

PANEL 3: MUSIC ROOM

Casting a Wider Net: Focusing on Accessibility to Maximize Impact

Alison Milham, Independent Artist & Educator

Allison Leialoha Milham is a book artist, musician and educator. She received her MFA in Book Arts from the University of Alabama and teaches workshops and courses in book arts and printmaking. Her work is held in prominent collections including Yale University Arts Library and the Library of Congress.

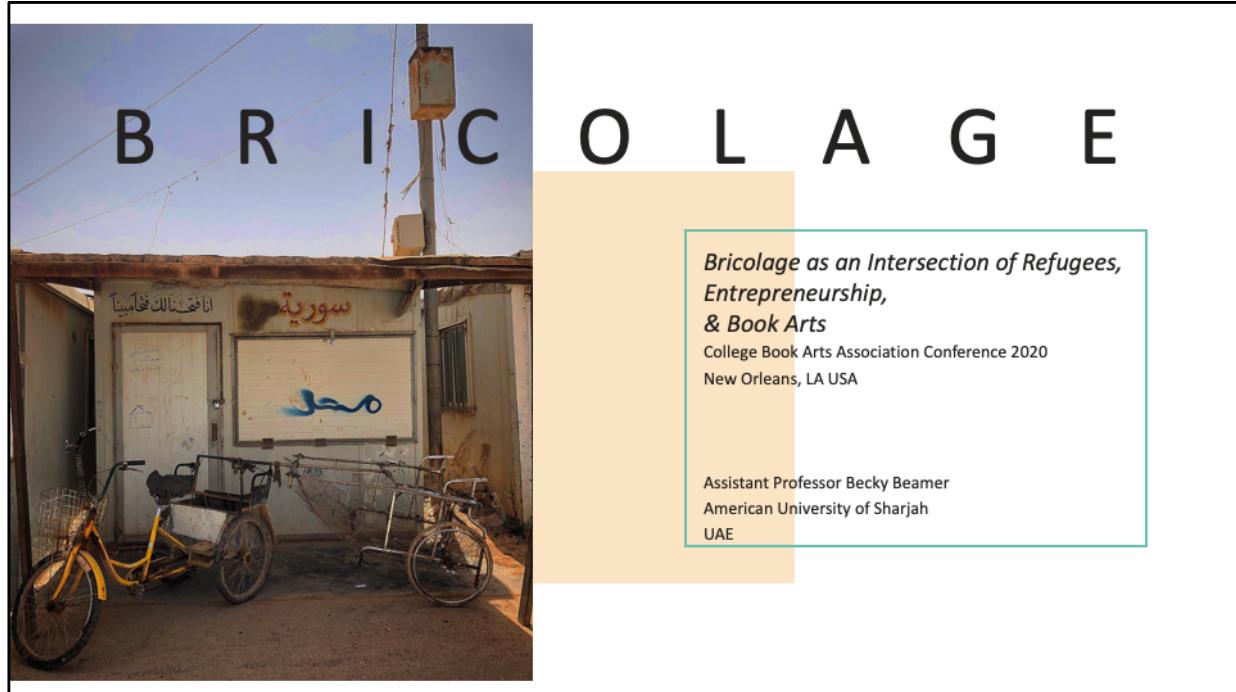
How do we build upon the inherently democratic nature of the book in order to reach the public in the most direct and effective way? What factors can increase an artist book's reach and impact? How are contemporary book artists expanding beyond the covers of the book form to maximize engagement, raise awareness, and encourage positive action? For political and socially-engaged work, accessibility is key and addressing these questions is critical. This paper will explore the various ways contemporary book artists are addressing accessibility issues within our field, making use of split editions, sliding scale pricing, expanded formats and alternative means of production in order to engage, educate and activate the broadest audience possible.

Bricolage as an Intersection of Refugees, Entrepreneurship, and Book Arts

Becky Beamer, Assistant Professor, Art & Design, American University of Sharjah

Becky Beamer is an Assistant Professor at the American University of Sharjah, artist, and documentarian. Common themes that have emerged in her work include questions about personal identity, social justice, and the importance of cultural preservation. Every adventure supplies new inspiration for artistic expression, content, and process.

Bricolage is a unifying word that can be used as a method of research and creative output to demonstrate the influence of refugees on their host country. This presentation focuses on the book art creative output that is being constructed from the field research in Jordan. It's an "Intellectual bricolage" intended to make meaning out of the web of data collection and personal resources constructing a bricolage output from a qualitative survey, personal narratives, artifacts collected from their businesses, atmospheric audio from the camp, and visuals of experience. The final creative output is a book art installation that represents the complex social relationships and observations in the Zataari Camp in Jordan.



