

# FSM FAQ

## **1. What is a FSM Flash Sketch Mob?**

Flash Sketch Mob is a long-term community media project developed by artist and author, Bill Batson with help from artists and innovators, Marisol Diaz & Ben Falchuk. It is a collaborative public art event that helps build community through culture and aesthetics by gathering diverse creative people together to 'on-the-spot' create a hand-made 'illustrated' version of a 'Google-inspired' street view map.

## **2. If this a community event, do I have to work with any one else?**

No. But we are hoping you 'connect' both literally and metaphorically with other 'creatives' and at the very least accept that your piece is a singular part of what will become a larger streetscape created collaboratively with others.

## **3. If this is a media event, do I have to take photographs of my own work?**

No. The end result for our staff will be a 'media-event'. We have staff that are instructed on how to photograph both you for registration coding with your work, (even if faceless), and trained on HOW to photograph your work in the manner best suited to our continuum for the street view map.

## **4. Do I have to be a part of a mob?**

No. The term Flash Mob is, a *noun* and is defined by a large public gathering at which people perform an unusual or seemingly random act and then disperse, typically organized by means of the Internet or social media.

## **5. How is this going to be a map?**

We are inspired by simply the style of a Google Street View, which is a feature of Google Maps that enables users to view and navigate through a panoramic street level of photo-images of various cities around the world. The 'Street View' feature can be used to take virtual walks, explore landmarks or find shops, restaurants and hotels. We however are using artworks created en masse in village locales and digitally collating the artwork to enable insight into architecture, art, people and public spaces. We are using the content generated from this flash mob, and are working towards creating interactive digital application maps that allow users to navigate the village as seen through the eyes of these artists. We'd like users to be able to view art works individually as well as in seamless "streetviews".

## **6. Am I going to be provided with any art supplies or tools?**

No. Part of the joy in the results we yield is based on the diversity and range of mediums, that creative people like you bring to the streetscape interpretation. We couldn't possibly provide the range of all of your imaginarium-selves when your mind is the only limit!

## **7. What art materials do I bring?**

You can use good old-fashion pencil and paper, brush and water, acrylic or oil paint, portable easel, markers, pens, scratch paper and/or start redefining what a drawing implement is and use your finger along with a digital device, a smart-phone, your eye-shadow palette (or real pastels), an embroidery hoop with needle and thread, wire sculptures, or some string and glue, air dry-clay, music notes & score paper, poetry scripted in the streetscape contours (or

just scripted). You may choose to stay with your strength or you can choose this opportunity to experiment with a new material.

**8. Are there size restraints?**

None. The work must be able to be photographed. So if we can step back far enough to photograph it, and/or get close enough to macro shoot it (we know there are you 'grain-of-rice' artists out there)- we can use it!

**9. What if it rains?**

FSM is a rain or shine event. In the event of rain, we have allocated space in the Nyack Center for you to work from the photo-reference that we provided of your 'street-view assignment'. Although not ideal, the picture references are not designed to be high-quality substitutes for your actual eyes. Hence you are certainly welcomed to go off and supplement that photograph with more pics/sketches or any other material that you can collect and return to the Nyack Center to work in a dry-space.

**10. When do I get my streetscape assignment?**

Registration begins at ten am on Saturday June 20<sup>th</sup>, 2015. During which, each participant will be given a registration number and a folder which includes: YOUR SPECIFIC streetscape assignment, instructions for the days schedule, fun tid-bits of info, above and beyond challenges, and an 8 x 10 photo reference of your streetscape assignment.

**11. Am I going to be provided with any creature comfort such as lunch, seating, rulers, erasers etc.,**

No. So pack your snacks, but know Nyack is a wonderful, WALKABLE community and chock full of eateries!!!

**12. Will there be anyone available to give me artistic guidance? Or support or help stretching my canvas?**

No. There is an extraordinary educational component to this experience in just being mindful of place, but we will not have any technical support or instruction on hand. So know your material and come prepared.

**13. What if my preferred medium is painting not sketching? Or if I am a sculptor, or a writer or a musician? Or all the above? Or a digital artist? Can I still participate?**

WE want what ever you prefer to work in - bring it - make it! Part of the joy in the results we yield is based on the diversity and range of mediums, that creative people like you bring to the streetscape interpretation. We couldn't possibly provide the range all of your imaginarium-selves when your mind is the only limit!

