



i feel ya:

SCAD + André 3000 Benjamin

JULY 18 - SEPT. 13, 2015

SCAD
MUSEUM OF ART

Curriculum Guide

SCAD
MUSEUM OF ART

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SCAD: The University for Creative Careers

The Savannah College of Art and Design is a private, nonprofit, accredited university, offering more than 100 academic degree programs in 41 majors across its locations in Atlanta and Savannah, Georgia; Hong Kong; Lacoste, France; and online via SCAD eLearning. SCAD enrolls nearly 12,000 undergraduate and graduate students from more than 100 countries. SCAD's innovative curriculum is enhanced by advanced professional-level technology, equipment, and learning resources, as well as opportunities for internships, professional certifications and collaborative projects with corporate partners. In 2014, the prestigious Red Dot Design Rankings placed SCAD in the top 10 universities in the Americas and Europe. Career preparation is woven into every fiber of the university, resulting in a superior alumni placement rate. In a survey of Spring 2014 SCAD graduates, 97 percent of respondents reported being employed, pursuing further education or both within 10 months of graduation.

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SCAD Museum of Art

The SCAD Museum of Art showcases work by acclaimed artists, providing opportunities for students from all majors to learn from art world luminaries and expand their artistic points of view.

Mounting more than 20 exhibitions each year, the museum has presented such renowned artists as Jane Alexander, Uta Barth, Lynda Benglis, Alfredo Jaar, Sigalit Landau, Liza Lou, Angel Otero, Yinka Shonibare MBE, Kehinde Wiley and Fred Wilson. In the André Leon Talley Gallery, couture exhibitions such as “Little Black Dress,” “Oscar de la Renta: His Legendary World of Style” and Vivienne Westwood’s “Dress up Story—1900 Until Now” are curated alongside ever-changing, site-specific installations by such artists as Kendall Buster, Ingrid Calame and Odili Donald Odita. The museum’s permanent collection includes the Walter O. Evans Collection of African American Art, the Modern and Contemporary Art Collection, the Earle W. Newton Collection of British and American Art, the 19th- and 20th-century Photography Collection, and the SCAD Costume Collection.

The museum building itself is a work of art, demonstrating the university’s ongoing commitment to historic preservation and adaptive reuse. Constructed in 1853, the original walls feature handmade Savannah gray bricks, forming the oldest surviving antebellum railroad depot in the country. In 2011, this National Historic Landmark was transformed into an award-winning, modern museum building by architect Christian Sottile, a SCAD alumnus and dean of the SCAD School of Building Arts.

SCAD students are the heart of this teaching museum; they attend academic classes and career workshops, lecture series, film screenings, gallery talks and annual events within its storied walls. SCAD students also serve as museum docents, welcoming visitors, interpreting the exhibitions and interacting with illustrious museum guests. As a center for cultural dialogue, The SCAD Museum of Art engages students through dynamic, interdisciplinary educational experiences.

Museum awards

Since opening its doors in October 2011, the renovated museum has been celebrated for its inspired architecture and design, world-class exhibitions, and visionary community outreach and education programs that enrich art enthusiasts, educators and students of all ages.

SCAD is proud to be recognized by the following:

- American Institute of Architects Institute Honor Award for Architecture
- American Institute of Architects South Atlantic Region, Design Award
- American Institute of Architects-Savannah chapter, Honor Award (top honor awarded)
- American Concrete Institute-Georgia chapter, First Place in Restoration Category
- Congress for the New Urbanism, Charter Award
- Historic Savannah Foundation, Preservation Award
- International Interior Design Association-Georgia chapter, Best of the Best Forum Design Award and Best of the Best Forum Award (education category)
- National Trust for Historic Preservation, National Preservation Award
- Southeastern Museums Conference Exhibition Competition, Certificate of Commendation for the outstanding exhibit “Pose/Re-pose: Figurative Works Then and Now”
- Southeastern Museums Conference Publication Competition, Gold Award for the SCAD Museum of Art Curriculum Guide

About the Exhibition

“i feel ya: SCAD + André 3000 Benjamin” explores fashion, film and painting through the work of artist, musician, performer, fashion innovator and actor André Benjamin — known by his stage name André 3000 — as well as work by SCAD alumni Greg Brunkalla and Jimmy O’Neal.

