

TRAVELING EXHIBITION PROPOSAL

"Women of an UNcertain Age: Indomitable Baby Boomers Challenging Cultural Norms"

Photographs by Joan Lobis Brown

INTRODUCTION

American baby boomer women – those born between 1945 and 1964 – were the first generation of women to expect that they could "have it all": equality, family, careers, fitness, health and wealth; there were no limitations. Now, as these women enter their mid-50s, 60s and 70s, they face a unique challenge: growing older in a youth-oriented society while continuing to enjoy meaningful and evolved lives.

ABOUT THE EXHIBITION

"Women of an UNcertain Age: Indomitable Baby Boomers Challenging Cultural Norms" is a portraiture series, with accompanying text from interviews, that focuses on American baby boomer women of diverse ethnicities, religion, sexual identities, professions and socioeconomic backgrounds.

For her project "Women of an UNcertain Age," begun in 2015, Joan Lobis Brown has turned her photographic eye on baby boomer women who have shattered stigma to become extraordinary women launching new careers, achieving physical goals, overcoming challenges and making society a better place for all of us.

Brown conducted extensive research and networked to identify women to feature in her project who were born during this period and are living in the United States and leading inspiring lives. The women we meet in this exhibition are strong, resilient, tenacious, courageous and unstoppable. Their stories cover a wide variety of accomplishments. They are athletes, scholars, activists, businesswomen, artists, immigrants and survivors. They are role models all. These amazing women are a testament to the character, courage, vitality and spunk of American baby boomer women.



Fawzia, Educator/Musician, 2016



Rosalina, Housekeeper, 2016



Terri Claire, Educator/Tattoo collector, 2016



Maiyap, Artist, 2016

ABOUT THE PHOTOGRAPHS

Joan Lobis Brown chose to make portraits of most of the women in their homes in order to add a level of familiarity; this contributes to the viewer's understanding of each woman. For women whose professional identity was an important component of their story, Brown photographed them in a professional setting.

Within those parameters, each portrait is a collaboration – between Brown and the subject. Brown worked with each woman on decisions about hair, makeup, clothing, context and objects to be used in order to best reveal their inspiring story.



Photographer Joan Lobis Brown in her studio conducting research for this project

EXHIBITION CONTENTS

Works: Up to 40 color archival pigment prints printed on Canson Infinity Platine Fibre Rag Paper are available in three sizes to provide host venues with flexibility of scale.

Framed, 11" w x 14" h

Framed, 15" w x 20" h

Framed, 20" w x 30" h

Images are framed using archival mats, non-glare Plexiglas and frosted metal museum frames, with hanging hardware attached.

The exhibition prints may also be presented unframed with acid-free foam core backs, using white skirt hangers as clips for hanging.

Accompanying text, delivered digitally for each venue to produce for its setting:

- Object labels, including complete caption details. Example: Woman's name, birth date, profession, place of residence.
- Statement from each woman whose portrait is featured in the exhibition.
- Artist's statement on the exhibition.
- Artist's biography.

Exhibition Availability:

Bookings are being accepted for exhibitions beginning Summer 2018.

The artist will work closely with interested venues to coordinate dates for exhibition and related programming to align with academic symposia and conferences, International Women's Day, Women's History Month and other appropriate events.



Shareda, Retired Lt. Colonel U.S. Army/
Activist, 2016



Sheryl, Peacemaker/Activist, 2016



Mary, Business Woman/Musician, 2016

SUGGESTED EDUCATIONAL PROGRAMMING

When hosting the exhibition “Women of an UNcertain Age: Indomitable Baby Boomers Challenging Cultural Norms,” each venue will have a unique opportunity to engage audiences of all ages in relevant and timely public discussions about the roles of older women in society today and the stereotypes that challenge their potential.

Below are discussion points that can be introduced by the artist and the women featured in this project. These conversations can take place in informal settings, larger public forums and workshops. The dialogues can be tailored to academic curriculum, including women’s studies, American studies and other programs and to community and special interest groups.

Discussion points can include:

- How these baby boomers are challenging cultural norms
- Perceptions and stereotypes of older women – both positive (mentors, activists, life learners) and negative (invisible, “of a certain age,” even as crones and witches)
- Women as targets of sexism, ageism and harassment
- The present American political climate and its effect on women
- Highlighting local baby boomer women and their accomplishments
- Perspective of the artist and other participants to provide in-depth insights and invaluable life lessons

Photography workshops:

Brown will work with each venue to develop photography workshops tailored to the host venue and community.

“Programming for Families and Younger Audiences”

- Honoring your elders: photography and oral history
- How to make a family portrait that becomes a family heirloom
- How to make meaningful photographs of your friends

“Portraiture as an Act of Social Awareness”

- Learn how to encourage communication between photographer and participant
- Learn how to visually express the photographer’s point of view when addressing social, cultural and emotional issues

“Producing a Long-Term Personal Photographic Project”

- Identifying your concept and researching and executing your story visually
- Sustaining a long-term project from an organizational, professional and personal viewpoint



Daisy, Activist/Educator, 2017

ABOUT THE ARTIST

Joan Lobis Brown is a photographer whose portrait projects highlight segments of our society that have been subjected to intense stigma. Over the past decade, she has engaged her subjects to create collaborative portraits, shooting the images both in public and private settings and sharing each project with diverse public audiences.

Brown's socially concerned projects have been extensively exhibited in the United States, Europe, Africa, the Middle East and Australia. Among the highlights: her portraits of people combating stigma surrounding HIV/AIDS were exhibited in Cape Town, South Africa at an International AIDS Conference; and her portraits of mothers and children living with HIV/AIDS were displayed in Vienna, Austria, in an exhibition that included a three-story-high photograph hanging on a building's facade.

Brown was born in Philadelphia, Pennsylvania, and lives in New York City.



The photographer in New York City with two of her images

ARTIST ASSISTANCE WITH SECURING FUNDING FOR HOST VENUES

The artist will be happy to assist each host venue in developing fundraising strategies for the exhibition and related programming as well as production of the accompanying publication to memorialize the exhibition. This participation can include working closely with development professionals and giving presentations on the exhibition and its positive impact to boards of directors, alumni groups and others who would celebrate bringing this exhibition and related programming to their employees, colleagues, constituents and community at large.

BOOKING THIS EXHIBITION

To discuss bringing "Women of an UNcertain Age: Indomitable Baby Boomers Challenging Cultural Norms" to your community or institution, please contact Joan Lobis Brown directly.

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