

More About Outside/In

This project is inspired by Big Car's central mission to collaborate to create innovative and accessible art and to promote the Indianapolis art scene. Inspiration also comes from what we experienced with our entry in the IMA's On Procession parade in the spring of 2008. Our float was a truly collaborative project that combined conceptualization, visual art, site-specific installation, music, marketing and promotion, writing, and video and photo documentation. Our video shot from the parade float was later exhibited in the Forefront Gallery at the IMA.

Outside/In takes this collaborative, multiple-art-form approach to a series of projects that moves Big Car Collective out of Indianapolis and into arts venues around Central Indiana, the state, the Midwest, the country and the world. It will also bring artists from outside of Indianapolis to create partnerships connecting the Indianapolis cultural scene to other scenes across the Midwest and the nation.

Outside/In is a simple concept. What we do is take a team of local artists (adding new ones each time) and visit other cities to create shows about these cities. These shows most often use video, photography, collage and installation (site specific or using found or recycled materials) — as well as drawing and painting. The shows often include sound and music and writing elements.

In a lot of ways, Outside/In is like the annual art-in-day competition we host in our neighborhood, Masterpiece in a Day — except our collective team tackles these cities to create work in a somewhat limited amount of time. The writers, musicians and visual artists also team up to create work together.

In 2008, the shows started in Indiana and moved to Iowa City. We'd like to continue to take it to places where we have contacts like Louisville, Cincinnati, St. Louis, Chicago, Philadelphia, Sacramento, and San Francisco. The goal is six Outside/In shows by the end of 2010. We would eventually like to take the series overseas.

As part of each show, we'd like to do a talk about the particular project and location. In this talk, we will also discuss Indianapolis and the arts here. In a subtle but very effective way, the shows and lectures will be a promotional tool for Indianapolis and our arts scene and artists.

Another major component of Outside/In is using Big Car Gallery to host exchange shows with artists/collectives in from cities where we do our shows whenever applicable and possible. So part of the Outside/In project is inviting artists/collectives from other cities to come to Indianapolis and do shows about Indianapolis. So far, we've hosted a group from Iowa City at our space for an exchange show.