More than a casual affirmation, “i feel ya” is an invitation to think critically and consider rhetorical expression. Phrases printed on custom jumpsuits designed by Benjamin initiate a powerful exchange, reflected in O’Neal’s large-scale abstract paintings alongside an experimental film directed by Brunkalla.

Benjamin’s 47 jumpsuits were originally created for the 2014 worldwide tour celebrating 20 years of Outkast’s music history. Revealing a sampling of Benjamin’s musings and observations — a response to today’s content-heavy digital landscape, which provides an unrelenting flood of images and opinions — “i feel ya” engages viewers as vital participants in a socially dynamic conversation.

Another central feature of “i feel ya” is a commissioned film, “Trumpets,” conceived and directed by Brunkalla and produced at the SCAD Savannah Film Studios. The film uses the thoughts and expressions on the jumpsuits as a creative point of departure to build a broader conversation about language and context. Three projectors cast words and phrases onto a single surface without syncing to the film itself — a spontaneous effect that creates a wholly unique experience for each audience and screening.

O’Neal’s series of mirrored paintings immerse viewers in Rorschach-inspired images as a stimulus for interpretation. Reaffirming the context of Benjamin’s and Brunkalla’s works, O’Neal also demonstrates the subjective nature of perception and meaning.

“i feel ya” is curated by Laurie Ann Farrell, executive director of SCAD museums and exhibitions. The exhibition is co-produced by André Benjamin and SCAD.



Jimmy O'Neal, *Narcissus Hoop*, mirrored paint on panel, 2014

About the Artists



André Benjamin

As a versatile artist in music, performance, fashion design and film, André Benjamin has his finger on the pulse of contemporary culture. Benjamin's identity as an artist took flight in the pages of a sketchbook he kept as a teenager, and he later rose to international fame as a member of the six-time Grammy Award-winning musical group Outkast — the first hip-hop act to earn the coveted Album of the Year Grammy for 2004's *Speakerboxxx/The Love Below*, which sold more than 11 million copies. Benjamin has been a longtime supporter of SCAD, particularly through the university's Collaborative Learning Center, an interdisciplinary learning community that facilitates sponsored projects between SCAD students and external partners.



Greg Brunkalla

Greg Brunkalla (B.F.A. video/film) constantly strives to show truth in his subjects and their surroundings. He is a passionate, eclectic director, equally at home in live action, documentary, music promos and digital content. His recent work includes interactive installations and advertisements for Nike, HP, and Lincoln; music videos for Vampire Weekend, Danny Brown and Grouplove; a short documentary about LA street dancers for Coke Zero's "Make It Possible" campaign, which won a Silver Lion at Cannes; and a series of intimate celebrity interviews for *The New York Times* and *W* titled "Screen Tests," which earned him three Emmy nominations and a Webby Award.



Jimmy O'Neal

Jimmy O'Neal (B.F.A. illustration) is an Atlanta-born painter whose work focuses on the sciences of physics and biology. O'Neal has been featured prominently in international galleries, including exhibitions in Holland, Zurich, Paris and Atlanta. He was listed in the 1995 *Guinness Book of World Records* for creating the world's largest painting (80,000 square feet), which sparked his interest in large interactive installations. In 2003, his "brain machine," a device that paints from EEG connections, was included in "Painting 4," a large-scale exhibition at the Rose Art Museum of Brandeis University in Massachusetts that placed his work alongside paintings by Ingrid Calame, Katharina Grosse and Michael Lin.



“i feel ya”

Curriculum Guide Overview

This curriculum guide provides exercises based on National Core Arts Standards for high school students, extending learning opportunities from the museum to the classroom. It is intended to help educators create engaging classroom experiences that enhance students' understanding of works found at the SCAD Museum of Art.

