

NOMADIC

The Nomadic Project: An Artistic Response to America



Abraham/Llamas
Exhibition Proposal



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The Nomadic Project:

An Artistic Response To America

Abraham/Llamas
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Introduction

Submitted by: Kristin Abraham and Alfonso Llamas

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Working Title: The Nomadic Project: An Artistic Response To America

Proposed Venue:

Suggested Dates:

"I was really touched that this project was a dream of this couple and I wanted to be part of it!"

Kelly Hutchinson owner of Kelly's Art & Frame, Alexandria, VA

Exhibition Proposal

Narrative Description:

The Nomadic Project exhibition is a journey of art, film and music that unleashes the creative inspiration within America in the wake of its troubled state. When two artists became discouraged by a nation divided by war, politics, race and religion, they decided that the key to appreciating America was in experiencing the land. They sold all material possessions, including their home, and became nomads. While living out of their small SUV, artist Kristin Abraham illustrated her immediate response to each state on canvas, while musician husband, Alfonso Llamas, recorded music and video documentary. When one gallery, museum, or art center in each state participated by displaying a painting that was inspired by a neighboring state, the goal to stimulate discussion, blur the borders, and unite the country was achieved. It took thirteen months to accomplish this mission, and from December 20th-30th of 2006, all fifty states were displaying a single painting. For the first time, the artwork, music, and video are displayed together in a traveling exhibition titled "Experience America Through Art." The work delves into the historical, physical and controversial make-up of the United States. Communities are able to experience a new view of America, and discover that the nation's unity lies in celebrating its diversities.



Educational Objectives:

The Nomadic Project is designed to encourage people of all ages to experience life beyond limitation. In this whirring age of technology, adventure is easily limited to what is presented through a television or computer screen. We see this exhibit as providing an opportunity to renew interest in history, physical exploration and self-discovery. Breaking away from contemporary art's experimental techniques, the paintings involved return to traditions of visual symbolism and storytelling. Art is used as a catalyst to educate, inspire and expose its viewers, depicting a land where beliefs collided, nations crumbled and great men rose up.



In the wake of a controversial war, where a new generation is introduced to great sacrifice and rifts in politics, it is easy to become separated from the foundation and history of ones homeland. People of every nationality and background have found inspiration, life and defeat within American borders, and this exhibit commemorates them, by examining what they left behind. When two artists stood on historical ground, their preconceived notions were destroyed. As a consequence, viewers of this exhibit join their journey, and find inspiration to create their own.



Through The Nomadic Project exhibit, a modern adventure reveals knowledge of the past. The controversial history of the nation is revealed, and those exposed are left to meditate on its relevance in present day society.

Target Audience:

This exhibition targets a nation-wide audience of all age groups. It draws the attention of each region of the country as people discover how their state is represented through art.



Suggested Programs/Events:

The national appeal of this exhibit can easily be directed to address local audiences. A few ways to engage the local community are to:

1. Host an opening reception with artists, Kristin Abraham and Alfonso Llamas, where they discuss their trials, discoveries and inspirations.
2. Interest the nation's next generation of pioneers and representatives by arranging an assembly at the local middle/high school.
3. Schedule a lecture at the gallery to discuss the artist's techniques, symbolism and meaning displayed within the work.
4. Arrange a book/album signing at the gallery, or local book/music store





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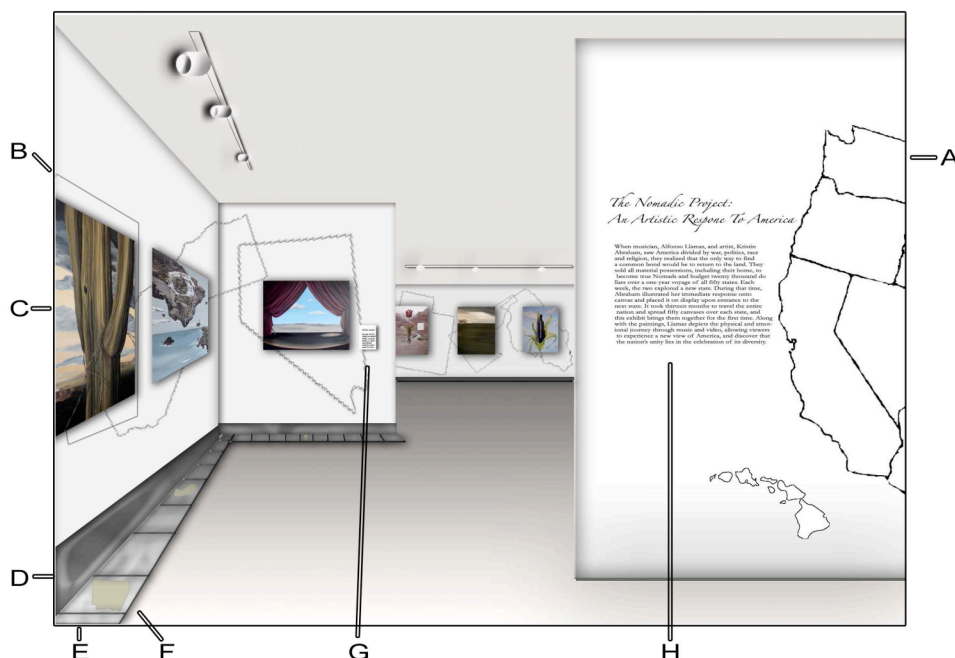


