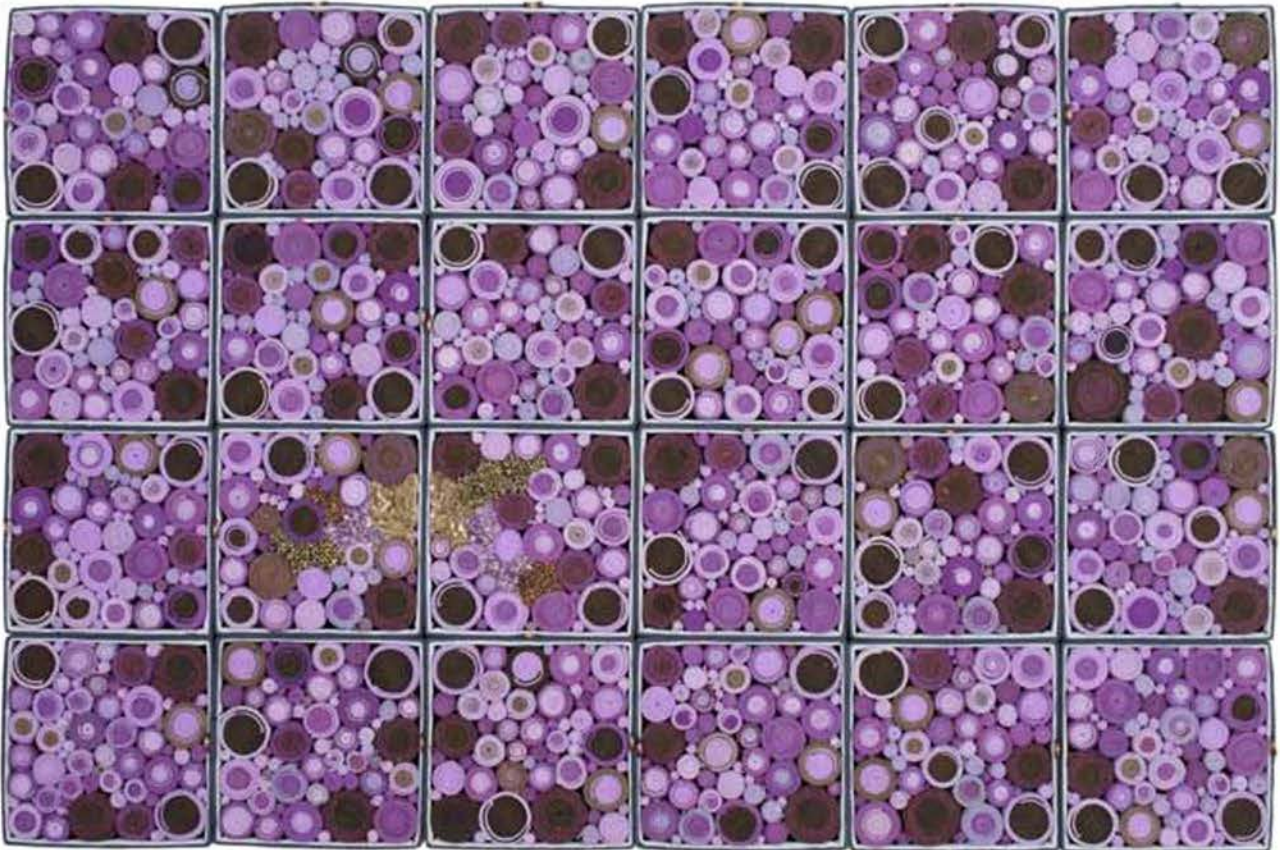


Scrollathon®



Steven and William Ladd, made in collaboration with over 1,000 people on East End of Long Island, New York
1960s TV Dinner, 2014
 Collection of Parrish Art Museum, Water Mill, New York
 Scrolls, beads, pins, fabric and board boxes
 HxWxD 41 x 61 x 3 ½ inches

"You cannot tell me that these kids don't walk away with a deeper sense of who they are and what they can be just by working with artists that tell them that they can."

Terrie Sultan, Director, Parrish Art Museum

Brothers Steven and William Ladd began collaborating as professional artists in 2000, their work is included in major private and museum collections internationally. Reflecting on the lack of exposure to the arts in their own childhoods, in 2006 they began the Scrollathon, engaging communities to bring the arts directly to those who might not otherwise have a chance to engage with professional artists.

Scrollathons began with participants learning about how the artists make and use "scrolls"—a tightly wound strip of fabric secured with a pin. With scrolls as the physical catalyst, the program has evolved into a way of engaging participants to think about what they value in life.

Early programs took place in schools, first in the brothers hometown of Saint Louis, Missouri, then in Brooklyn,

New York. To date the Scrollathon has served over 6,000 people throughout the United States and abroad, and since 2012 has expanded to hospitals, women's shelters, youth missions and jails. Through partnerships, the program has received funding from the National Endowment for the Arts, Knight Foundation and Bloomberg Philanthropies.

The Scrollathon strives to reach populations who may have little exposure to the arts, giving them creative tools for sharing their experiences through artistic interventions. Through hands-on collaboration the Scrollathon bridges a gap between communities and contemporary art, engaging people from all walks of life to create museum quality works of art.



Participants select trimmings to make scrolls from a lineup of materials that were destined for the trash.

Independent Work

Each participant will make a work of art—a scroll—that they title, encapsulating a unique personal narrative. They write this title, their signature, and the date on a card that they attach to their scroll. Participants share with the group the title of their scroll and the meaning behind it, and they keep their scroll as a reminder of the experience.



A participant concentrates on making the perfect scroll. In the background, another ponders what to title his scroll.

Collaborative Work

Steven and William will introduce the concepts for a work of art that will be made in collaboration with all participants. It will be composed of fabric trimmings that the community will help roll into scrolls, demonstrating how participants working individually can create a larger representation of everyone involved when collaboration is accomplished. Each participant will then position the scrolls inside a framework for the collaborative artwork and sign the signature page which recognizes them as a collaborator.

Documentation

Steven and William directly engage with every single participant while they photograph them. The portraits of the participants and a photograph of the collaborative artwork will be printed in a Scrollathon Pamphlet later distributed to each participant. The images and short documentary video will also be uploaded to the scrollathon.com website.



A Scrollathon participant proudly displays his scroll.

Staff and Participant Feedback Form

All participants write the title of their scroll and explain the reasoning behind that title on the Feedback Form. They are asked to think critically and to write reflections on their experience. The form helps gather valuable feedback on the project and helps gauge success.



A participant fills out a feedback form.

Installation

The collaborative work will be displayed indoors at an institution in the community. Participants and their family and friends are invited to visit the installation and experience an enormous sense of pride in viewing their collaborative efforts in a public setting.