“i feel ya: SCAD + André 3000 Benjamin” is a thought-provoking collaboration of three artists responding to a creative challenge with works that resonate among each other and yet remain true to their unique artistic identities. As a cross-

platform, multidisciplinary exhibition, “i feel ya” provides a powerful example of the concept and process of collaboration, offering students exposure to diverse approaches and points of view. The following exercises are designed to promote understanding of collaboration as a tool to inspire, guide and support students as they explore creative careers.

This guide is intended for use by all audiences, however, the exhibition contains mature language and references. Discretion is advised for students under the age of 14.



9th through 12th Grade Visual Arts Exercises

HS Exercise a: Collaboration and Connection (standard 11.1)

HS Exercise b: Content and Context (standard 8.1)

HS Exercise c - part 1: Medium and Message (standard 2.3)

HS Exercise c - part 2: Medium and Message (standard 6.1)

National Core Arts Standards				
	Anchor Standard	High School Proficient Standard	High School Accomplished Standard	High School Advanced Standard
Creating	2.3 Organize and develop artistic ideas and work.	VA:Cr2.3.HSi Collaboratively develop a proposal for an installation, artwork or space design that transforms the perception and experience of a particular place.	VA:Cr2.3.HSii Redesign an object, system, place or design in response to contemporary issues.	VA:Cr2.3.HSiii Demonstrate in works of art or design how visual and material culture defines, shapes, enhances, inhibits and/or empowers people's lives.
Presenting	6.1 Convey meaning through presentations of artistic work.	VA:Pr6.1.HSi Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural, or political beliefs and understandings.	VA:Pr6.1.HSii Make, explain and justify connections between artists or artwork and social, cultural, and political history.	VA:Pr6.1.HSiii Curate a collection of objects, artifacts, or artwork to impact the viewer's understanding of social, cultural and/or political experiences.
Responding	8.1 Interpret intent and meaning in artistic work.	VA:Re8.1.HSi Interpret an artwork or collection of works, supported by relevant and sufficient evidence found in the work and its various contexts.	VA:Re8.1.HSii Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.	VA:Re8.1.HSiii Analyze differing interpretations of an artwork or collection of works in order to select and defend a plausible critical analysis.
Connecting	11.1 Relate artistic ideas and works with societal, cultural and historical context to deepen understanding.	VA:Cn11.1.HSi Describe how knowledge of culture, traditions and history may influence personal responses to art.	VA:Cn11.1.HSii Compare uses of art in a variety of societal, cultural and historical contexts and make connections to uses of art in contemporary and local contexts.	VA:Cn11.1.HSiii Appraise the impact of an artist or a group of artists on the beliefs, values and behaviors of a society.

Highlighted vocabulary words are defined in the glossary on page 20. Citations can be found on page 21.

HS Exercise a

Collaboration and Connection

“Collaboration is the key and I think what we were doing here is proof ... everything speaks to each other.”¹

André Benjamin

The collaboration and mutual respect demonstrated among the **triumvirate** of artists whose work comprises “i feel ya” reinforces the meaning behind the exhibition’s title. Benjamin’s custom jumpsuits, worn during Outkast’s 20th anniversary reunion tour, anchor the exhibit and inspired Brunkalla’s film, “Trumpets.” Accentuating both “Trumpets” and the jumpsuits are O’Neal’s oversized mirrored paintings.

The ability to collaborate is an essential skill in many professions. Collaborators start with a common vision, and move forward by sharing information, resources, ideas, and perhaps most importantly, enthusiasm.

The following interview with Brunkalla describes collaboration in action. It is excerpted from “Thread,” the official SCAD blog, and was conducted by university blogger Tarana Mayes.

T: What’s it like collaborating with an artist like André? Do you have any anecdotes from production about matching up artistic visions?

GB: André and I talked several times before the final idea came to be. The first thing I felt from André was an appreciation and respect for my work, and I hope he felt that tenfold from me. He’s known as a musician, but the feeling I get from him is that his creativity is boundless. Throughout the process, I wanted to respect André’s initial vision and approach, while still creating something that felt like it came from me. He was involved throughout the entire process, but ultimately he let me do my thing.