**14. This sounds cool, but what if I don't like to share my art or allow others to photograph it?**

This is a community media event. Hence though you retain the ownership rights to your work and will be credited accordingly in presentations and publications, you ***must be willing to allow your art-work to be photographed*** and used to promote FSM and Nyack locales.

**15. Do I keep my work?**

Yes. Your work is photographed on the spot at 1pm and you retain the ownership rights to your work and will be credited accordingly in presentations and publications.

**16. Can I have my assignment in advance? And can I choose my assignment?**

No. To receive it early defies the philosophy of a Flash Mob (see question 1). Developing the packets for this event is a time-consuming and complex process involving aligning participants with geo-coded longitudinal and latitudinal spaces twelve paces (at best) a part. Hence out of respect to all participants, it would not be fair to allow users to choose their assigned locations or to pre-assign based on preference. Hence assignments are made on a first come, first service registration basis aligned with the sequence of the street addresses in order.

**17. What if my assignment is of a street crossing or an empty lot or a vacant business?**

We see beauty in everything in our physical world and hope you do to!! Make the best of the streetscape you have been assigned and employ your technique and vision in helping the rest of the world see the beauty in that space.

**18. Can I trade assignments?**

No. Primarily it is a logistical challenge aligning participants with their streetscape assignments and trading can cause serious havoc! Primarily of which trading can result in Artists NOT being credited for the correct work!

**19. Can my family work side-by-side?**

Yes. If you registered together, or at the same time, you will be assigned streetscapes aligned next to each other.

**20. Registration took me passed 10am, I stopped to go buy a snack/lunch and also got caught up talking to some community members before I knew it, I only had an hour of the three-hour allotted time to work! So can I work beyond 1pm and just send you a photo of the work later?**

No. To do the work outside of the set parameters defies the philosophy of a Flash Mob (see question 1). If you have lost track of time we will all have to make do, with what you have accomplished by 1pm. The work must be photographed by our staff for our records at the designated 1pm time finished or unfinished.

**21. I am a speedy artist and I zipped through my assignment, can I end early? Where do I bring my artwork to get photographed?**

Yes. You can use your time as you see fit! You can work the whole time or, end quickly and chat with new friends! However, YOU MUST SUBMIT your artwork for photography at 1pm and NO ONE will be available to do so before that time.

**22. Can I submit work that I have already done at a previous time, it's a Nyack landscape scene and matches my streetscape quite well?**

No. To do the work outside of the set parameters defies the philosophy of a Flash Mob (see question 1). We want your June 20<sup>th</sup>, 2015 self, authoring the art from 10 am - 1 pm. No other work can be substituted in place of the day's experience.

**23. I have registered and paid, unfortunately, I cannot attend can I get a refund?**

This is a community-building annual event, produced primarily out of the humanistic perspective of passion, love and theory of place. It is also an activist venture, in reconfiguring how we navigate and perceive our digital world and making it more humane through art. Your funds have gone to offset the cost of this extensive, pop-up event, from promotion, preparation, assignment designation and distribution; all of our staff are not volunteers, but

paid for their time. Your payment only partially supplemented the cost of the event, and unfortunately cannot be refunded. Be confident in knowing that your money went to creating the event for everyone else and to allow it to exist in the first place.

**24. I learned there was a raffle open to paid registrants. Can I still join the raffle? If so how?**

Yes there is a raffle (In fact, there are three tiered raffle prizes!) and paid participants were automatically registered to be in the running for all three. However, if you were part of the 'early-bird' free registration, you were not. But fret not! You can STILL buy your raffle ticket for five dollars at the ten am registration time. Raffle winners will be revealed at 1:30pm at the Nyack Center!

**25. I am so excited to see the large-scale projection reveal in the Nyack Center of all of the participants contributions to FSM, but what do I do from one pm to sunset (9:30pm)??**

Well, funny you should ask, because the 10<sup>th</sup> Anniversary of ARTWALK 2015 is happening during this very weekend. So there are some excellent merchants/venues to meet other artists and see their work. In addition, Nyack is chock-full of restaurants, and taverns...or go home take a nap and come back!!!

