Collaborators Alec Soth and Brad Zellar teaching “The Photograph as Story” and hosting a public series at UW

MADISON— The University of Wisconsin–Madison Arts Institute and the Art Department welcome collaborators Alec Soth and Brad Zellar as artists in residence for the fall 2014 semester. The UW Arts Institute’s Interdisciplinary Arts Residency Program brings innovative artists to campus to teach semester-long, interdepartmental courses and to publicly present their work for campus and community audiences. Alec Soth and Brad Zellar’s arts residency is taking place concurrently with Alec Soth’s exhibition this fall at the Madison Museum of Contemporary Art, From Here to There: Alec Soth’s America, which is open to the public September 14, 2014–January 4, 2015.

Photographer Alec Soth and writer Brad Zellar have collaborated on two award-winning books (Conductors of the Moving World and House of Coates) and have published six issues of their collaborative travelogue, The LBM Dispatch. Soth and Zellar’s work together has also been featured in The New York Times, Esquire, The Believer, Vice, Aperture, and Le Monde. (Full artist bios below).
Soth and Zellar are teaching an interdisciplinary course called “Truth, Lies, Memory, and Imagination: The Photograph as Story.” The course will investigate the myriad possibilities of combining photographs and text to tell stories—whether the stories are straight documentary journalism, personal history, or works of speculation and imagination. The reading and discussion materials for the course will provide models for student projects, which will take a number of different shapes—photo essays, documentary work, personal stories, scrapbooks, history, or fiction—but will all in some way attempt to tackle the narrative and storytelling potential of photographs.

Alec Soth and Brad Zellar have also invited a number of colleagues, eminent in their respective fields, to give lectures on campus during the semester. The line-up features: photographer and publisher Jason Fulford; graphic designer, illustrator, and author Tamara Shopsin; documentary photographer Su-san Meiselas; painter and multimedia artist David Rathman; author of professor of literary journalism Michael Lesy; interactive and immersive storytellers The Goggles (Paul Shoebridge and Michael Simons); and author Ginger Strand. In addition, Alec Soth will discuss From Here to There, his exhibition at the Madison Museum of Contemporary Art (MMoCA) in conversation with MMoCA Director Stephen Fleischman. Brad Zellar will give a gallery talk at MMoCA on his adventures with Alec Soth working on ventures for Soth’s publishing house, Little Brown Mushroom (LBM). Zellar will also present a lecture on LBM and facilitate a workshop on writing from photographs at the Wisconsin Book Festival. Together, Soth and Zellar will discuss their artistic work in the context of their personal biographies at a UW MANIAC event. (Full schedule attached.)

Alec Soth and Brad Zellar’s residency is sponsored by the Art Department and co-sponsored by the Department of Art History, the Creative Writing Program in the Department of English, the School of Journalism and Mass Communication, the Center for Visual Cultures, the Center for the Humanities, and the Madison Museum of Contemporary Art.

For more information and an updated schedule, see
www.arts.wisc.edu/artsinstitute/IAR/sothzellar/publicevents.html
ALEC SOTH AND BRAD ZELLAR UW ARTS INSTITUTE INTERDISCIPLINARY ARTS RESIDENCY PUBLIC EVENTS

WEDNESDAY, SEPTEMBER 10 | 4:30–5:45 P.M.
Guest Artists Jason Fulford and Tamara Shopsin*
Photographer and publisher | Graphic designer, illustrator, and author
Room L160, Elvehjem Building, 800 University Avenue

SATURDAY, SEPTEMBER 13 | 6:30–7:30 P.M.
A Conversation with Alec Soth
Overview of his current MMoCA exhibition From Here to There with MMoCA Director Stephen Fleischman
Madison Museum of Contemporary Art (MMoCA), 227 State Street
MMoCA event: $10 MMoCA Nights admission/free for MMoCA members. See mmoca.org for further details.

WEDNESDAY, SEPTEMBER 24 | 4:30–5:45 P.M.
Guest Artist Susan Meiselas*
Documentary photographer
Room L160 Elvehjem Building, 800 University Avenue

WEDNESDAY, OCTOBER 8 | 4:30–5:45 P.M.
Guest Artist David Rathman*
Painter and multimedia artist
Room L160 Elvehjem Building, 800 University Avenue

FRIDAY, OCTOBER 10 | 6:30–7:00 P.M.
Gallery Talk with Brad Zellar: “A Little Brown Mushroom Odyssey”
Madison Museum of Contemporary Art, 227 State Street
MMoCA event: Free admission to all. See mmoca.org for further details.

