

Slow Art Day - Host Manual

INTRODUCTION – THANKS TO YOU.....	3
SPONSORS	4
SLOW ART DAY – IT’S EASY AND INFORMAL.....	5
THE BENEFITS OF HOSTING SLOW ART DAY.....	5
YOUR ROLE	6
OUR ROLE	7
GETTING STARTED.....	7
TOOLS	8
CHOOSING THE MUSEUM, GALLERY OR CHURCH	10
CHOOSING THE LUNCH SPOT	10
CHOOSING THE ART	10
PROMOTING YOUR EVENT	11
HOW TO EDIT YOUR EVENTBRITE PAGE	12
HOW TO E-MAIL YOUR REGISTRANTS THROUGH EVENTBRITE.COM.....	14
HOW TO RESPOND TO INDIVIDUAL “ORDERS” OR REGISTRATIONS AS THEY COME IN	17
EMAIL TEMPLATE TO INVITE FRIENDS AND FAMILY	17
EMAIL TEMPLATE TO ALL REGISTRANTS 10 DAYS BEFORE THE EVENT	18
EMAIL TEMPLATE TO ALL REGISTRANTS TUESDAY BEFORE THE EVENT.....	19

EMAIL TEMPLATE TO ALL REGISTRANTS FRIDAY AFTERNOON BEFORE THE EVENT.....	20
HOST CHECKLIST FOR SLOW ART DAY (BRING WITH YOU).....	21
UPLOADING PHOTOS AND VIDEO TO FACEBOOK.....	21
UPLOADING PHOTOS AND VIDEOS TO OUR SLOW ART DAY BLOG.....	22
LESSONS LEARNED NOTE	26
APPENDIX A – TEMPLATE FOR YOUR “ART LIST”	26
APPENDIX B – CITIES, MUSEUMS AND EVENTBRITE PAGES FOR 2010	29
LESSONS LEARNED FROM SLOW ART 2009.....	30
ANNE ASHBey HOST FOR ASHLAND, OREGON	30
JUAN DAVILA HOST FOR MIAMI	31
ELIZABETH ARNOLD IN CHICAGO	32
MICHELLE MAY IN WORCESTER	32

Introduction – thanks to you

Thank you for agreeing to be host for Slow Art Day. Slow Art Day brings together volunteers from around the world who share a passion for making art more accessible to the general public. The host community is a diverse community along many dimensions. Some of us are American. Many are not - and we hope that in the future a majority of hosts will be from outside the United States. Some of us are artists, art historians or museum educators. Most of us are not art experts.

Whoever we are, we all have discovered the unusual power of looking at art for 5 or 10 minutes or more. And we have all noticed that the typical person looks – on average – for only 8 seconds or so.

Our mission is to create the context and the community to help change that.

The world is full of great art in great museums, galleries, churches, etc and we hosts of Slow Art Day simply aim to make it easier for the general public to experience what artists, art historians and art lovers know: that if you look slowly, you see.

So – thanks for being a host and helping to create this diverse community of people from around the world who have a lot to learn from and to give each other and to the general public.

Slow Art Day is a project of the nonprofit Reading Odyssey, Inc., a grassroots nonprofit aimed at inspiring curiosity and lifelong learning.

Best,

Phil

Founder, Slow Art Day

pterry@readingodyssey.com

Facebook: <http://Facebook.com/pterry>

Linkedin: <http://www.linkedin.com/in/philipterry>

Sponsors

I also want to thank the sponsors of Slow Art Day –

- ADS Software Group, makers of the iPhone application, Art. They are building the external SlowArtDay.com website for us for free and they are also marketing Slow Art Day to their hundreds of thousands of users. Please thank them by downloading their iPhone application (if you have an iPhone). It's a terrific application.
- Citrix Online makers of GoToWebinar, GoToMeeting and HiDef Conferencing technology. Citrix makes it possible for us to hold conference calls and webinars like the ones we had last weekend – they donate all of their services free to all of the projects of the Reading Odyssey. Please thank them by visiting and trying their software at <http://www.citrixonline.com>

Art – iPhone application by ADS Software



CITRIX® | online
GoToWebinar® **HiDef** Conferencing™

Slow Art Day – it's easy and informal

New hosts ask me lots of questions all the time – how to pick the art, how to moderate the lunch discussion, how to invite people.

The good news about Slow Art Day is that it's easy and informal. There's very little you can do wrong – it's hard to break it.

My recommendation for new hosts is the following:

1. Pick art your like
Don't worry about themes or consistency of the art you select. Just pick 3-5 (not more than 10) pieces of art that you like, that engage you. If you like the art and can look at it for 5 or 10 minutes then so will your participants.
2. Invite your friends and family
New hosts should invite friends and family to their first Slow Art Day event. You can optionally invite the general public and list it with event services, contact the press, etc. But, I recommend that first-time hosts simply focus on inviting a few friends and family.
3. Lunch discussion is easy – just “get out of the way”
One of the magical moments of Slow Art Day is lunch – because people discover that simply by looking at a piece of art for 5 or 10 minutes, they have had a visual, emotional, cognitive experience. And they have a lot to say about it. All you need to do then for the lunch discussion is to ask people what it was like to look at this art slowly. Once you get someone talking, the comments will pour forth. Then your only job is to “get out of the way.”
4. Take a few photos and upload them to Facebook.com/SlowArt
If you can, take a few photos of your event and upload them to our Slow Art Day page on Facebook.
5. And send a note out to the host community at slowart@readingodyssey.com with “lessons learned”
And we do ask you tell the community how your event went and what you learned.

That's it.

The benefits of hosting Slow Art Day

We together hope to create the **context** for people to better see art. In so doing we are creating a community of hosts – and simply creating this community can itself be worth the effort.

Other benefits are likely obvious to all of us but it's worth stating that by helping the general public see art in a new way, we

deepen our own ability to see and to speak the visual language of art.

