

Lifestyle Art Project

1/17/07

➤ *What is the idea behind this?*

Mindful and meaningful travel which stimulates the imagination helps to build acceptance of our differences. The collisions of old and new, religious and secular, rural and urban, solitary and collective activity provide a glimpse into the past and the future viewed through the prism of an experienced artist.

Art can provide a passage from the ordinary to exhilaration. Art is a means of discovery and contemplation of a profound reality, simultaneously encouraging travel to another time, place or culture. Ultimately art is a conduit for the imagination to explore fresh perspectives on what we may otherwise take for granted in our own country.

Lifestyle Art Project crosses international boundaries to reflect the vitality and complexity of a region in a transliteration of the culture into an artist's language: the uniquely personal yet universal creative process of New York contemporary artist Steven P. Perkins.

➤ *How does it work?*

The Project Outline attached is a Case in Point: Thai Lifestyle Art Project, Phase #1, November 2006.

Thai Lifestyle Art Project is the assimilation of travel and art. The concept brought Steven P. Perkins to Thailand for his first time, immersed him into a number of specifically selected local cultural situations, and then provided him with a fully equipped studio where his stimulated and highly charged

creative process exploded into a collection of more than 50 mixed media works of art. In addition to the visual art, extensive still photographs from the travel and video documentation were a part of the project. The immense success of Phase #1 has inspired Phase #2 and #3 for an annual expansion of this experience into a substantial body of work in Thailand.

It is a challenge for any artist to create meaningful works on demand. The time to complete this project was condensed, and required maximum flexibility in the process: grabbing inspiration; painting; pausing; getting new experiential stimuli; and more painting. To bring an artist into such a finite window of opportunity and then have him produce a meaningful collection of work requires a special environment as well as a special artist.

➡ *What is so special about this artist?*

Steve Perkins' art is dense and multi-layered. It challenges our habits of thinking and seeing. It has symbols and stories, but it also has meanings that remain hidden. His art depends on the nuances of interpretations, as there are no fixed meanings. In order to find the meaning in his work one must be attentive to one's own responses, maybe even acquire a little knowledge, and quite possibly do some detective work.

Steve is a visual alchemist who draws inspiration from things common and often overlooked by others and turns them into something special which communicates the essence of his experience. He has a spiritual way of interacting with his surroundings. Relying on his experienced eye, Steve is able to see the connection we all share across cultures, and communicates this in images that evoke both emotion and agreement in the principles they proclaim.

Steve allows his art to be created by a flexible process. You can see the art evolving with respect to the conditions present: as conditions change, as new stimuli are added, the individual art pieces take on elements of the environment, building new levels of expression. He utilizes many different materials in his mixed media pieces, which further lends to this flexible process by making the spiritual landscape part of the work.

Steven P. Perkins has his Master of Fine Arts degree in Screenwriting/Directing from Columbia University, and over 30 years experience in interdisciplinary creative arts. His book *a man ought to know that...* is in the permanent collection at the Museum of Modern Art.

➡ *What do we need/what are we asking for?*

We are looking for visionaries who share our feelings about the world as both a huge place with infinite variety *and* a small place where we all share certain human connections and perceptions.

- **State Sponsorship:** ambassadors to and from the U.S., consulate generals, cultural affairs offices
- **Corporate Sponsorship:** airlines, hotels, travel agencies, logistics
- **Native Liaisons** to serve as cultural advisors, translators and guides
- **Local, Regional, and National Exhibition Opportunities** at museum and art galleries
- **Cultural and Educational Sponsorship:** art schools, universities
- **Individual Patrons and Collectors** to purchase art and financially support the project in their country

➡ *What are we offering?*

- **Cross-cultural observations** will become vibrant museum exhibitions of paintings, photographs of the region, and documentation of the entire project in photographs and on video.

- **Lecture and performance opportunities in the host country and in the U.S.A. to trigger curiosity and stimulate further exchanges.**
- **Educational opportunities for selected students from the host country to accompany Steve Perkins as he makes art and his team documents the process.**

➡ *What are the requirements and what will it cost?*

Individual circumstances will determine specific project costs including but not limited to:

- 1. Travel, meals and accommodations for artist Steven P. Perkins, producer/project manager/photographer James A. Menges, and additional student(s) and crew as needed;**
- 2. Local liaisons and translators;**
- 3. Working art studio and art supplies;**
- 4. Logistics – packaging and transport of art; and**
- 5. Video Production costs.**

➡ *Where can it take place?*

Any vibrant area which supports the arts.



STEVEN P. PERKINS may be contacted through the person who has provided this packet of materials or directly by email: sp@originalmind.com

Additional information about the work of Steven P. Perkins is available at his online portfolio at www.originalmind.com.