

Realize. It starts with you.

The concept is simple. It starts with an empty black notebook. Next, University of Regina students, faculty and staff are given a theme, known only to them, and three months to re-invent the book. The end result? The Little Black Book Project.

Angel McDowell, project co-ordinator, says the concept was inspired by the Sketchbook Project in Brooklyn, N.Y. The New York project is similar in that participants fill their sketchbook based on a theme – but that's where the similarities end. The twist in the Little Black Book Project is that the completed books become part of a display and silent auction where visitors can look through the books and bid on their favourites.

In the project's first year, each participant received a 5" x 7" blank book with instructions to alter it in any way they saw fit. The results yielded journals, photo albums, collage art, graffiti and sculptures.

Now in its second year, 142 little black books are being re-invented by employees and students across campus.

"The goal of the project was to bring the campus community together through art and that's exactly what the project is doing," says McDowell.

She adds that most of the 2011-12 entrants are not faculty or students within the University's visual arts program. "People across campus are embracing this project and using it as a vehicle to explore art," says McDowell. "It's an opportunity for the campus community to come together and have fun."

Third-year fine arts student, Jocelynn Marsden, says the Little Black Book Project debunks the idea that art is easy. "The creative process and the time it takes to create something that's esthetically pleasing demonstrates to participants who aren't necessarily artistic, that art is more than just painting or drawing. The Little Black Book Project provides freedom to showcase your secret theme with unrestricted design, length and content."

Marsden's theme last year was juxtaposition. She created a pop-up book. This year, she's excited for her new theme and has a plan on how it's going to take shape.

"The process of making my Little Black Book Project is extremely rewarding," says Marsden. "I'm excited to start and see how it will take shape."

The project closes in March with a reception and silent auction at which guests can place bids for completed books. Proceeds from the silent auction benefit students in the Faculty of Fine Arts.

To learn more about the Little Black Book Project and to track its progress, visit:

www.littleblackbookproject.blogspot.com



Jocelynn Marsden

WHAT'S HAPPENING

January 24 7:30 p.m.
32nd annual Minifie Lecture

"Missing the Forest for the Trees: A Look at the State of Political Coverage in the Social Media Era"
Speaker: Chantal Hébert, national affairs writer, Toronto Star
Location: University Theatre, Riddell Centre, U of R main campus

Free admission.

For more information, visit:
www.arts.uregina.ca/journalism/minifie-lecture

January 28
Slam Dunk of an Evening

U of R Cougars vs. U of W Wesmen basketball games and alumni, friends and families pre-game social.

4:30 - 6:00 p.m. Alumni, friends and family pre-game social in Gym 1 (Centre for Kinesiology, Health & Sport)

5:00 p.m. Pre-game commentaries

6:15 p.m. Women's game

8:00 p.m. Men's game

Alumni, friends and families of all ages are invited to join pre-game activities – shoot hoops with your family and friends, let the kids run around or catch up with fellow alumni at this annual celebration of Cougars athletics. Coaches Taylor and Hillis will be in attendance to give an inside look at the basketball teams. Reggie the mascot, Dinobouncers and supervised games will entertain your kids while you take a break!

\$5/person or \$10/family – includes basketball game tickets, food and refreshments.

Parking is available in any "M" area or metered area, including Lot 4 and 14.

Pre-register: www.uregina.ca/alumni/e-ae.

For further information, please contact Diane Mullan at (306) 585-5158.

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