And by helping more people enjoy art in museums, galleries, churches, etc we are improving the chances that more people will return again and again and support those important institutions. And it's gratifying to provide grassroots, informal support to the places that support art.

Your role

As a Slow Art Day host, you are responsible for the following (either doing it yourself or sharing the responsibility with another volunteer):

- Picking the museum, the 5 – 10 pieces of art, and the lunch spot
- Promoting it to your friends and family (new hosts should focus on friends and family first – veteran hosts may do more to promote their events to the general public)
- Managing your Eventbrite registration page (making sure information is accurate)
- Sending a quick welcome note to all who register
- E-mailing your registrants the details on the art to look at for 5 -10 minutes or more (1-2 weeks before the event)
- Uploading photos and video to the Facebook site and Slow Art Day blog after the event (optional)

Our role

- **Phil Terry** – Slow Art Day founder

I'm responsible for setting the date each year, recruiting and training new hosts, managing all the central administration (website, Eventbrite, Facebook), recruiting sponsors and promoting the event globally. You can reach out to Phil – pterry@readingodyssey.com - at any time for help on anything you need.

- **Caroline Wingate** – Slow Art Day global coordinator and registrar - cwingate@bham.rr.com

Caroline ran Slow Art Day 2010 in Birmingham, Alabama and produced a very successful event. She then graciously agreed not only to host Slow Art Day 2011 but also to be our global coordinator and registrar. Caroline is responsible for setting up Eventbrite registration pages for each host, for adding new city names to the city lists on Facebook and on Reading Odyssey and for maintaining the e-mail list for hosts. Caroline also is available to answer any questions you may have!

- **Arielle Amir** – Slow Art Day social media coordinator - arielle.amir@gmail.com

Arielle posts up on Facebook, Twitter and our Tumblr blog. She runs the “art of the day” program highlighting individual pieces of art at Slow Art Day sites around the world. She’s helping to build our social media team and presence.

Getting Started

When you become a host of Slow Art Day, you should go through the following checklist:

- Get setup on Eventbrite as the administrator for your event page
- Have your e-mail added to the host e-mail list
- Have your city and link added to Facebook and to the Reading Odyssey website
- Set a date to visit your museum to pick the 5-10 pieces of art for your participants to view on Slow Art Day
- Start inviting friends and colleagues to register on your Eventbrite page
- Review this document

Tools

You have a number of tools available to you as a Slow Art Day host:

These include:

- Eventbrite registration page (for friends, family and the public to register)

The screenshot shows the Eventbrite registration page for "Pasadena Slow Art Day - April 17, 2010". The page includes the Eventbrite logo, a "Contact Reading Odyssey" link, and a header with the event title, date, time, and location. Below the header is a row of social media icons (Email, Facebook, Twitter, LinkedIn, MySpace, Digg, Delicious, Reddit). The main content area is divided into two columns. The left column contains a "Ticket Information" section with a table of ticket types and a "Register" button. The right column contains "When" and "Where" sections. The "Ticket Information" table has columns for TYPE, REMAINING, END, and QUANTITY. The only ticket type listed is "Commitment to attend (you still have to pay museum admission fee yourself)" with 39 tickets remaining, ending on April 17, 2010, and being free. The "When" section shows the date and time as "Saturday, April 17, 2010 from 12:00 PM - 3:30 PM (PT)" and includes an "Add to my calendar" link. The "Where" section shows the location as "Norton Simon Museum, 411 W. Colorado Blvd, Pasadena CA, 91105".

eventbrite Powered Event

Contact Reading Odyssey f

Pasadena Slow Art Day - April 17, 2010

Saturday, April 17, 2010 from 12:00 PM - 3:30 PM (PT)

Pasadena, CA

Email Facebook Twitter LinkedIn MySpace Digg Delicious Reddit

Ticket Information

TYPE	REMAINING	END	QUANTITY
Commitment to attend (you still have to pay museum admission fee yourself)	39 tickets	Apr 17, 2010	Free 1

Register ▶

Event Details

When

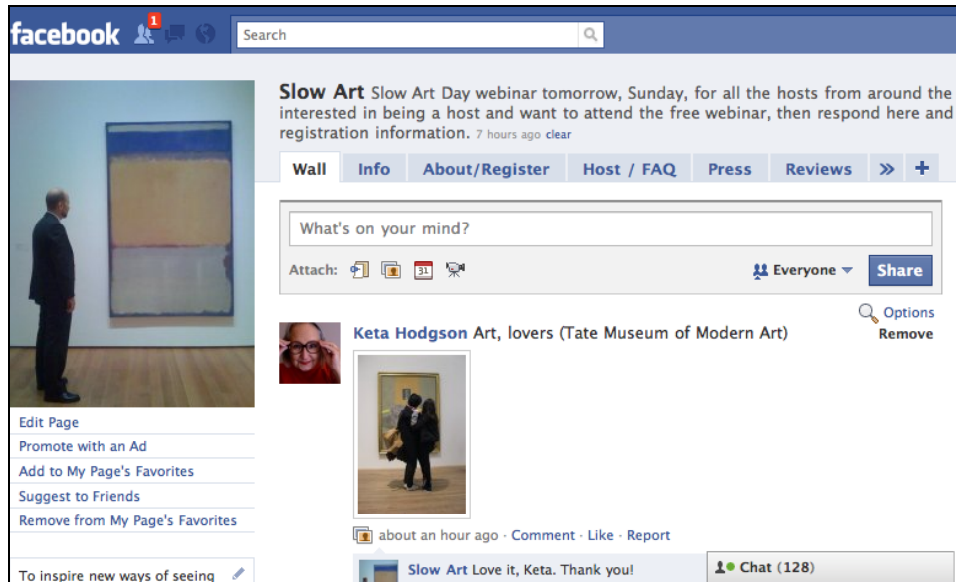
Saturday, April 17, 2010 from 12:00 PM - 3:30 PM (PT)

Add to my calendar

Where

Norton Simon Museum
411 W. Colorado Blvd
Pasadena CA, 91105

- Facebook Slow Art fan page



You can watch the “wall” but you also have resources on all of the tabs above like

- About/Register, which shows you all of the events around the world
- Host/FAQ, which answers questions about being a host
- Press, which lists all of the press we have received
- Reviews, which shows a set of testimonials from past attendees
- Your host e-mail list – slowart@readingodyssey.org
 - You can e-mail questions or share articles or press releases with your fellow hosts
- E-mail templates we provide to you
 - We provide (later in this document) templates you can use to invite friends or to send out reminders

Choosing the museum, gallery or church

You get to choose which museum, gallery or church to hold your Slow Art Day event.