T: What did being in the familiar setting of Savannah and in the company of fellow SCAD students and alumni lend to the process?

GB: Savannah has a landscape you just can’t find anywhere else, so we embraced it. Having passionate students and alumni around to make things happen made things even better. Filmmaking is a team sport and there’s nothing better than having people show up that want to be there, and that’s how it felt working with SCAD.



HS Exercise a Continued...

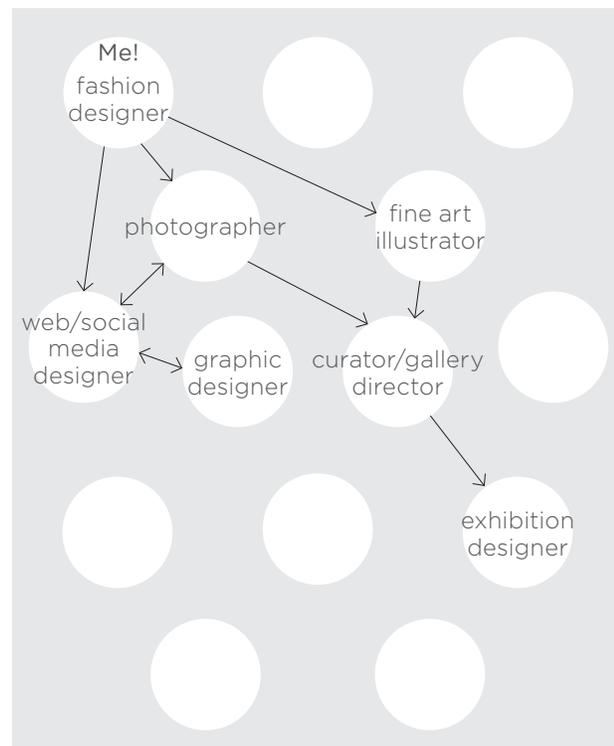
The **cross-platform** collaboration between **multi-hyphenate** creative André Benjamin, filmmaker Greg Brunkalla, and painter Jimmy O'Neal reflects practices of artists whose success depends on an ability to work in partnerships. Some arts **disciplines** are collaborative by nature, such as filmmaking and the performing arts. Others, like painting, can be more solitary but still depend upon partnerships with other arts-related professions. Look at the list of arts occupations below. Which ones might a fine art painter collaborate with?

