



Slow Art Day April 4, 2020

Ideas from the Virtual Slow-Art Day Webinar (Zoom, 26th March, 2020)

This is a simple set of questions and notes from the discussion about how to run a virtual Slow Art Day.

To watch the full discussion, click here: <https://vimeo.com/401034171/b76821ee5f>

Issues/Questions:

- How interactive can/should Slow Art Day be on a virtual platform?
- What is the intention with the virtual events – reaching as many people as possible or to create as intimate an experience as possible?
- How to advertise events/ draw people in via social media?
- How to best employ visual thinking strategies?
- Is it appropriate to bring up the Covid19 virus in connection with the events or artworks discussed?
- How to best work with social media teams without it resulting in too heavy a workload?
- How to accurately assess and address how the audience receives and takes in information via virtual platforms? (I.e. how art gets experienced differently in person versus as a virtual image.)
- How far in advance should pre-selected images, questions and materials be shared – as part of events on the day, a day early etc.?
- How to appeal to/involve an older demographic?
- How to design different types of events for children/young people versus adults, or even families, on a virtual platform?

Things to do in advance:

- Create a document or post with pre-selected images to be shared via social media.
- Send out emails to potential participants with images and some written questions or prompts (remembering that writing can be an art-form too).
- Perhaps intentionally select objects that have not been on display/in view for a long time.

Social Media (Facebook or Instagram)

- Live, social media "slow stream" of artworks using video, including detail shots of artworks (i.e. slow panning across the artwork).
- Social media posts of
 - a) one historical painting with a few guided questions
 - b) one contemporary sculpture with more guided questions.
 - c) Some further questions or instructions to activities encouraging guests to draw, mirror shapes with their bodies, zoom in on the screen for more specific viewing, etc.
- Start a continuous drawing where you post the first mark and ask participants to message in to take part. They add their drawing and then you post that one and so on. This could last up to 4 hours.
- Show a slow-motion film/ film clip.
- Providing instructions or tips on how to do slow looking at artwork or posters at home.
- Select one artwork to publish on Instagram (or Facebook) and divide it into nine tiles (i.e. nine separate pictures). Over the course of an hour, upload the sections one at a time in intervals. Questions can be listed either in Instagram or Facebook 'stories' or as part of the caption to the individual segments. (Perhaps follow up with a Zoom discussion for a few minutes to give people a live/interactive component.)

Google Art

- Create a gallery of 5 objects. Issue a challenge on Social Media to spend 10 mins with each image in the gallery. Provide questions for each object to create engagement.

Live Video Platforms (e.g. Zoom/Skype)

- Zoom can be used as a platform for follow up discussion to previously published written instructions and images (with one person prompting the discussion throughout). Asking how people felt about the experience could be a good way to round up the discussion.

- Storytelling/Narration. A story based on an object can be read out while people lie down on the floor/yoga mats and relax.
- Encouraging people to submit images of portraits they have drawn/painted themselves via e.g. Skype or another social media platform. Looking at portraits could translate well to the idea that we are currently apart from people most of the time.
- Guided portrait drawing session. Capturing an image of one other person part of the skype/zoom discussion and drawing them for a set amount of time.
- You can make use of the 'Break-Out Room' tool on Zoom for more intimate group discussions.
- Again, live video can be used to provide instructions or tips on how to do slow looking at artwork or posters at home.