In most cases, you do **not** need to get permission from the institution. The reason you do **not** need permission is because you are not hosting a group tour in their halls. Rather, you are inviting the public to buy a ticket and view the art you have selected on their own.

Part of the power of Slow Art Day stems from each participant viewing the art slowly on their own.

Choosing the lunch spot

Look for a place that is easy and affordable. The museum café is a good start (if they have one).

Choosing the art

Which 5 – 10 pieces of art should you choose?

It's entirely up to you. There is no right answer here.

But keep in mind the following:

1. Find art that **you** like – that captivates you, that you react to, that can hold your attention for 5 or 10 minutes
2. Look for art that has a bench in front of it (this should not be the only criteria but it's good to look out for – it'll help your participants look slowly if they can sit)
3. Choose similar or dissimilar art (up to you) – i.e. in subject or media or school or century or not

Promoting your event

Here's how to promote your event (in priority order):

1. Friends and family

First rule is to reach out personally to friends and family. Your first Slow Art Day does not need to be big – many will have 5 to 10 participants. So reach out to friends and family and ask them to come.

Note: Ask them to register on the Eventbrite page so you can easily e-mail everyone with reminders and with the list of art to go look at.

2. Facebook status update

Put up links to your Eventbrite page in your Facebook status update and encourage people to spread the word.

3. Online community calendars (optional)

Look for online community calendars in your area where you can post information about Slow Art Day

4. Blogs (optional)

Look for blogs that either cover your local area or focus on the arts scene. Contact the blog writers and ask them if they'd be willing to write a post about your event. Or leave comments to their posts – and reference your event – tastefully.

5. Local press (optional)

Contact local newspaper to see if you can entice them to write an article or list your event.

How to edit your Eventbrite page

To edit your Eventbrite registration page and change any of the information do the following:

1. –Login to Eventbrite.com
Username: your e-mail address
Password: the one issued to you by Eventbrite when we set up your page initially
Note: If you forgot your password, go to Eventbrite.com and click on “forgot password”
2. Once logged in, now you can edit your event
3. Click on “Edit” to the right of your event name

Florence Slow Art Day - Sat. April 17, 2010 **Apr 17, 2010** **Live** **19/40** **Edit | View | Invite**

4. Now you are in “edit” mode for your registration page

The screenshot shows the Eventbrite 'Edit Event' interface. At the top, there's a navigation bar with the Eventbrite logo, a 'Create Event' button, and links for 'My Events', 'My Tickets', and 'My Contacts'. Below this, the event title 'Florence Slow Art Day - Sat. April 17, 2010' is displayed, along with the date, time, and location. A 'Manage' button is visible. The main content area is divided into two steps: 'STEP 1: ADD EVENT TITLE' and 'STEP 2: ADD TICKET INFORMATION'. Step 1 shows the event title in a text box. Step 2 shows a table for ticket information.

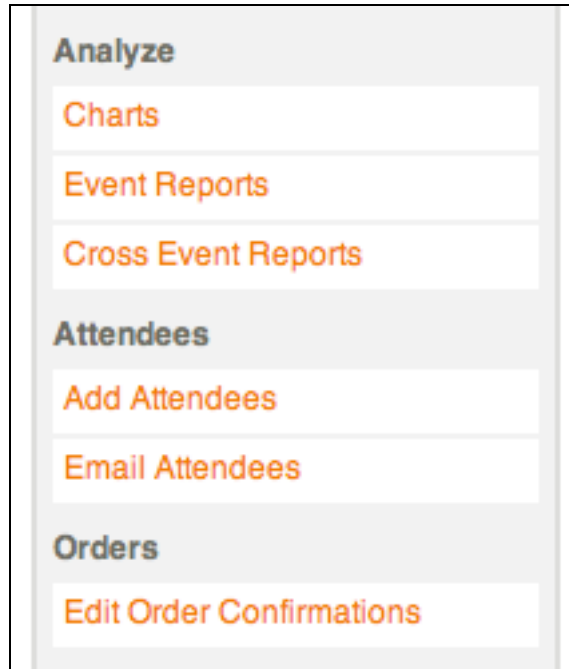
TICKET TYPE	SALES END	PRICE	FEE	STATUS
Commitment to attend (you still have to pay museum admission fee yourself)	3 hours before event	Free	Tickets	On Sale Hide

At the bottom of the ticket table, there is an 'Add a New Ticket' button and an 'Event Capacity' field set to 40.

Scroll around and you can change: number of tickets, the photo, details and any other information.

5. What if you want to change the text for the confirmation e-mail that gets sent to anyone who registers?

- a. Click on “Manage”
- b. Scroll down to “Edit Order Confirmations” – the only link in the “Orders” category in the left-hand navigation of your “Manage” page



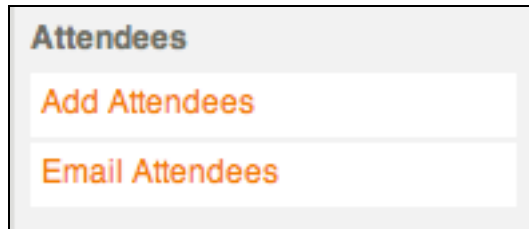
- c. Click on “Edit Order Confirmations” and then edit both the online and the e-mail confirmations to reflect what you would like them to say (we put initial boilerplate stuff in there).

