



JUNE BY 21-24 THE PEOPLE

A free arts & dialogue festival

2018
FESTIVAL
IN REVIEW

Cover artwork by festival
artist Maya Freelon.
www.mayafreelon.com

www.bythepeople.org



ABOUT BY THE PEOPLE

By The People is an international arts and dialogue festival built on the themes of life, liberty, and the pursuit of happiness. The inaugural festival took place at five festival hubs and over a dozen other locations across all four quadrants of Washington, D.C. June 21-24, 2018.

By The People's 100+ events included art installations, pop-up performances, ticketed events, and curated dialogues rooted in the festival's themes. Almost all the festival's events were free, including an augmented reality art hunt and Smithsonian museums open until midnight for Solstice Saturday. Ticketed performances at venues like The Anthem, Union Market's Dock 5, and U Street Music Hall, spanned a range of performance styles and music genres, from punk and go-go concerts, to live jazz, ballet, and opera. D.C. residents who didn't even attend the festival may still have seen the numberF LED truck, which traveled around the city on Saturday sharing a traveling video installation.

“BY THE PEOPLE INVITES VISITORS TO CONNECT AND ENGAGE WITH ONE ANOTHER, REMINDING THEM THAT MORE UNITES US THAN DIVIDES US.”

The public reception for the inaugural By The People speaks to the need for such a festival. Attendees described the crowd as diverse, and emphasized both the symbolic and practical value of placing hub locations in each quadrant of the city. Forty-five media hits – including multiple cover stories – appeared everywhere from niche and neighborhood outlets like Brightest Young Things and Congress Heights on the Rise to large, established media outlets like The Washington Post and WTOP, which suggested By The People could be “the next SXSW.”

Through its unique combination of art and empathy-building conversation, By The People invites visitors to connect and engage with one another, reminding them that more unites us than divides us. The festival's focus on free and accessible events is rooted in D.C.'s long tradition of arts open to the public, and of bringing diverse perspectives together. At the intersection of art and dialogue, we find that there is more that unites us than divides us.



FROM HALCYON CO-FOUNDER AND CEO KATE GOODALL

“I HOPE THE IMPACT OF THIS ART AND DIALOGUE WILL RIPPLE THROUGH THE COMMUNITY FOR A LONG TIME.”

I am so proud of what we were able to accomplish with the inaugural By The People. My utmost gratitude goes out to Halcyon's team, in collaboration with dozens of partners, the support of an engaged committee, and the invaluable Virginia Shore and Septime Webre for their expertise in curating visual arts and performances respectively. Thanks to these creatives, and many more, we truly lived our values in executing on a bold, ambitious idea and delivering a festival that is, at its core, about building empathy.

One thing people said to me over and over during the festival was how much they needed this. When the issues felt insurmountable, and when people of differing backgrounds and walks of life felt impossibly far apart, By The People provided a time and place for common ground. With the help of over 30 artists and more than 50 performers, we activated empathetic, open-minded spaces across this city for four days – and I hope the impact of this art and dialogue will ripple through the community for a long time.

As you'll see in this report, the numbers in themselves are compelling. Official By The People festival visits topped 26,000, with thousands more visiting the festival's satellite locations. But more important than these numbers are the stories – community members, and even artists themselves experiencing art and dialogue in a new way, building bridges, and engaging with one another in a time when human connection is more important than ever.

We look forward to continuing to grow this community and build on the vision of accessible and visionary art and dialogue events.