WEDNESDAY, OCTOBER 15 | 4:30–5:45 P.M.
Guest Speaker Michael Lesy*
Author and professor of literary journalism at Hampshire College
Room L160 Elvehjem Building, 800 University Avenue

SATURDAY, OCTOBER 18 | 5:30 P.M.
Talk by Brad Zellar: “House Of Coates Revisited: Lester B. Morrison, Little Brown Mushroom, And Other Lost Broken Men”
Community Room, Madison Central Library, 201 West Mifflin Street
Wisconsin Book Festival event. See wisconsinbookfestival.org for further details.

SUNDAY, OCTOBER 19 | 11:00 A.M.–2:00 P.M.
Workshop with Brad Zellar: How Many Words Is A Picture Really Worth? Writing From Photographs
Wisconsin Book Festival event. See wisconsinbookfestival.org for further details.
WEDNESDAY, OCTOBER 22 | 4:30–5:45 P.M.
**Guest Artists The Goggles (Paul Shoebridge And Michael Simons)**
*Interactive, immersive storytellers*
Room L160 Elvehjem Building, 800 University Avenue

WEDNESDAY, OCTOBER 29 | 11:30 A.M.–12:45 P.M.
**Madison Area Network For Innovation And Collaboration (MANIAC) Lunchtime Talk with Alec Soth and Brad Zellar**
Gordon Commons, 770 West Dayton Street
Registration recommended: go.wisc.edu/f6mqhm

WEDNESDAY, NOVEMBER 12 | 4:30–5:45 P.M.
**Guest Artist Ginger Strand**
*Author*
Room L160, Conrad Elvehjem Building, 800 University Avenue

WEDNESDAY, DECEMBER 10
**Student Showcase (Details To Be Announced)**

*Art Department Visiting Artists Colloquium
Program subject to change.
See go.wisc.edu/sothzellar or call (608) 263-9290 for updated information.

**BIOGRAPHIES**

Alec Soth is a photographer born and based in Minneapolis, Minnesota. Soth’s work is rooted in the distinctive American tradition of “on-the-road photography” observing people in quotidian life, developed by Walker Evans. He describes his own photography as a process of “wandering around finding things” and as a “document of performance.” His photographs have been featured in numerous solo and group exhibitions, including the 2004 Whitney and São Paulo Biennials. In 2008, a large survey exhibition of Soth’s work was exhibited at Jeu de Paume in Paris and Fotomuseum Winterthur in Switzerland. In 2010, the Walker Art Center produced a large survey exhibition of Soth’s work entitled *From Here To There*. Alec Soth’s first monograph, *Sleeping by the Mississippi*, was published by Steidl in 2004 to critical acclaim. Since then Soth has published *Niagara* (2006), *Fashion Magazine* (2007), *Dog Days, Bogotá* (2007), *The Last Days of W* (2008), and *Broken Manual* (2010). Soth has been the recipient of numerous fellowships and awards, including the Guggenheim Fellowship (2013).
In 2008, Soth started his own publishing company, Little Brown Mushroom. He is represented by Sean Kelly Gallery in New York and Weinstein Gallery in Minneapolis, and is a member of Magnum Photos.

For more on Alec Soth: alecsoth.com/photography/

Brad Zellar is an American author and journalist. Zellar’s writing often is accompanied by photographs and he has collaborated several times with photographer Alec Soth. The Coen brothers film A Serious Man, nominated for the 2009 Academy Award for Best Picture, took some inspiration for the visuals based off Zellar’s book Suburban World: The Norling Photos. His book Conductors of the Moving World was named in TIME’s “Best of 2011: The Photobooks We Loved,” and was the recipient of the 2012 Photography for Design Professional Award from D & AD (British Design & Art Direction). He has received awards from the Society of Professional Journalists, the Association of Alternative Newsweeklies (now the Association of Alternative Newsmedia), and the Minnesota Magazine Publishers Association, as well as a grant from the Minnesota State Arts Board. His fiction has appeared in numerous publications, and House of Coates, his Little Brown Mushroom collaboration with Lester B. Morrison, will be reissued next year by Coffee House Press.

For more on Brad Zellar: yourmanforfuninrapidan.blogspot.com/

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