Figure 1: Exhibit Layout

Objects for exhibit: (See attached checklist for detailed objects list.)

- A. Outline of fifty states- illustrates the complete route of the original journey.
- B. State border- frames the painting inspired by a state and links to the state that the painting was displayed in.
- C. 50 canvas paintings- representing each of the fifty states. Each created by Kristin Abraham as an immediate response to one week of experiencing a particular state.
- D. Mirror border to reflect sketches, journal entries and maps. (optional)
- E. Path- created from sketches, clippings and journal entries, which were composed during travel. The path runs the perimeter of the floor, and corresponds to the creation of each painting.
- F. State map- detailed route of the state illustrated in above painting.
- G. Title and description- speaks of the inspiration behind each painting.
- H. Introduction/background of the process of creating the exhibited work.
- I. Original music by Alfonso Llamas- responds to the nomadic journey.
- J. Video footage- documents The Nomadic Project

Timeframe

The exhibit will begin touring in October of 2007, and travel to each region of the country in the path of the original journey. Due to this, states must participate in a somewhat sequential order (see TheNomadicProject.com for current schedule). In each venue, the exhibit should be displayed for a span of around four weeks to allow for a timely tour of the U.S. Venues are scheduled on a first come, first serve basis.



Promotion

Web Site

www.TheNomadicProject.com

All participating venues receive a two years of advertisement on the company website. Also all venue listing will link directly to their web site.

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TV and Radio

Press releases are prepared for local and national TV and radio stations. The Nomadic Project has already been interviewed by Madison's National Public Radio (NPR) station as well as Huntsville's ESPN affiliate, sports 730 WUMP.

Newspapers

Starting in mid-October, the exhibit will be promoted in major metro and national newspapers. As a venue, your gallery, museum or art center will appear listed prominently in the advertising.

Brochures

A tri-fold full-color brochure is being distributed to attract attendees. More than 50,000 will be available at major grocery stores, gas stations, community centers and other public-gathering locations.

Exhibit Programs

Programs will be available at the front door of the exhibit, as well as in nation-wide community centers, art galleries, museums and government buildings. All venues will be listed in the program, including their web address.

Circulation: 65,000

Posters

11" x 17" full-color posters will be placed in art stores and community centers, as well as government and general business locations around the nation.

Circulation: 1,500

NOTE: Venues Name, Logo and 40-word description, including correct web site address will be displayed on website if provided. Information can be e-mailed direct to TheNomadicProject@gmail.com.





Terms of Exhibition

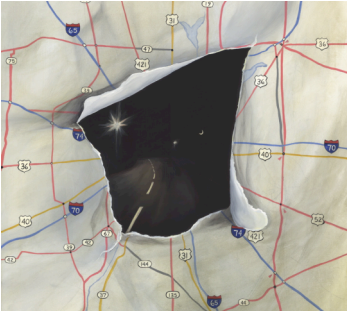
The following information addresses how costs and responsibilities are divided between artist and venue.

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Figure 2-3: Carl Lanham, Operations Director of Aiken Center for the Arts in South Carolina with artist, Kristin Abraham and musician, Alfonso Llamas. Below, Abraham paints in Hot Springs, Arkansas.





Artist Responsibilities:

The Exhibitor is responsible for the following costs and expenses associated with the exhibition:

- Installation of exhibit.
- Photographs for publicity and invitations.
- Merchandise associated with exhibit.
- Attendance at opening reception.
- Presentation of a lectures and assemblies (minimum of three required, any beyond that is at the artists' discretion).
- Written material for signage and promotion.
- Advanced promotion (posters, advertising, etc.).
- Tear down of exhibit.



Venue Responsibilities:

There is no exhibition fee, however the exhibiting venue is responsible for the following costs and expenses associated with hosting the exhibition:

- Insurance and public liability to cover exhibition.
- Staff the exhibition for its duration (provide information, referrals and facilitate exhibition sales).
- Develop a mailing list and list of local press contacts.
- Costs related to the official opening of the exhibition (ex: catering, extra staff).
- Use of standard display equipment (ex: adjustable walls, hooks, video screen).
- Standard advertising (ex: 500 invitations and postage).