How to e-mail your registrants through Eventbrite.com

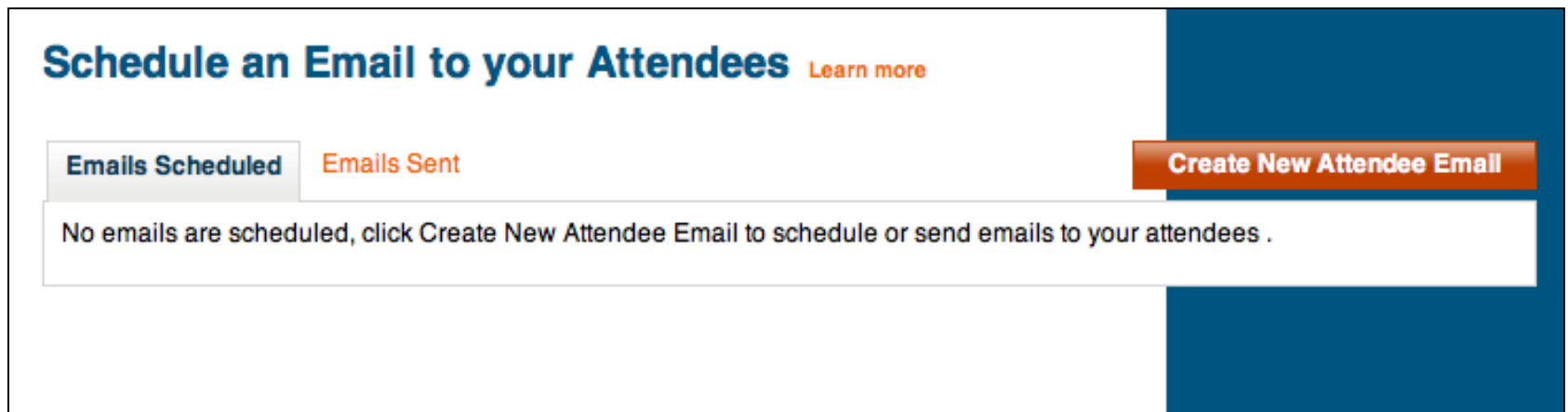
About two weeks before Slow Art Day, you will send an e-mail to all of your participants giving them more information about the day and providing a list of art that you recommend they view on that day.

Sending that e-mail is easy. You do it within Eventbrite.com

1. Login to your account on Eventbrite.com (see above for instructions on username, password and what to do if you forget your password)
2. Click on “Manage”
3. Click on “email attendees” (in the left navigation bar)



4. Click on “Create New Attendee Email”



5. Put in **your** name and e-mail address in the name line and reply-to lines

Create a new Reminder Email

*** Required Field**

Name: *

Reply-To Email: *
Examples: Test@eventHolder.com

To : *

Subject: *

6. Select “All Attendees”
7. Type in the subject line (use a recommended subject line from the templates below – do not use the suggested text from Eventbrite)

How to respond to individual “orders” or registrations as they come in

Whenever someone registers for your event, you will receive an e-mail confirmation.

You should do the following:

1. Click on “reply all” in your e-mail
2. Copy their e-mail address from the CC line to TO line
3. Write a quick thank you note and let them know you’ll be in touch soon

Email template to invite friends and family

Here’s some text you can copy for your invitations to friends and family.

Subject: Invitation - Join me for Slow Art Day Apr 16, 2011?

<friend's name>,

I'm writing to invite you to join me at [museum name] at 11am in the morning of Saturday, April 16, 2011. I'm hosting Slow Art Day in our city. The simple event is designed to help participants see art in a way.

You can register free here (and admission is free for Slow Art participants!):

[your registration url]

Registering helps me keep track of everyone who is coming and makes it easy for me to send you a reminder and a list of art to look at (note: I’ll chose 5 to 10 pieces of art for each participant to look at on their own for up to 5 minutes each).

Here's some recent press on our efforts:

Smithsonian Magazine

<http://blogs.smithsonianmag.com/aroundthemall/2009/10/slow-down-and-enjoy-the-artwork-at-the-american-art-museum/>

I hope you can come!

Email template to **all** registrants 10 days before the event

Send this **10** days before Slow Art Day

Subject: See you at Slow Art Day; instructions and details

I look forward to seeing you at [museum name] at 11am Saturday, April 16, 2011.

Here's what you'll need to know so you have a good experience:

1. Print out the art list below – this is the art I recommend you look at for 5 minutes or more (each piece)
2. Remember you pay your own admission to the museum
3. The art viewing you do on your own (it's for lunch that we get together to talk about the experience)
4. Lunch is at 1pm at [and provide all the details they need]

I look forward to seeing you at 11am on Saturday, April 17, 2010.

Thanks!

Yourname

- - -

[print art list – see appendix]

Email template to **all** registrants Tuesday before the event

To: your attendees

From: You

Subject: Reminder: print the art list for Slow Art this Sat., April 16

I look forward to seeing you this Saturday, April 17 at the [museum] at [the time].

Just want to remind you to print the art list. You don't have to look at the pieces I recommend - use it as a guide. The only exception is that the **two** pieces that I have called out - those I would like everyone to look at so we can start our lunchtime conversation on those.

I have attached the art list again so you have it handy to print out.

See you Saturday, April 16 at [time].

If you have any questions, please get in touch.

Thanks!

Yourname

[reprint art list – see appendix]

Email template to **all** registrants Friday afternoon before the event

To: your attendees

From: You

Subject: See you tomorrow at [museum] at [time]

I look forward to seeing you tomorrow at [museum] at [time] for Slow Art.

We are doing our Slow Art at the same time as 85+ cities in the U.S., Latin America, Asia and Europe. I look forward to playfully looking at art with you and creating an interesting experience for all.

I have reattached the art list in case you don't have it handy. Please print it out and bring with you. And remember [add any other directions here].

See you at [time].

Thanks!