Sincerely,
Kate Goodall

BY THE PEOPLE
BY THE NUMBERS



30+
ARTISTS



50+
PERFORMERS



100+
EVENTS



26K+
VISITS TO
OFFICIAL
FESTIVAL EVENTS



ALMOST 6K
VIEWS OF
AUGMENTED
REALITY
ARTWORK

50K+ VISITS TO
SMITHSONIAN
MUSEUMS



DURING SOLSTICE SATURDAY EXTENDED HOURS

240M+ TOTAL
EARNED MEDIA
IMPRESSIONS



45 DIGITAL,
PRINT
& BROADCAST
MEDIA HITS



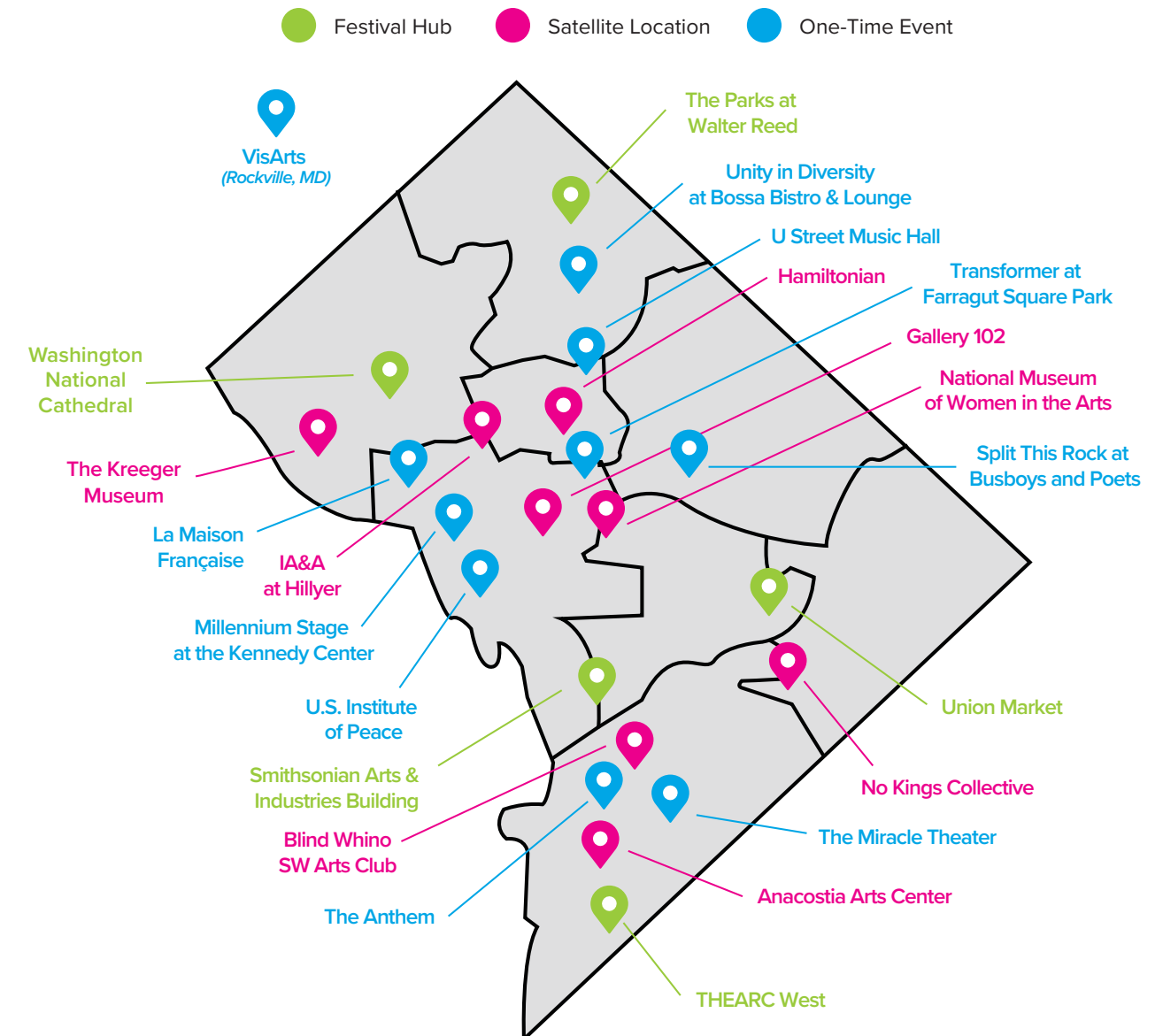
ECONOMIC
IMPACT
OVER \$2.6M



BY THE PEOPLE
ACROSS D.C.