Commission on Sales:

The venue receives 40% commission on each sale that takes place one week before and two weeks after exhibit dates. This includes sale of original artwork, prints, posters, albums, books, and merchandise.

Charity of Choice:

The artists of The Nomadic Project strive to support non-for-profit organizations to aid others in achieving their dreams. Each participating venue chooses a charity of choice from their local community, in which the artists donate a percentage of their commission from each poster sale. Galleries may add to this donation (not mandatory).





Sample Exhibit Labeling:

Each painting is labeled with standard information as well as a brief description about the inspiration of the piece. As an example, the description of the New Mexico painting titled “The Automaton vs. The Existentialist,” is as follows:

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“A significant part of our intellect is derived from a stories, pictures and other people's experiences. Our minds become programmed before we are able to speak, while opinions are formed based on these preconceived notions. In *The Automaton vs. The Existentialist*, this issue is addressed by illustrating a personal transformation, which took place in New Mexico.

With over four months of traveling, New Mexico became our thirteenth state. Every state offered something that I never expected, but New Mexico was drastically rewarding. When we first arrived, we were caught in a blizzard, and had to pull off the road to wait out the storm. Then, we spent almost every day exploring ruins from 700-900 years old. We drove through dessert, forest, and white sand dunes. Only a small part of the land was anything like what I expected it to be. I felt as if I had been programmed with a completely skewed vision of this country. This led me to the conclusion that I have lived each day as a robot, and only now am I becoming human.

In *The Automaton vs. The Existentialist*, an automaton stands as my self-portrait. This rigid construction of metal and wire overlooks the remains of an ancient village. It was a time where bare feet embraced the earth, and naked hands dug into the dirt. A time where individuals traveled without rubber and metal separating them from the ground, and where living was actually about sustaining life.

Directly in front of the automaton is shattered pottery. Not just a jar or bowl, but a broken face. This symbol represents the mysterious vanishing of the Anasazi people from their dwellings. We can only imagine what caused them to leave the structures that were created over several generations of labor and construction.

A piece of the broken pottery is in the hand of the droid. It is a mouth, shaped of clay. This symbolizes the communication barrier that I've come to discover within my own generation. Throughout our journey, elders warmly share with us, yet our peers remain cold and withdrawn. With a cell phone or headphones attached to their ears, they appear mechanical, and physical communication is lost. While I may never understand a culture that is almost entirely forgotten, the wisdom and patience gained from its silent structures is invaluable.”

Kristin Abraham, Visual Artist



ABOUT THE ARTISTS

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Kristin Abraham & Alfonso Llamas standing with their modified "home"

Kristin Abraham – Visual Artist

Kristin Abraham is an award-winning artist from Rochester, New York. She moved to southwest Florida in 2001, and taught K-12 art at Florida Christian Institute, for two years. Self taught, and only twenty-four, Abraham's work has been published in the "Best Of Florida" book, which is part of the Kennedy Promotions "Best Of" series. She's been recognized by the state of Florida, with an Artist's Achievement Grant, and in 2007, received an award from the National Society of Arts and Letters.

Abraham's work has been exhibited nation-wide. Her paintings return to traditional use of symbolism and storytelling. They are somewhat surrealistic in nature, while focusing on serious issues of life found throughout history. She often experiments with strong contrasts and bright colors to add a playful feel to the painting's more serious meaning.

Alfonso Llamas – Musician

An autodidactic musician by nature, Llamas learned to play entirely by ear. Early inspirations were *Bob Dylan*, *Jimi Hendrix* and *CCR*. He formed his first band, coined *SX3*, in Naples, Florida; where he had been born and raised. Llamas then became the lead guitarist for *Penny Arcade* and played bass guitar for *Finding Away*, on the side.

When Llamas set off for life on the road, he was compelled to find an unconventional outlet for his talent. He began recording solo, and developed a style, which is best described as an amalgam of rock and classical. Llamas' work focuses on poetic melodies, some of which is composed without lyrics. His most recent project is an album, which documents his thirteen-month journey to all fifty states. This is to be released in October of 2007 to coincide with a nation-wide tour of The Nomadic Project.

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- I would like to host The Nomadic Project: An Artistic Response to America.
- I would like more information on The Nomadic Project.
- I am not interested in The Nomadic Project: An Artistic Response to America.

Timeframe:

- 2 week exhibit
- 4 week exhibit
- Other: _____

Preferred dates (if none, check box below)

- Flexible

1. _____ to _____
2. _____ to _____
3. _____ to _____

Venue Information:

Venue Name

Contact Person

_____ Phone (____) ____ - ____ x ____

Address

Signature _____ Date _____

Printed Name _____ Date _____

Notes: _____