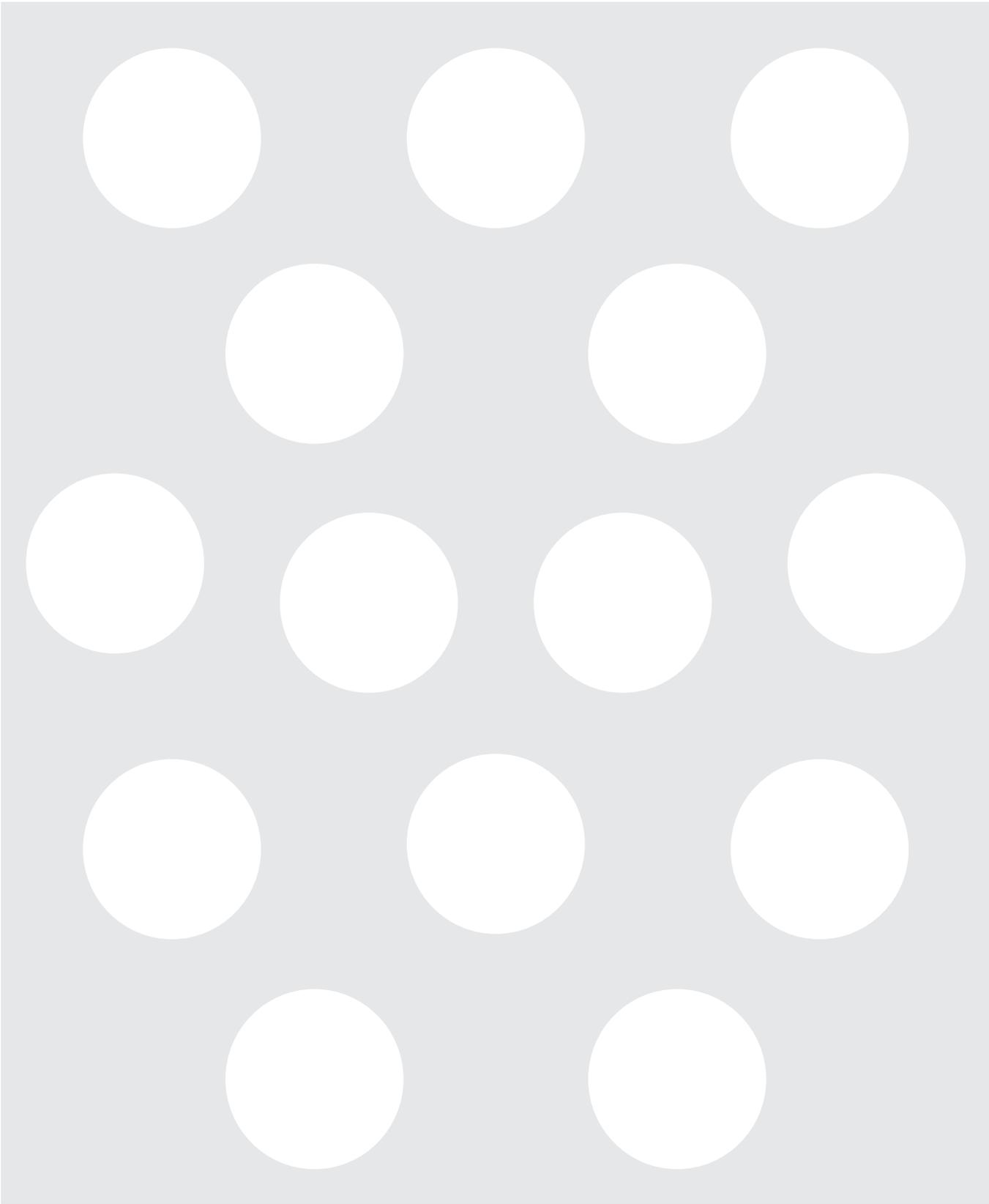
Use the space to the right to plot connections in a successful collaboration. Each circle will represent a different art profession. Start by imagining a creative career. Refer to the list of arts occupations or add your own.

Choose one circle to represent you, and label it with your name and future profession. Write the occupations you will rely on most in nearby circles. Connect these with lines and arrows to indicate a collaborative relationship. Who will your immediate partners collaborate with? Continue until you are satisfied with your team of creative talent.

- composer
- sound designer
- recording engineer
- fashion designer
- film director
- camera operator
- special effects artist
- script writer
- actor
- fine art illustrator
- fine art painter
- curator/gallery director
- exhibition designer
- graphic designer
- photographer
- art journalist
- web/social media designer

Example





HS Exercise b

Content and Context

“I’m hoping that people observe how a message’s meaning can change, or at least feel different, depending on its context.”²

Greg Brunkalla

Brunkalla’s film “Trumpets” shows moving portraits of a variety of people wearing black jumpsuits — similar to the jumpsuits worn by Benjamin and displayed in the gallery space. Each screen is paired with an old-fashioned carousel slide projector, which projects different thoughts and phrases on the jumpsuits. Because the messages and images change independently, Brunkalla prompts us to consider how the meaning of each phrase is **contingent** on the context of the film and the exhibition as a whole.



Greg Brunkalla, *Trumpets*, Film; 11 min., 12 sec., 2014

Content refers to the subject matter of an event, statement, idea or creative work. Context describes the circumstances that form the background for the content. Context can clarify interpretation or it can lead to false impressions.

How does the context — the setting combined with the age, gender and ethnicity of the individuals — affect your interpretation of the content, or the written text? Respond in the space below with words and drawings.