5
FESTIVAL
HUBS

23
TOTAL
LOCATIONS



IN THEIR OWN WORDS

“... art can go beyond just the beauty and the personal viewer experiences, **AND HELP CONNECT DIFFERENT LAYERS OF PEOPLE TOGETHER.**”

— Avish Khebrezadeh, festival artist

“I think one of the most interesting things about this festival is that it’s **ACCESSIBLE TO EVERYONE.**”

— Tania, festival attendee

“**WHEN YOU PUT ART WHERE PEOPLE ARE EVERYDAY,** they feel ownership over it and they feel free to interpret the work in ways that are more free.”

— Nekisha Durrett, festival artist

“If we can’t have a **CIVIL CONVERSATION,** how can we make **PEACE?**”

— Yousef Bashir, festival speaker

“It’s wonderful to see people of **DIFFERENT COLORS, DIFFERENT RACE[S],** but everyone enjoying the exhibit together. **IT’S WONDERFUL.**”

— Prithi, festival attendee



Performance by: BalletX
Photo credit: Chris Ferenzi



ARTISTS

Over 30 visual artists displayed work during the inaugural By The People, among them...

Imran Qureshi

No artist traveled further to participate in By The People than Imran Qureshi, who came from Pakistan to begin his work nine days before the festival opened. Imran's work combines a local background with a global outlook, artistically, socially, and politically. While his work is firmly rooted in the tradition of miniature painting, a subject he teaches at the National College of Art in Lahore, the painting he created for By The People was among the festival's largest works.

"Out of Blue" covered the ground in front of Washington National Cathedral, reaching all the way up the steps. The piece was so dramatic, so large, and so accessible to festival attendees that it became one of the most popular – the focus of dozens of social media posts and news articles.

Maya Freelon

Even before the festival began, festival attendees loved the work of Maya Freelon, whose art became synonymous with the inaugural festival, appearing on bus ads, in the Washington Post Express, and on signs. Her festival piece, "Reciprocity Respite & Repass," used Maya's signature colorful tissue paper for an installation that was both large and approachable, inviting attendees to contribute to the piece over the course of the festival.

Maya told Smithsonian Magazine, "Artists are always at the forefront of revolution. They are the ones that push the buttons that make us stop and say, this isn't right. They spark dialogue."

Jefferson Pinder

Jefferson Pinder's work has been featured everywhere from Harlem, to Amsterdam, to Shanghai, provoking commentary about race and struggle. He was awarded a United States Artist's Joyce Fellowship Award in performance in 2016, and in 2017 became a John S. Guggenheim Fellow.

In a striking performance at By The People entitled "Sonic Boom," Jefferson pushed a vintage muscle car past its limits, revving the engine to exhaustion against the backdrop of Walter Reed, a defunct historical veterans' hospital. Spectators were left, as the artist put it, "with a meditation on tension and deliverance." As the spent car sat on display for the remainder of the festival, visitors said it felt like an eerie monument – a reflection on place and time.



CELEBRATING
LIFE, LIBERTY



THE PURSUIT OF
HAPPINESS



Photo credit: Chris Ferenzi



Artwork by: Dan Steinhilber
Photo credit: Chris Ferenzi

Performance by: Double Nickels
Photo credit: Chris Ferenzi



PERFORMERS

Performers traveled from Philadelphia, New York, and Hong Kong to join local performers for a wide range of shows, including...

Double Nickels Theater

While some By The People performances required tickets, the vast majority did not, including daily storytelling performances by Double Nickels Theater Company. Double Nickels Theater produces theatrical presentations using reminiscence theater – a special form of storytelling that reinvigorates the art of conversation and opens up bridges to communicate across generations and cultures.

For the festival, Double Nickels unveiled its new SilverLiner Airstream travel trailer. Part stage, part informal entertainment area, the SilverLiner invited festival goers to join in dialogue in an informal setting, enjoying sweet tea, jumping rope, and hearing stories about Washington, D.C. neighborhoods and communities.

Wolf Trap Opera and Hong Kong Ballet

The first half of this collaboration, entitled *America: the Beautiful, the Blended, the Bared*, presented a cross-genre program of familiar American and American-influenced music performed by Wolf Trap Opera, featuring dancers from the Hong Kong Ballet and Terra Firma Dance.