[yourname]

[reprint art list]

Host checklist for Slow Art Day (bring with you)

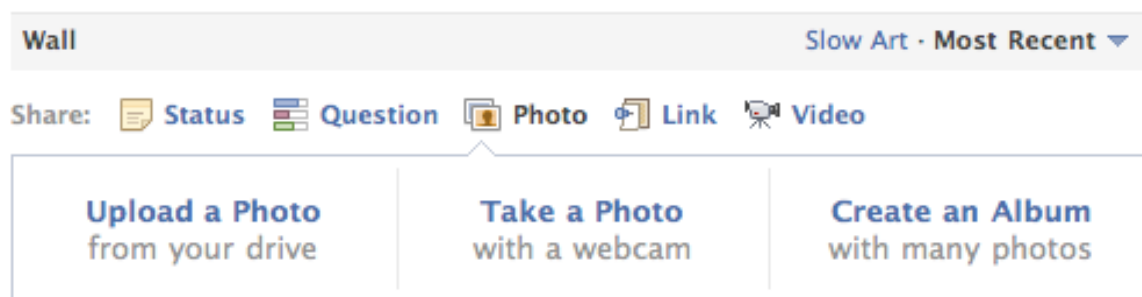
1. Have fun - that is mandatory ;-)
2. Tell your guests they are part of a worldwide slow art day celebration in more than 85 cities around the world
3. Make them feel comfortable - it's not about "knowing" or being an expert but simply looking slowly
4. Take photos during the event (and then upload them to Facebook after)
5. During lunch, tell people to tweet using #slowart (if they want to use Twitter and report on the conversation)
6. Tell folks the next date: April 14, 2012 and encourage them to sign-up
If you know already that you want to host again on that date, e-mail and I'll set up your registration page tonight so you can direct people to the next date tomorrow!
7. Encourage people to get involved.
How?
 - We need hosts all over the world (maybe they know people?)
 - And, if you are going to host again...then ask them to also help YOU organize the next one.

Uploading photos and video to Facebook

Take photos while your event is happening and upload those to Facebook (and optionally to our Slow Art Day blog).

To upload to Facebook:

1. Go to <http://Facebook.com/SlowArt>
2. Where it says "write something" – choose "Photo" (or Video)
3. Then click on "upload a photo" (or video) and finish the process

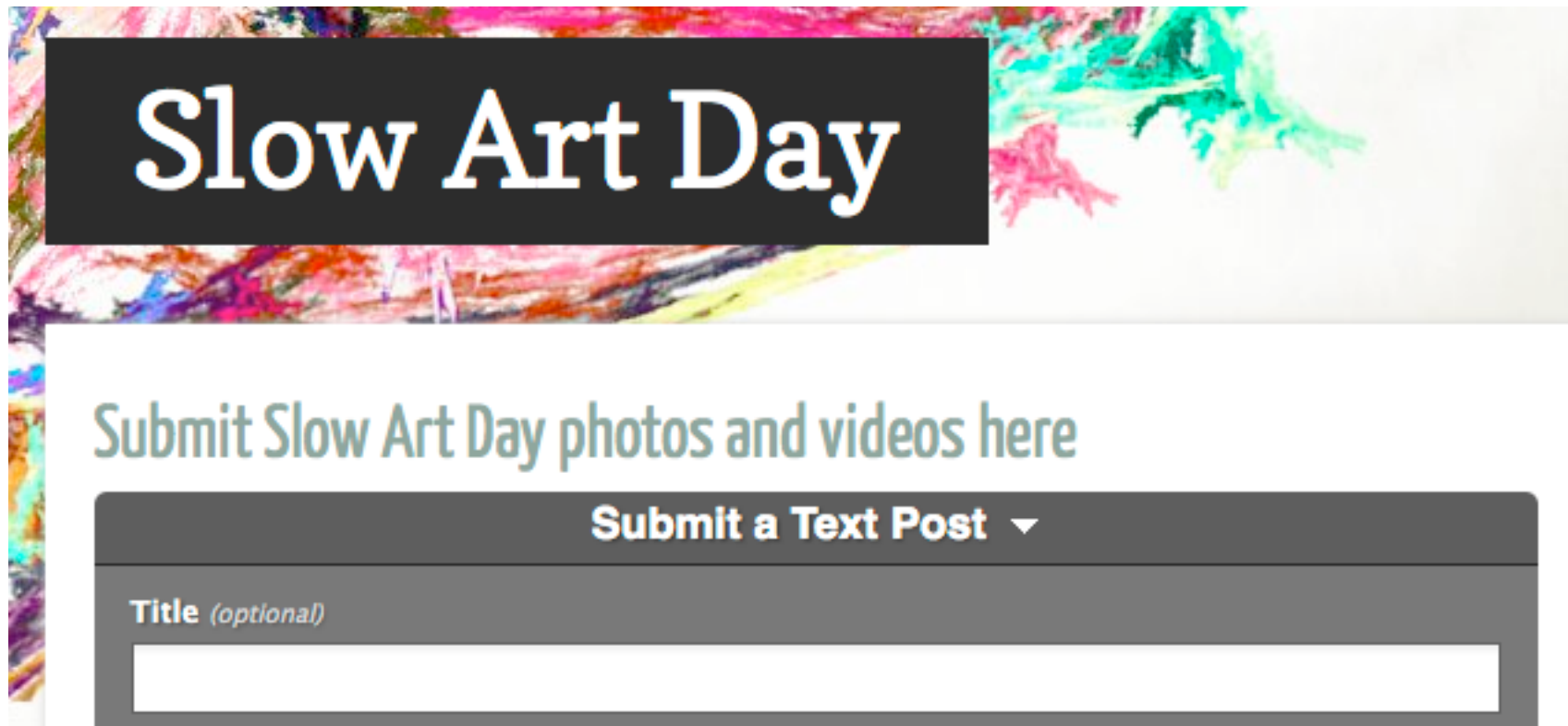


Uploading photos and videos to our Slow Art Day blog

You can also do the same to our web blog. This is optional but it's great to have stuff up there and on Facebook (continues to help spread the word to the widest audience.)

