

www.the365project.org



# The 365 Project

... a standing call for artists  
to restore the currency  
of imagination in America.

Each day for the year 2003, we will select a line taped from non-fiction television to serve as the collective point of departure for artists of all types to comment on the dilution of truth and the disintegration of our culture.

Poets, writers, visual artists, musicians, performance artists, filmmakers, and anyone else with the desire to creatively address one or more of the 365 topics are encouraged to submit work for possible collaboration, publication, exhibition, or performance.

## Why The 365 Project?

The premise behind The 365 Project is simple.

The Project's staff will choose a featured line from recorded television for each day. Individually, the lines themselves will encompass the humorous, the poignant, the political, and the absurd. Collectively, by year's end, the 365 lines will form a cogent overview of America that may well point to the decline of sanity, beauty and truth in Western civilization. Pop culture entertains us to death while high culture feeds on its own intestines. Perhaps there's a way for artists to reclaim their identities and their role in society. Perhaps there are ways to cross-pollinate, reinvent and energize both traditional and popular art.

## Television: The Point of Departure

Because television is both the universal means of disseminating information, as well as the chief instrument of establishing patterns of mass thought that result in an ongoing cultural and political decline, artists need to confront this source directly. It is our belief that television is not the enemy, only a misused tool, and that the artist's job is to incorporate and appropriate new technology to create new art.

Each Monday, beginning January 13, 2003, a line for each day of the previous week will be posted on the Project's web site. Each day will feature a different line, representing a renewed opportunity for an artist to contribute a new piece of work.

## Entertainment: The Point of Differentiation

"Arts & entertainment" is widely used term that implies a cozy relationship when in fact their connection is closer to the phrase "heaven & hell". By and large, most "entertainment" is mind-numbing, mass-marketed product that is passive, controlled and costs a lot of money. It's a diet of pure sugar and salt with no residual nutrients for the body, mind or soul.

And then there's "art," the vegetable nobody wants to eat. To the majority of Americans, art means sulking around a boring and static museum or gallery. Literary fiction consists of strange, unreadable books. Independent films are shot in grainy black and white and have subtitles. Poetry is imprisoned in an irrelevant caste of professional poets sharing their poems with each other and/or trapped in the dead image of snapping fingers, black berets, and surrealistic alienation and banter. We intend to address these misconceptions.

Ultimately, creative artists participating in The 365 Project should be thinking of new ways to approach traditional art forms. For example, poets might send a video or an audio recording of themselves reading their poems, in addition to sending a paper version. Where possible, artists should consider collaborating and cross-pollinating between disciplines. We're looking for a new art that breaks boundaries. We're looking for expression with energy and excitement. We're looking for amusement of the mind and senses that brings insight and dialogue. You might even call it entertainment.

## Call For Poets & Artists

The Project's initial emphasis is on poets and poetry, for two reasons:

1. As the advocates and guardians of language, poets are in many ways the soul and the conscience of a society. When poets are silenced, marginalized, disconnected from the mainstream, institutionalized in universities and their discourse trivialized and diluted, who then will fill their role and speak the truth? Politicians? Businessmen? Journalists? Celebrities?
2. Since poems can be published on the web site in a timely manner, it is our hope and expectation that other artists will use some of the poetry as inspiration in addition to the taped line from television, thereby extending the Project's possibilities and broadening the web of collaboration

All artists, however, are officially called upon beginning with day one. The posted lines and the poetry that is created from those lines, will provide multiple dimensions of inspiration for musicians, painters, collage artists, filmmakers, installation artists and any other type of artist who wants to create and contribute. All accepted works will be displayed on the web site.

For submission guidelines and information about the project, please visit our web site at [www.the365project.org](http://www.the365project.org).

## Get Involved!

If The 365 Project speaks to you, we'd love for you to get involved in any way you can. Money, time, donations, art work, web links—anything you can do to help move the project forward will help make a difference.

**DONATE.** Like many non-profit organizations, The 365 Project lives day-by-day where each tomorrow is only made possible by a new pledge of support today. While we've incorporated and are actively pursuing official non-profit tax status, we expect and desire most of our support to come from individuals like you.

If you like films, novels, poetry, music, paintings or any other artistic endeavor, 365 Project membership is for you. Members receive exclusive benefits, but the biggest benefit of all is that the first 365 supporters will become Charter Members and will be recognized on all forthcoming 365 Project anthologies and other publications.

For more information about donations, memberships and premiums, please visit our web site at [www.the365project.org](http://www.the365project.org).

## Other Ways to Help

**VOLUNTEER.** As a grassroots collaborative arts organization, The 365 Project is dependent on volunteers in every capacity. Chances are you've got a few good skills you can put to use in our campaign. Tell us a little about yourself, where you live, what you're good at, any ideas you might have, and we'll put you to work!

**DONATE BOOKS.** Maybe you're a poet or writer who's struggling to survive and can't afford a cash donation. Don't worry, you've still got much to offer. You can send us up to 25 copies of one of your literary books to add to our Literary Grab Bag Book Club (see the web site for more details).