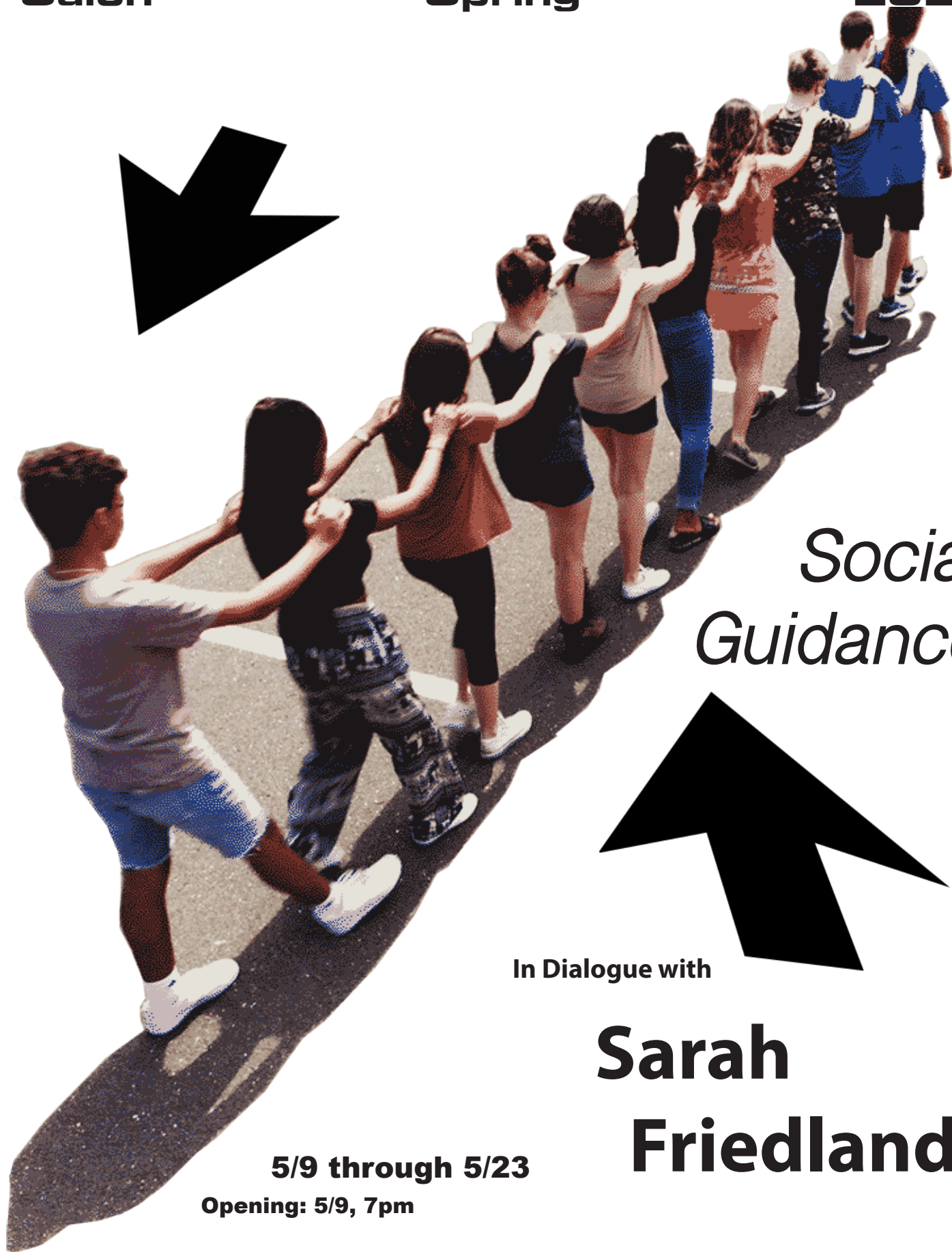


Salon

Spring

2024



*Social
Guidance*

In Dialogue with

**Sarah
Friedland**

5/9 through 5/23

Opening: 5/9, 7pm

VSW Salon – Spring 2024

Social Guidance: In Dialogue with Sarah Friedland

Total running time: 64 minutes



Social Guidance pairs Sarah Friedland's *Movement Exercises Trilogy* with social guidance films and videos from the VSW archives. Movement Exercises deconstructs and revises the choreographic vocabularies of exercises practiced across home, work, and school spaces. The trilogy consists of three short films: *Home Exercises* (2017), *Drills* (2020), and *Trust Exercises* (2022). In making this trilogy, Friedland looked to social guidance and instructional films — from the home exercise video to safety instructionals — as moving image forms which stage choreographies that attempt to mold, train, and make-up the social body. Her trilogy both emulates their structures, while arranging mutations and revisions of the found choreographies presented within them. Through choreographic deconstruction and revision, her trilogy asks: how else might we move together? Finding resonances between the found movements in VSW's archive and the choreographies performed within her trilogy, *Social Guidance's* four-channel installation considers the choreo-political work of exercises, drills, and instructions for American moving bodies, both past and present. While the top projection presents *Movement Exercises* in a loop, the bottom triptych of monitors displays fragments and full works from the VSW archive as footnotes which annotate the relationship between choreography and the work of the social guidance film and video.