To upload to our weblog, you do the following:

1. Go to <http://SlowArtDay.Tumblr.com/Submit>
2. You'll see this (screenshot on next page)

The image shows a web form for Slow Art Day submissions. At the top, there is a banner with a colorful abstract painting and the text "Slow Art Day" in white on a black background. Below the banner, the text "Submit Slow Art Day photos and videos here" is displayed in a teal color. Underneath this text is a dark gray button labeled "Submit a Text Post" with a downward-pointing triangle. Below the button is a form field with the label "Title (optional)" in a small, italicized font. The form field is empty and has a white background with a gray border.

Slow Art Day

Submit Slow Art Day photos and videos here

Submit a Text Post ▼

Title *(optional)*

3. Change the drop down to "submit a photo" (or video)

Slow Art Day

Submit Slow Art Day photos and videos here

Submit a Text Post

Submit a Photo





Submit a Link

Submit a Quote

Submit a Video

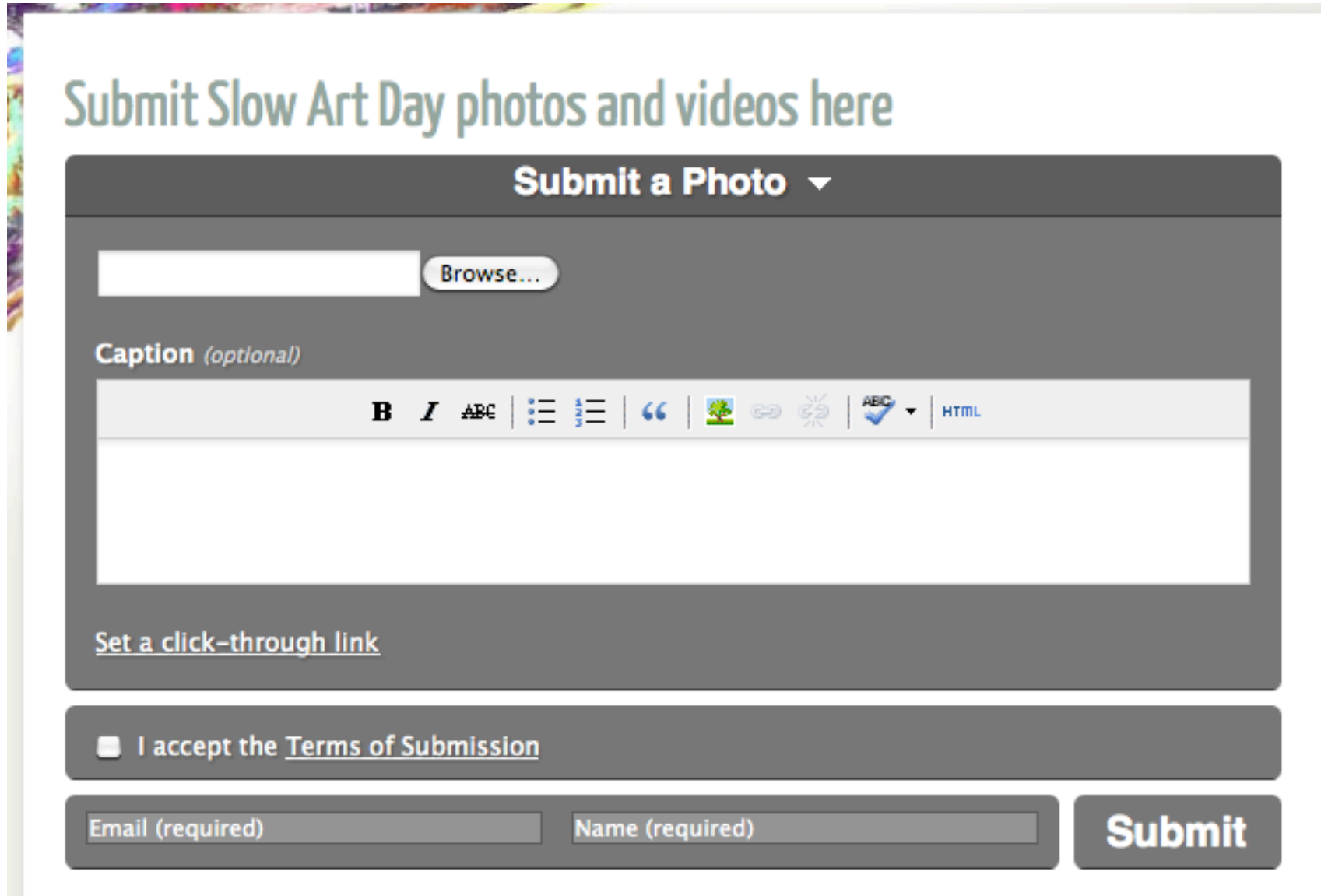
Title *(optional)*

Post

B *I* ~~ABC~~ |   |  |    |   |  | [HTML](#)

☐ I accept the [Terms of Submission](#)

4. Then you'll see this:



The screenshot shows a web form titled "Submit Slow Art Day photos and videos here". The form is divided into several sections. At the top, there is a dark grey header with the text "Submit a Photo" and a downward arrow. Below this, there is a white input field for the photo file, followed by a "Browse..." button. Underneath the input field, the word "Caption" is followed by "(optional)". Below the caption label is a rich text editor toolbar with various icons for bold, italic, text color, background color, bulleted list, numbered list, quote, image, link, unlink, and a dropdown menu with "ABC" and "HTML". Below the toolbar is a large white text area for the caption. At the bottom of the form, there is a link that says "Set a click-through link". Below this link is a checkbox labeled "I accept the Terms of Submission". At the very bottom, there are two input fields: "Email (required)" and "Name (required)". To the right of these fields is a large "Submit" button.

Submit Slow Art Day photos and videos here

Submit a Photo ▼

Browse...