BRICOLAGE

Bricolage as an Intersection of Refugees, Entrepreneurship, & Book Arts

College Book Arts Association Conference 2020
New Orleans, LA USA

Assistant Professor Becky Beamer
American University of Sharjah
UAE



Becky Beamer
Assistant Professor
College of Architecture, Art & Design, Dept Art & Design

Dr. Kim Gleason
Associate Professor
School of Business, Dept. of Finance



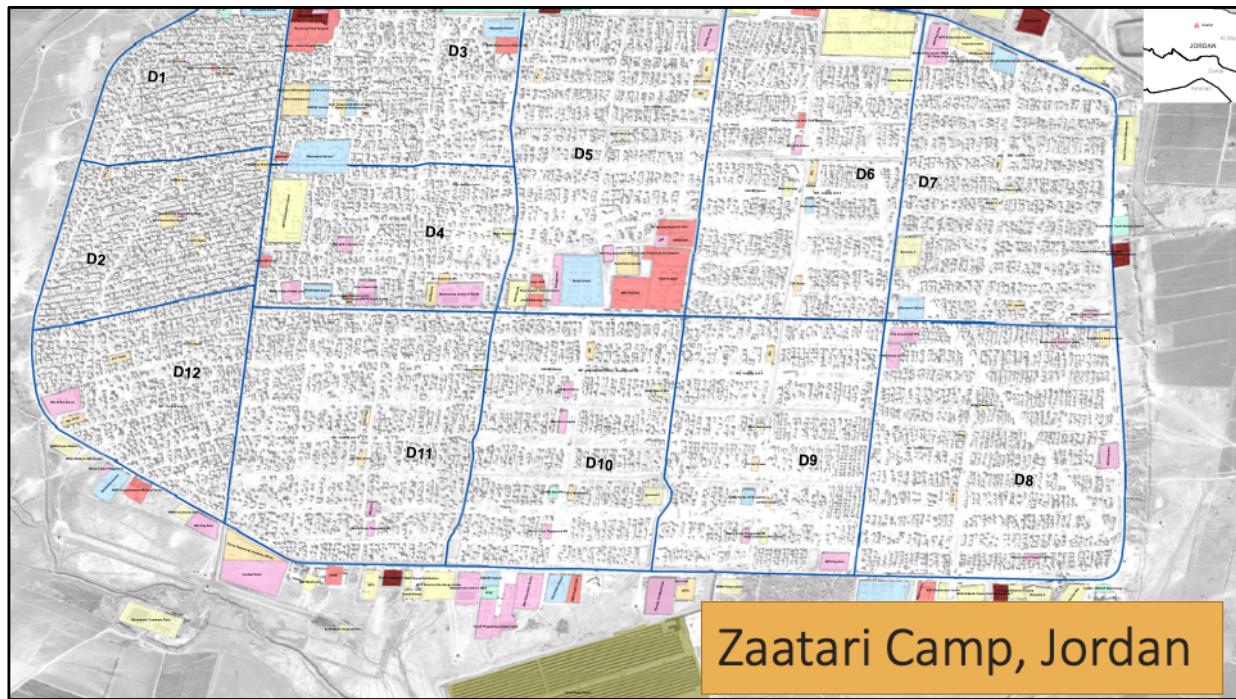


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Government & Peoples of Jordan & Zaatari Camp

OUTSIDER

Qualitative survey in combination with the experiential and observational artwork
Couldn't do this work without the support of Zaatari camp
Bilingual



On 31 October 2018, the population housed about 78,357 refugees



Starting from nothing
LANGUAGE – Arabic & English
Outsider Invited

Bricolage is building something from nothing.

Creating Something from Nothing: Resource Construction through Entrepreneurial Bricolage
Ted Baker and Reed E. Nelson
Administrative Science Quarterly 2005 50: 329

Bricolage is a unifying word that can be used as a method of research and creative output to demonstrate the influence of refugees on their host country. The final creative output is a book art installation that represents the complex social relationships and observations in the Zataari Camp in Jordan.

Refugees are bricoleurs. The researchers are bricoleurs. These two groups unite in a super bricolage - building something from nothing. The research team uses cross-disciplinary theories and practices of bricolage conceptualized the importance of refugee communities, specifically the Zaatri Camp in Northern Jordan. They are looking to answer the questions : How do refugees use the process of bricolage in entrepreneurship? Are there advantages to host countries who support refugees? And what are their stories - building a business and life from nothing?

This presentation focuses on the book art creative output that is being constructed from the field research in Jordan.

It's an "Intellectual bricolage" intended to make meaning out of the web of data collection and personal resources constructing a bricolage output from a qualitative survey, personal narratives, artifacts collected from their businesses, atmospheric audio from the camp, and visuals of experience. The researchers were influenced by

the metaphors and narratives of artists like Man Ray, Tomoko Takahashi, and the anthropologist Claude Levi-Strauss.

