

# People of Hayden Island: A Narrative Portrait

*A North Portland Grant proposal by Sam Churchill*

**INTRODUCTION:** This proposal creates a dozen, large (3ft X 4ft) portraits of diverse residents of Hayden Island. The goal is to humanize the neighborhood by using giant portraits of a variety of people of different ages, backgrounds, ethnicity and experience.

There are no names associated with these photos. However, each portrait has a QR (barcode) and NFC tag which links to a short audio recording of that individual. The audio is stored on a Wordpress page which automatically plays on your smartphone when you scan it.

**GOAL:** The goal is to showcase the diversity and uniqueness of each individual. It empowers residents to make a difference and to know their neighbors. The photos could be placed on different meeting room walls around the island and available for community events.

**DESCRIPTION:** This project was inspired by the artist known as “JR” who does a similar thing in communities large and small all around the world. It is a simple concept that creates a powerful sense of community.

1. The main criteria for choosing participants would be a diversity of background, experience, age and ethnicity.
2. A list of people who are willing to have their portrait taken and to record an hour or so of oral history is created after a public announcement of the project.
3. There is no fee or financial benefit for any participant.
4. The photos are shot and sent to VistaPrint to create 3ft x 4ft, B&W portraits.
5. The oral history is cut to 3-5 minutes and embedded in a Wordpress webpage.
6. The NFC tag and QR code are attached to the portrait for “autoplay” of the oral history or narrative.
7. There is no other information about the person on either the webpage or portrait.



The portraits are created using available digital cameras or smartphones. No equipment purchase is required. Existing audio equipment is also used. A lavalier mike plugged into a smartphone records the oral history. Each participant gets a free lunch, delivered to their home, for the interview.

**BUDGET:** The main cost is printing the large black & white posters, which cost about \$25-\$40 each through VistaPrint (or others). If we print 12 different portraits, that would cost maybe \$600 (with mounting). Total budget for this project might around \$1200 (assuming 12 portraits budgeted at \$100 per person), with all work done by volunteers.

The NFC tags cost about 50 cents each. Wordpress websites, enabling the embedded audio, are also free (ad supported). Audio editing might take most of the time.

**SUMMARY:** This project communicates one thing; people make a neighborhood. It's not about buildings or "stuff". It's about people.