The second half of the show, Kurt Weill's *The Seven Deadly Sins* captivated attendees with a story of sisters tempted by the biblical deadly sins as they seek their fortune. This true collaboration between opera and ballet was a treat to watch both for its performers and its set design, which featured artwork courtesy of Michael Craig-Martin and Alan Cristea Gallery.

Jason Moran

Renowned composer and jazz pianist Jason Moran, the Kennedy Center's Artistic Director for Jazz, performed a response to Nick Cave's dramatic installation at Washington National Cathedral. Cave's piece, a newly commissioned video installation on faith, love, and loss, was projected beneath the Cathedral's rose window. Moran's response provided context and interpretation in this one-night-only intersection of visual and performing art.

Moran is known for pulling elements of post-bop and avant-garde jazz, blues, classical music, stride piano, and hip hop into his compositions. Equally wide in his range, Nick Cave is a messenger, artist, and educator whose work touches sculpture, installation, video, sound, and performance.

DIALOGUES

What would be the potential implications of discovering life beyond Earth, and do they warrant the billions of dollars spent on the endeavor? What is the most pragmatic and ethical way to achieve a lasting peace between the Palestinians and Israel? With the rapid advancement of human interaction online, are virtually-developed relationships providing benefits to our long-term happiness, or detracting from it? And is capitalism producing the impact outcomes needed in the 21st century?

These were the bold questions addressed in a day-long series of By The People dialogues. Academics, authors, activists, and business leaders participated in unmoderated one-on-one discussions – a format that truly exemplified the kind of bridge-building civic discussion this festival is all about. Dialogue participants dove head first into discussions with no easy answers, determined to practice empathy, bring to light the complexity of the issues, and find common ground.

Full videos of each dialogue are available at ByThePeople.org.

SATELLITE EVENTS

Beyond our By The People programming, nine satellite locations welcomed festival attendees for a range of exhibits and programming. From Blind Whino SW Arts Club's exhibition featuring photographs of Ethiopian tribes, to The Kreeger Museum's presentation of contemporary Portuguese art, satellite locations offered festival attendees an invitation to experience even more of Washington's art world. One museum that normally charges admission, the National Museum of Women in the Arts, offered free admission to By The People attendees.

In addition to satellite locations participating during their regular business hours, several offered special programming or one-time events to complement the festival's themes. Transformer, a local nonprofit dedicated to supporting emerging artists, hosted a crochet jam with the inventor of that art form, artist Ramekon O'Arwisters. The crochet jam filled its tables despite moving to a rain location, and garnered local broadcast news coverage.

SPONSORS

By The People is proud to have been supported by a bold community of individuals and organizations that, like us, strive to connect people across divides and create solutions for a better world.



GET INVOLVED

Before the book was even closed on By The People, we were getting questions about what comes next. We hope you'll join our community of supporters through one of our several sponsorship opportunities.

For more information about collaborating with Halcyon and By The People, contact **Halcyon Chief Strategy Officer Dale Mott**, d.mott@halcyonhouse.org.

BUILDING BRIDGES
THROUGH
ARTS



DIALOGUE



Performance by: Jefferson Pinder
Photo credit: Chris Ferenzi



Artwork by: Linda Hesh
Photo credit: Chris Ferenzi



ABOUT HALCYON

A nonprofit organization that believes in the power of creativity and compassion to empower humanity, Halcyon provides space, community and access to socially engaged artists and social entrepreneurs working to use their vision and talent to address the world's greatest challenges. Signature programs include Halcyon Incubator, a year-long fellowship for emerging social entrepreneurs, Halcyon Arts Lab, a matching year-long fellowship to support artists, Incubator Intensives, shorter sessions to support entrepreneurs visiting from abroad, and the new By The People arts and dialogue festival.

In only three years since its founding, Halcyon's social entrepreneurs have created hundreds of jobs and advanced businesses impacting half a million lives around the world, while its artists have left their mark in D.C. and beyond with work addressing causes like gun violence, immigration, criminal justice reform, and cultural identity. Halcyon has been praised for its "meteoric" rise in the D.C. community, and plans to continue to grow these and other initiatives to support creative ideas that move the world forward.



Artwork by: Hoesy Corona
Photo credit: Chris Ferenzi