The result is a complex social relationships and observations that can only be built and displayed in a 3-dimensional book art sculpture: a mapping of texture, language, and picture in context of place and social practices. There is a definitive challenge to the current structuralist binary representation of the refugee population and environment. This project will have a significant impact on the understanding and influence of refugees on their new home countries. And with the rise of refugee communities, the time to share this research is now.



ALREADY EXISTS IN COLLECTIVE SOCIAL CONSCIOUSNESS

Making due with what
you have at hand.

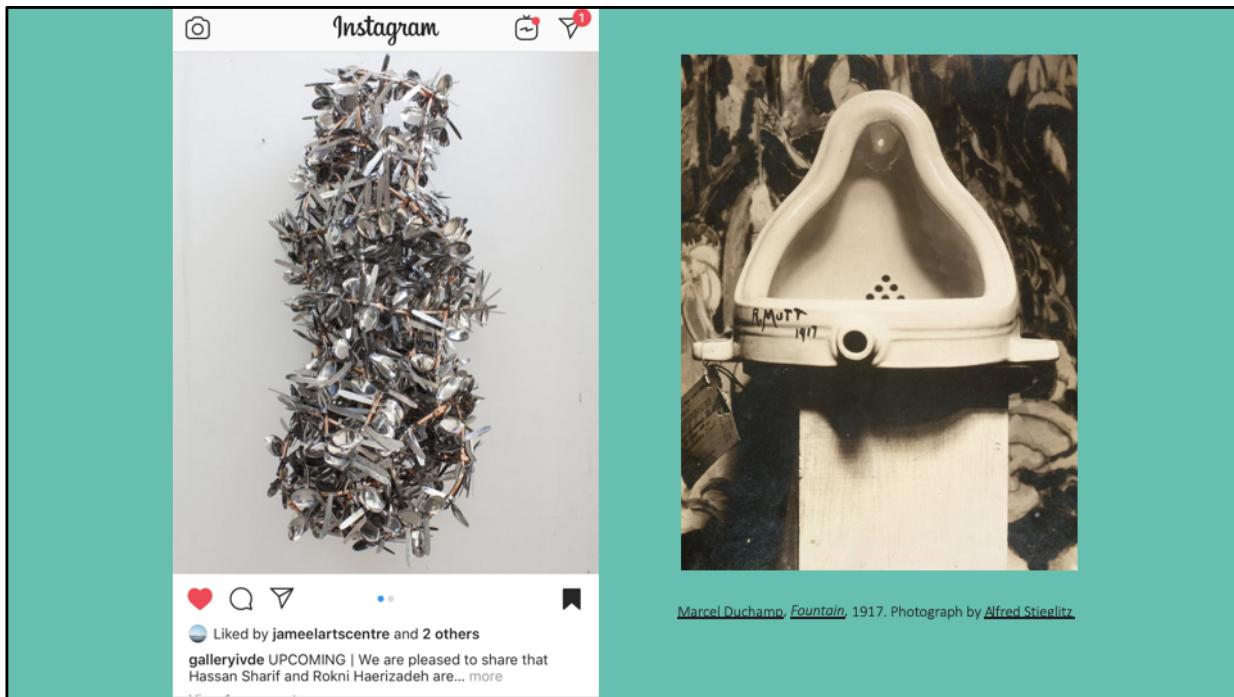
Levi Strauss



The first, "social bricolage," was introduced by cultural anthropologist [Claude Lévi-Strauss](#) in 1962. Lévi-Strauss was interested in how societies create novel solutions by using resources that already exist in the collective social consciousness.