Caption *(optional)*

B *I* ABC | | | | ABC ▼ | HTML

Set a click-through link

☐ I accept the Terms of Submission

Email (required) Name (required) **Submit**

5. Click on "Browse" to find the file on your computer and upload it to the Slow Art Day blog
6. Write a caption - describing what's happening in the photo and referencing any other details about your Slow Art Day (place, name of museum, artists you looked at, how it went, etc.)
7. Click on "I accept..."
8. Put in your e-mail address (this is NOT displayed on the post and does not add you to any lists, etc) and your Name
9. Click "Submit"

Lessons learned note

On Sunday, April 17, please send a lessons learned note out to slowart@readingodyssey.org

Just make it a quick list of what worked and what didn't. Anything to help future hosts.

Appendix A – Template for your “Art List”

[note: this format and text was originally developed in Excel by Slow Art day NY host Gillian Rose with input from Laguna Beach Slow Art Day host Hedy Williamson]

Art List (print this and bring with you)

Slow Art Day 2011

MoMA (Museum of Modern Art)

11 West 53 Street (between 5th and 6th)

11:00AM - 12:30PM - art viewing

1:00PM -2:30PM Lunch at Cafe 2 (inside MoMA)

Below are paintings that we recommend you consider looking at for 10 minutes or more during our Slow Art Day event. We have noted whether there's a bench to ease your viewing and the location of the painting to make it easy to find.

* Note the two paintings with asterisks - please make sure to view those two paintings. We'll discuss those at lunch.

4th Floor

Bob Thompson - 1964 St. Matthews Description of the End of the World
No bench

Mark Rothko - 1950 Number 10
4th Fl. Rm. 18 Yes a bench

William de Kooning - 1952 Women,1
4th Fl. Rm. 19 Yes a bench

Roy Lichtenstein - 1963
4th Fl. Rm. 21 Yes a bench

Donald Judd - 1967 Untitled- 1967
4th Fl. Rm. 23 No bench

- - 5th Floor - -

Henry Matisse - 1906 Interior with Young Girl
5th Fl. Rm. 1 No bench

*Paul Cezanne - 1880 Still Life with Fruit
5th Fl. Rm. 1 No bench

Pablo Picasso - 1907 Les Demoiselles d'Avignon

5th Fl. Rm. 2 No bench

Umberto Boccioni - 1913 Dynamisim of a Soccer Player

5th Fl. Rm. 4 No bench

*Gustav Klimt - 1910? The Park

5th Fl. Rm. 5 No bench

Tips for looking

These are intended as helpful suggestions. There will NOT be a test.

1. Just stare at "your" painting. When your mind begins to wander, refocus on the piece.

What are your thoughts, experiences, feelings?

2. Squint your eyes - Look for color matches or color opposites & shapes.

How did the artist use color? Did they carry you through the piece? Do certain shapes repeat?

3. Get as close to the piece as you can, examine one small area closely - compare it to the rest of the piece.

How did the artist use this method to communicate to you?

4. Take a break, look at another piece by the **same** artist - then go back to the original piece.

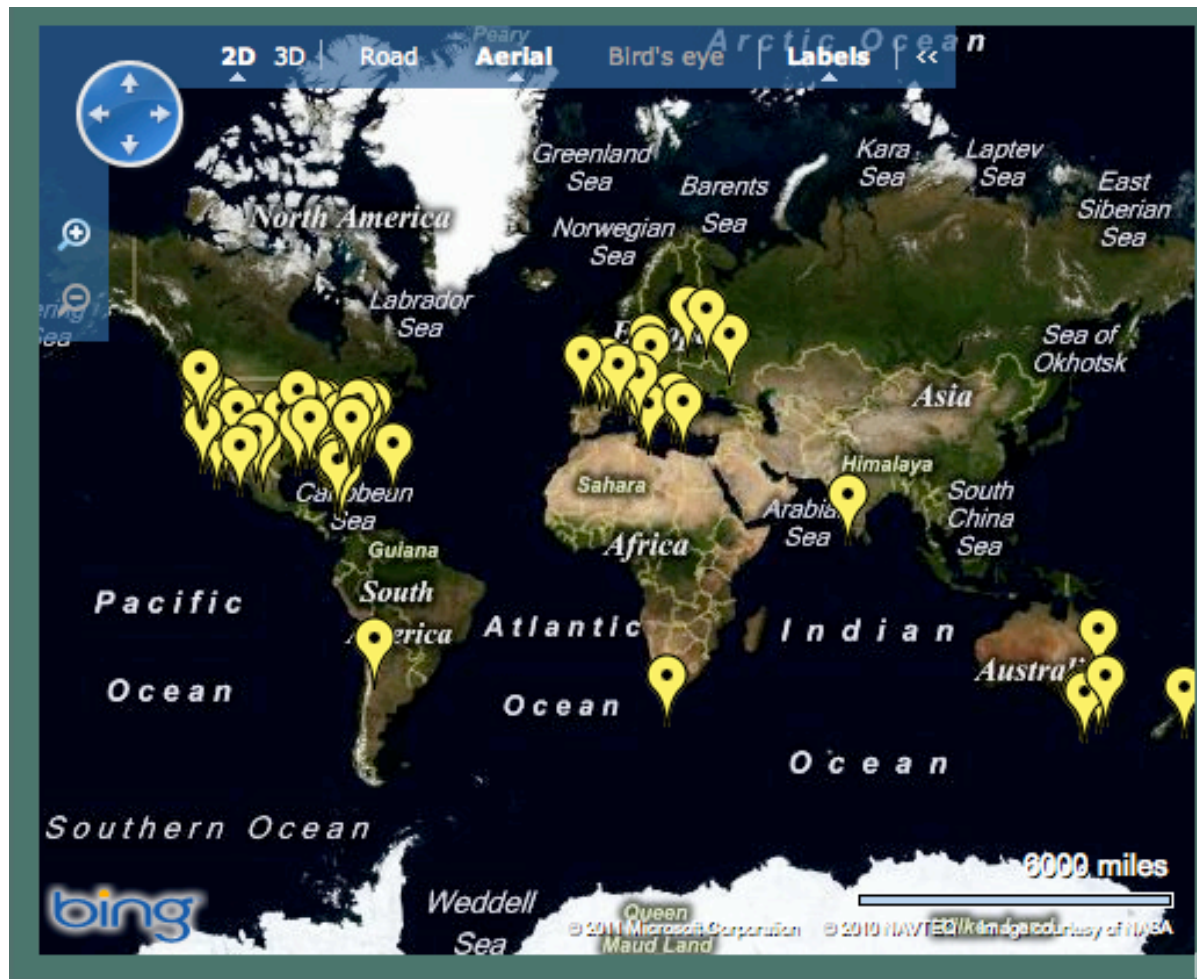
What is the artist communicating to you?