Consider all the ways you have seen text applied to objects, then imagine something that is not typically seen with text on it, or that has potential for text to be applied to it in an unusual way. How will your choice of medium affect what kind of text you can place on it? Describe or sketch it here.

HS Exercise c – part 2

Medium and Message

“What I wanted to say on the suits, Jimmy was actually saying in his paintings.”⁴

André Benjamin

After coming up with the idea of working with mirrored paint, O’Neal learned that it did not exist, and responded by experimenting until he invented a formula delivering the results he sought: the ability to paint marks that reflect with a mirror-like quality.

In this series of mirror paintings, O’Neal created patterns based on **Rorschach** ink blots, **bilaterally symmetrical** but otherwise unstructured images, which are well known for their ability to suggest varied interpretations.



Jimmy O’Neal, *PINATOVA*, mirrored paint on panel, 2014

How is O'Neal's choice of content, the Rorschach image, reinforced by his choice of medium, mirrored paint?

Reread the quote by Benjamin on the facing page. Interpret what Benjamin said through the jumpsuits, and explain the similarity with O'Neal's message.

Glossary of Terms:

bilaterally symmetrical *adj.* In which the left and right sides of something can be divided along the midline into mirror images of each other

contingent *adj.* Dependent on other factors

cross-platform *adj.* Able to combine distinct methods of delivering content to an audience

discipline *n.* A branch of knowledge, typically one studied in higher education

medium *n.* The material/s used by an artist to create a work

multi-hyphenate *n.* A person with a hyphenated profession, for example: a singer-songwriter or actor-director, but especially a person with several such roles

Rorschach *n.* A reference to a psychological test in which a patient's interpretations of a standardized set of inkblots are analyzed to assess personality traits; developed by Swiss psychiatrist Hermann Rorschach (1885-1922)

triumvirate *n.* In ancient Rome, a group of three holding power; more commonly, a group or association of three people

Recommended Viewing:

SCAD and André 3000 present “i feel ya”

www.youtube.com/watch?v=P6DEw0Akwis

A brief introduction to the exhibition, the artists, and the SCAD students who participated in the creation of “i feel ya.”

“i feel ya” Promo

www.scad.edu/blog/director-greg-brunkalla-andr-3000-benjamin-i-feel-ya

A behind-the-scenes montage of the making of Greg Brunkalla’s “Trumpets,” produced at SCAD’s Savannah Film Studios.

“Trumpets” an installation with André 3000

www.vimeo.com/116816721

This film contains mature language and references. Discretion is advised for students under the age of 14.

A video reproduction of the original “i feel ya” film installation. The exhibited film requires three rear-projected screens matched with old-fashioned carousel slide projectors.

“i feel ya” Panel Discussion in Miami

www.scad.edu/blog/art-age-social-media

“i feel ya” first opened at Art Basel, the world’s premier international art show for Modern and contemporary works, in the 2015 Miami edition. Moderator Andrew Bevan, style features director for Teen Vogue, joins André 3000, SCAD president and founder Paula Wallace, and SCAD alumni Greg Brunkalla and Jimmy O’Neal to discuss their collaboration and the art world in general.

Citations:

¹Bevan, A. (Interviewer) & Benjamin, A. (Interviewee). (2014). i feel ya Panel discussion in Miami [Video interview].

Retrieved from Savannah College of Art and Design website: www.scad.edu/content/i-feel-ya-panel-discussion-miami

²Mayes, T. (Interviewer) & Brunkalla, G. (Interviewee). (2014). Director Greg Brunkalla to André 3000 Benjamin: ‘i feel ya.’ [Interview excerpts].

Retrieved from Savannah College of Art and Design website: www.scad.edu/blog/director-greg-brunkalla-andr-3000-benjamin-i-feel-ya

³Wallace, P. (Interviewer) & Benjamin, A. (Interviewee). (2014). i feel ya: Conversation with Paula Wallace and André 3000 Benjamin Panel [Video interview].