In this exhibition, the term "Social Guidance" refers to moving images used to instruct individuals and communities in social behaviors encouraged or expected by the institutions, workplaces, schools, and nation state to which they "belong." With titles such as *Duck and Cover*, *Alone at Home*, and *Speaking Effectively: To One or One Thousand*, these films are designed to instruct audiences in supposedly beneficial or productive social practices, indexing the embodied conventions and imagined futures of their times. Social guidance films and videos could be checked out of the library for instructional use in workplace and educational training. VSW's archive contains thousands of these titles, which were previously held by the Rochester Public Library and local universities. The film canisters still hold the traces of library cards, often accompanied by pamphlets and texts providing written guides and discussion questions to enhance lessons. Examples of these pamphlets line the back wall of the installation space. Like the source materials used by Friedland for the found movements performed in her films, these in-canister texts appear almost as movement scores for their reader-viewers to perform and emulate as they become progressively better social subjects.

Social Guidance examines the relationship between the moving image forms which instruct our bodies and selves, and the proposition of the exercises contained therein: that by moving and acting together, repeatedly, we both create and recreate the social body.



In addition to the works curated from the VSW archive, Sarah incorporated several films from her research while making *Movement Exercises*:

Duck and Cover, Archer Productions & Federal Civil Defense Administration, 1952 (Library of Congress)

Boy Scouts of America, Vitalux Movies, 1910 (Prelinger Archives)

Exercise: A Film Lesson in Health & Hygiene, DeVry School Films Inc., 1928, (Prelinger Archives)

The Jack LaLanne Show, KGO-TV, 1951 (accessed via Youtube)

Cover image:
still from *Drills* by Sarah Friedland

Opposite:
still from *Trust Exercises* by Sarah Friedland

Above, top:
still from *A Sports Suite*

Above, bottom:
still from *Survival Skills for Parents*

Films and videos from the VSW Archive include:

A Sports Suite (1977)

Shows the excitement of participation in sports activities. Presents four vignettes, accompanied by classical music, in which youthful participants demonstrate the exuberance and joy they find in physical education and team sports, including gymnastics, volleyball, swimming, and soccer. 16mm film; Color; sound; 8 min

Alone at Home (1983)

Provides guidance for children who spend part of the day at home without adult supervision. Includes basic information about safety and emergency procedures, and suggests how "latchkey children" can manage their time and feelings.

16mm film; Color; sound; 17 min

Body Builders (1977)

"A lively perspective on this grueling self-disciplined sport that climaxes in the annual Mr. Minnesota contest". University Community Video Minneapolis.

1/2" Open Reel Tape; B/W; sound; 30 min

One Step at a Time (1973)

Suggests that behavior modification techniques are still experimental. Shows programs in state mental hospitals and special schools, and programs with multiple handicapped. Stresses positive reinforcement is successful and encouraging in dealing with behavior modification.

McGraw-Hill. 16mm film; Color; sound; 32 min

Survival Skills for Parents (1979)

A group of parents learn relaxation techniques in a classroom.

1/2" Open Reel video; B/W; sound; 33 min

Speaking Effectively: To One or One Thousand (1980)

Describes ten key communication skills and techniques for effective, interpersonal communication, and attempts to link public speaking to everyday interpersonal communication. Acting naturally, body language, eye contact, gestures and appearance are all part of communication skills.

16mm film; Color; sound; 21 min

The Touch Film (1983)

Explains the importance of positive physical contact in our personal lives through clips from a lecture by Dr. Jessie Potter and live action scenes.

16mm Film; Color; sound; 22 min

A complete playlist can be viewed on the VSW Vimeo page.

Visual Studies Workshop nurtures experimental and expansive approaches to photography and media arts,

and builds community among artists and the public through exhibitions, publications and residencies.

The VSW Salon is a bi-monthly engagement in the VSW microcinema featuring film screenings, artist talks, Community Curator events, performances, photo presentations and conversations. VSW Salon showcases the work of local and national artists, and invites them to present their work in an intimate “microcinema” equipped to show 16mm, Super 8, digital photography and video on state of the art equipment.



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The VSW Salon is made possible by the New York State Council on the Arts and by the ArtWorks program of the National Endowment for the Arts.

VSW envisions a society that values the human need to create and share ideas.

Sarah Friedland is a filmmaker and choreographer working at the intersection of moving images and moving bodies. Her work has been presented in festivals and art spaces including the New York Film Festival, New Directors/New Films, Mubi, MoMA and the Performa19 Biennial. Sarah graduated from Brown University’s department of Modern Culture and Media and started her career assisting filmmakers including Steve McQueen, Mike S. Ryan, and Kelly Reichardt. From 2021-2022, she was both a Pina Bausch Fellow for Choreography and a NYSCA/NYFA Fellow in Film/Video, and was named to Filmmaker Magazine’s 25 New Faces of Independent Film in 2023. Her short film trilogy, *Movement Exercises*, is distributed by Video Data Bank.



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Learn more at

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