video clips of people from the East Midlands.

The first batch were filmed at the Usher Gallery yesterday, and around 50 people turned up ready to be immortalised in art.

"We have had a really good response and the people who have turned up are very enthusiastic," said Emma Jones from project co-ordinators ArtReach.

"We tell people they have to lie on the floor pretending to be asleep while they are filmed from above.

"Then they wake up and look directly at the camera. It's a simple sequence but there is a lot of scope for people to be individual and it's amazing how many different things some people do.

"Some people wave at the camera, or shout or blow it a kiss.

"It's all about people expressing their individuality so it's up to them how they want to be portrayed."

Mr Lozano-Hemmer's piece will be installed in Lincoln near the university in early December, at the same time as the Christmas Market.

The £1 million piece, which has been funded by the East Midlands Development Agency, will feature the area being flooded with light from the brightest generator in Europe, casting long shadows from passers-by.

As people walk by, the short video clips will be projected in to their shadows.

The actual filming was done by local film-maker Lesley Stableford, who is based in Washingborough.

"It's been an interesting day," she said.

"We have had all ages and types of people and they all do something different towards the camera - it's very expressive."

**ARTIST:** Rafael Lozano-Hemmer. Picture reference: 5-2918-05



The Usher Gallery's heritage assistant, Lucy Robinson, started off organising the volunteers, but became so intrigued by the project that she had a go at being filmed herself.

Miss Robinson (27) said: "During the morning I was busy accosting gallery visitors and telling them all about the filming.

"The reaction was really varied. Most people were interested in the idea and we had a DVD of some of the artist's other works, so people got an idea of the kind of thing they were getting involved in.

"I went in to be filmed twice. The first time I wasn't really sure what to do so I just waved at the camera, but by the second I was a lot more confident.

"The films are silent so you can say whatever you like and the sound isn't recorded, so the second time I just started yelling and screaming at the camera.

"I hope it will look quite dramatic." The clips are filmed so that the subjects appear to be talking directly to people passing by the artwork.

The installation will be premiered in Lincoln, then taken on a tour of the East Midlands before beginning an international tour of European art festivals.

But wherever it goes, video clips of the

## How did you get involved in films?



"I had been to a wedding and I wandered down to the gallery afterwards and they told me about this. It seemed like a day to do something different and change plans so I volunteered."

**Donald Sutherland (86), retired, Lincoln.**



"I am a friend of Lesley, the videographer. She told me about the project and I thought it sounded interesting. I think it is great that ordinary people can get so involved in this artwork."

**Denise Jones (36), artist, Lincoln.**



"I was just visiting my parents in Lincoln when they told me about this. At first I thought they meant pose naked which I was a little surprised about, but I didn't have to get undressed."

**Chris Barnard (32), creative media consultant, London.**



"When I first went in to get filmed I got very embarrassed because they just told me to express myself to the camera. I ended up waving at the camera and I think it looked okay."

**Maria Gianneloudi (27), pharmacist, London.**

people on Lincolnshire will still be used. Mr Lozano-Hemmer said he wanted the piece to be totally interactive, an antidote to fenced-off art galleries and 'do not touch' signs.

■ Filming continues at the Usher Gallery on Lindum Hill today from 11.30 to 4.30pm. There is a second session at Lincoln's Drill Hall on Saturday, August 13.