Retrieved from Savannah College of Art and Design website: www.scad.edu/content/paula-wallace-and-andr-3000-benjamin-conversation-design-miami-collector-s-breakfast

⁴Wallace, P. (Interviewer) & Benjamin, A. (Interviewee). (2014). i feel ya: Conversation with Paula Wallace and André 3000 Benjamin Panel [Video interview].

Retrieved from Savannah College of Art and Design website: www.scad.edu/content/paula-wallace-and-andr-3000-benjamin-conversation-design-miami-collector-s-breakfast

Related SCAD Programs of Study

Performing Arts

Performance is the most visceral of all the arts, where actors give life to characters, enrapture audiences and personify our most enduring dreams. Today's performing artists work on stage and in film, becoming memorable characters in sitcoms and advertisements, providing the voices for animated heroes, and reaching global audiences via viral YouTube videos. At SCAD, performing arts students receive focused instruction paired with diverse opportunities in related disciplines such as film and television, production design, animation, and more by embracing many unique roles: not only that of actor but also those of director, producer, stage manager and casting agent.

SCHOOL OF ENTERTAINMENT ARTS

BACHELOR OF FINE ARTS
MASTER OF FINE ARTS

CREATIVE CAREERS

ACTOR
ARTISTIC DIRECTOR
CASTING DIRECTOR
PERFORMANCE ARTIST
PLAYWRIGHT/SCRIPTWRITER
PRODUCER
STAGE MANAGER
STUNTMAN/STUNTWOMAN
VOCAL ARTIST
VOICE-OVER TALENT

Fashion

From couture to casual, mass-market to menswear, designers in the fashion world create exhilarating works that launch international trends, shape cultural moments, and help us express our best, truest selves. At SCAD, students prepare to lead in this ever-evolving and competitive global industry through a rigorous curriculum, anchored by innovative design, creative thinking and state-of-the-art technology. The SCAD fashion program is deeply connected to the professional realm, and leading fashion authorities visit and work with students every year. Throughout the program, students explore fashion from the conceptual to the commercial and refine their technical dexterity and artistic style while contributing to the world's fashion dialogue.

SCHOOL OF FASHION

BACHELOR OF FINE ARTS
MASTER OF ARTS
MASTER OF FINE ARTS

CREATIVE CAREERS

CAD FASHION DESIGNER
FASHION BUYER
FASHION DESIGNER
FASHION FORECASTER
FASHION ILLUSTRATOR
MENSWEAR DESIGNER
MERCHANDISE MANAGER
PATTERNMAKER
PRODUCT DEVELOPER
VISUAL MERCHANDISER

Painting

Painting is the fountainhead of the fine arts, a mode of expression as ancient as humankind itself, and full of invention and innovation. This classical art form now encompasses a variety of contemporary media — found objects, performance and digital media — with which artists create works for galleries and museums, as well as for the Web, film and publishing. Uniting this array of practice is a sense of enchantment at what one’s imagination can accomplish with color and form. SCAD invites all painting students to push the boundaries of expression while also mastering the classical methods of fine art instruction and practice.

SCHOOL OF FINE ARTS

BACHELOR OF FINE ARTS

MASTER OF ARTS

MASTER OF FINE ARTS

CREATIVE CAREERS

ART CONSULTANT

ART CRITIC/WRITER

CURATOR

EXHIBITION DESIGNER

FILM AND TELEVISION SCENIC DESIGNER

GALLERY OWNER/DIRECTOR/ADMINISTRATOR

INDEPENDENT STUDIO ARTIST

MUSEUM PREPARATORY

PAINTER

PROFESSOR/INSTRUCTOR/TEACHER

Film and Television

Filmmaking is the art of storytelling with pictures, sound, music and movement — stories that capture hearts, change minds and awaken imaginations. From Oscar-winning blockbusters and documentaries that shape history to Emmy-winning sitcoms and Super Bowl commercials, professionals in this sector require an exhaustive and multifaceted knowledge of the filmmaking process and the ability to communicate with others across the spectrum of production. At SCAD, students become conversant in all areas of film and television, discovering the roles that best suit their talents and interests.