5. Take another break, look at a **different** artist - then go back to the original piece.

What are the differences in how they communicate? What are the differences in what they are communicating?

Appendix B – Cities, museums and Eventbrite pages for 2010

Go to <http://SlowArtDay.com> to see the latest map and list of links to Eventbrite registration pages



Lessons learned from Slow Art 2009

Anne Ashbey host for Ashland, Oregon

Ashland Slow Art was fantastic! We had about 15 people show (of the 22 registered). It was a great group, ranging in age from 40 - 85. With such a small and accessible museum, we were able to view our selected works (and more) in a little over an hour. We broke for lunch at about 12:15 and ate outside on a gorgeous fall day. Our conversation was full, lively and so inspiring. Especially from the multi-generational perspective! So many insights, many of us went back in after the discussion to look again at the works.

The first piece we discussed was Kathe Kolwitz' 1921 etching "Schlactfeld" (Battlefield). A participant suggested we all come up with one word to describe the work, and that's how we introduced ourselves to each other. It was amazing to hear the many descriptions -- "despair" and "transcendence" -- in which many of our older participants saw a grim end, while those on the younger end of the spectrum saw hope and connection.

Our second piece was Andy Warhol's Color Polaroids from the 1970s - 80s. Warhol took these as studies for his lithographs; many are of famous folks while others are "unidentified." It was interesting to examine the characters and personalities of the subjects -- each having their own personal 15 minutes of Warhol fame (and making the most of it), as well as the use of color and composition.

Our group appreciated the "slow" approach, as well as the fact that the assignment was set out for them. They were on time and studious - taking notes and intently absorbing the works. In our discussion -- which everyone was eager to get to! -- there was so much excitement and enthusiasm. I don't think this group will wait until April to get back together!

A suggestion was made at the end that the time be reduced to one hour, and that folks know that they can come 20 - 30 minutes before the discussion begins and just review the two key pieces. This is a very small museum, and this might help us to get more attendance the next time.

Thanks Phil for the inspiration and organization. This was a great experience and I look forward to the next.

-Anne

Flickr photos:

<http://www.flickr.com/photos/43660494@N03/?saved=1>

Juan Davila host for Miami

Hello. It was great time, people enjoyed the sculpture (The Wrestler) more than anything else. I had forgotten how Art provokes great conversation. We had 11 people show up but they came at different times. So I stuck with a bunch of six and discuss the work at the café while the other arrived late and decided to skip the discussion.

We were able to take pictures at first but then we were stopped because "flashbacks" ruin the art and weren't allow to shine on the work. I definitely want to do this again but this time with a co-host so that we manage people better. Something about Miami makes people arrive very late...I am a New Yorker and it was a little frustrating to have very late attendees. Having a co-host will help me attend to those late arrivals.

I am attaching one picture of some of attendees gathering around the Aluminum Sculpture of the "Wrestler" and will post the other pictures on flicker.

I hope you all had as much fun as we did here.



Elizabeth Arnold in Chicago

Chicago Slow Art had 6 attendees (and as many no-shows). We had a great time looking at art followed by a lively, interesting discussion at lunch. Most folks are interested in participating again in April.

Much fun had by all!

Michelle May in Worcester

Hi All, Sorry for the delay, but with it got additional feedback.

We were a group of 3 in Worcester on the 17th. At first I was disappointed, with a large number of people responding on FB. I soon realized that it was going to be a wonderful experience in and of itself. There was one gentleman who showed and decided to leave as soon as he realized the group would be small. He happened to be on the board of WAM and a member at his local in Houston. So before he could leave, I spoke to him about hosting in Houston. The museum is intimate, so I was able to choose more than 10 pieces. As we walked, we also talked, sharing thoughts and views at the time, which enabled us to immediately see through each other's eyes. We each brought something different to the conversation. Talk of colors, palettes, time periods, history, technique, use of light, how each tells a different story to every individual viewer based on their own life's experience. Slow Art was a renewal for us all.

We each left with some great surprises, some of which were a new love for old artists, discovery of Durer's work at the WAM after reading *The Lost Symbol* for one ecstatically happy admirer, and an in depth look at symbolism throughout all the pieces we viewed.

One thing that I will do differently next time is use the EVENT listing on FB differently. I had a drop off in follow through getting to Eventbrite. I think I will reword and simplify the instructions. What helped us out a lot was a little pre-planning. I went through the museum with one of the staff and asked a lot of questions, choosing the pieces based on my personal views, and the views of a few others to get a rich diversity. I also used the museum map to direct everyone to where the pieces were so their time was capitalized in "seeing" the piece, not "looking" for it! It is easy to get lost in adjacent work if you aren't focused, which is also fine. This kept us on task, and reminded me where they were located. Organic delivery may be my best way to get a core group committed and able to follow through on the day of the event. I think personal connections are huge and will use social media as well as more verbal invitations, which can also convey expectations of excitement.

The folks that came to Slow Art Worcester are now part of my "team" for the next event. They are both very excited and have supported another art initiative of my own in the meantime, bringing friends and making some nice art purchases from local artists at a fundraiser I host in town.