SCHOOL OF ENTERTAINMENT ARTS

BACHELOR OF FINE ARTS

MASTER OF ARTS

MASTER OF FINE ARTS

CREATIVE CAREERS

CAMERA OPERATOR

CINEMATOGRAPHER

DIRECTOR

DOLLY GRIP

EDITOR

PREPRODUCTION SUPERVISOR

POST-PRODUCTION SUPERVISOR

PRODUCER

UNIT PRODUCTION MANAGER

WRITER

A black, high-collared jacket is displayed on a black mannequin. The jacket features a front zipper placket, two chest pockets with flaps, and elasticated cuffs and hem. The background is a white panel with a blue and black graphic design of stylized, interconnected shapes. The entire scene is framed by a dark, shimmering border.

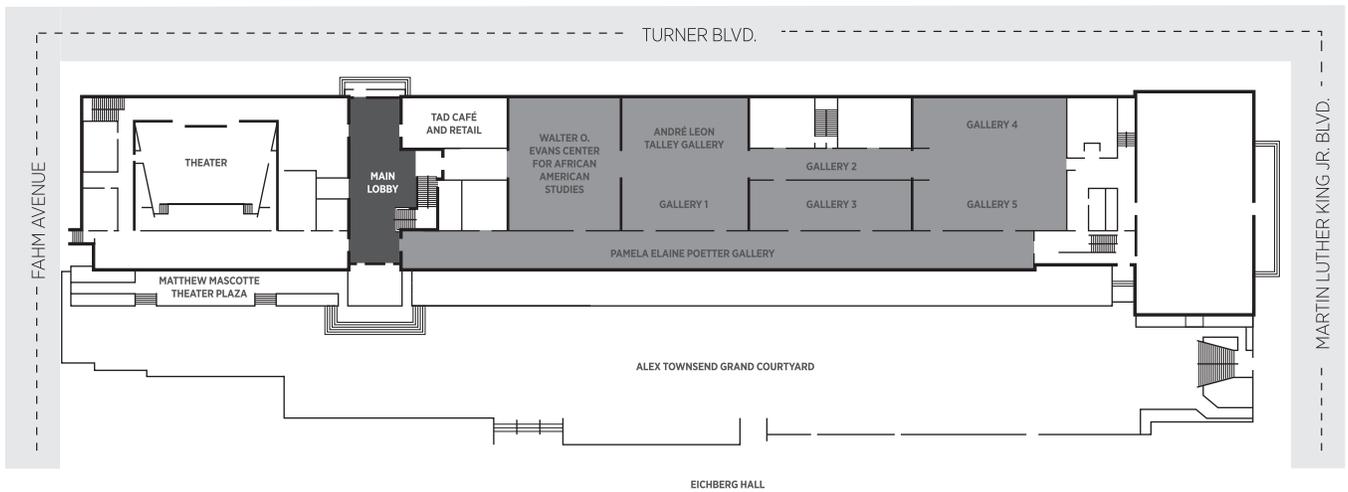
**save
the
wells.**

Notes and sketches:

Museum Maps

Main Level

Galleries
 Main Lobby



Current and Upcoming Exhibitions

In Passing: American Landscape Photography • Group Exhibition

May 16 – Sept. 27, 2015

Dress Up Story — 1990 Until Now • Vivienne Westwood

May 19 – Sept. 13, 2015

Llano • Jesper Just

June 30 – Oct. 5, 2015

Bloom • Natasha Bowdoin

July 9 – Sept. 25, 2015

Orders of Chivalry • Rashaad Newsome

July 9 – Oct. 4, 2015

Irons for the Ages, Flowers for the Day • Li Hongbo

July 30, 2015 – Jan. 24, 2016

The Making of Dakota Jackson • Dakota Jackson

Sept. 25, 2015 – Jan. 18, 2016

History, Labor, Life: The Prints of Jacob Lawrence

Oct. 14, 2015 – Jan. 24, 2016