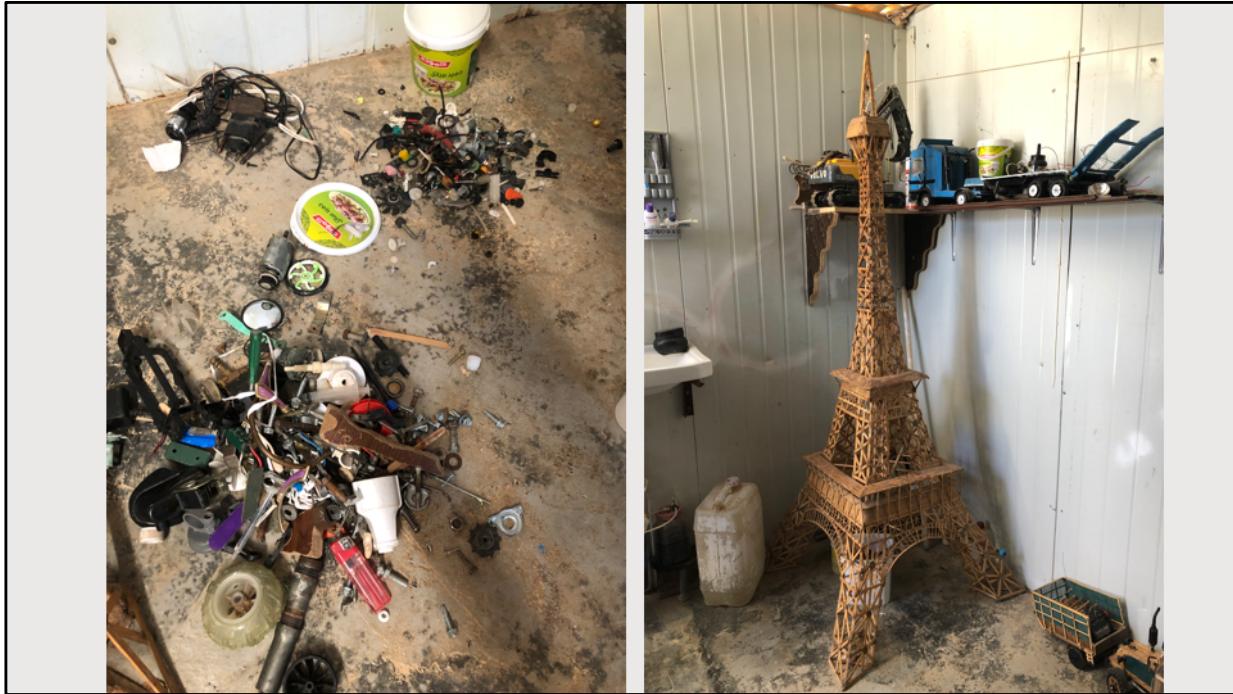
In his book [The Savage Mind](#) (1962, English translation 1966), French anthropologist [Claude Lévi-Strauss](#) used "bricolage" to describe the characteristic patterns of mythological thought. In his description it is opposed to the engineers' creative thinking, which proceeds from goals to means. Mythical thought, according to Lévi-Strauss, attempts to re-use available materials in order to solve new problems. [\[12\]](#)[\[13\]](#)[\[14\]](#)

<https://en.wikipedia.org/wiki/Bricolage>



ART

Hassan Shariff (died 2016)

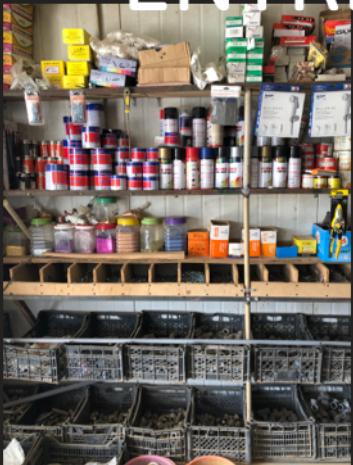


Creating Something from Nothing: Resource Construction through Entrepreneurial Bricolage

Ted Baker and Reed E. Nelson

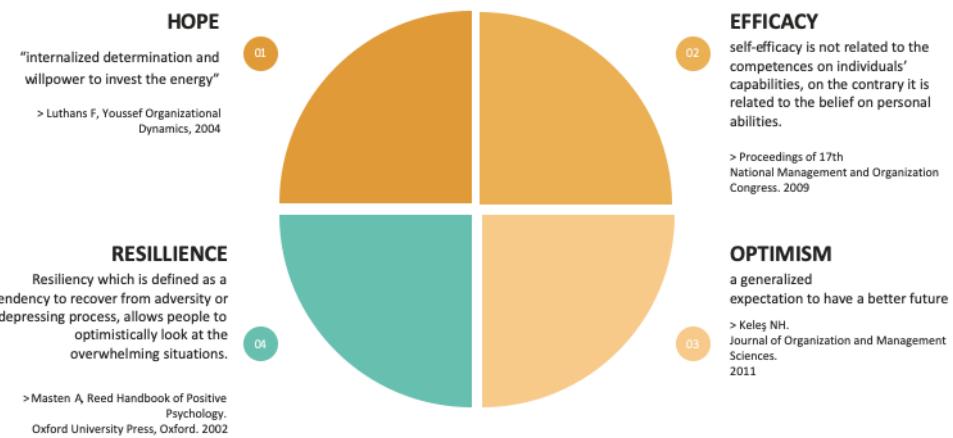
Administrative Science Quarterly 2005 50: 329

ENTREPRENEURSHIP



Entrepreneurship is the process of discovering new ways of combining resources.
<https://www.econlib.org/library/Enc/Entrepreneurship.html>

PSYCOLOGICAL CAPITAL – H.E.R.O



Qualitative survey
Kim first time in the field!!!!
published and proven asessment on the topic
4 times visit

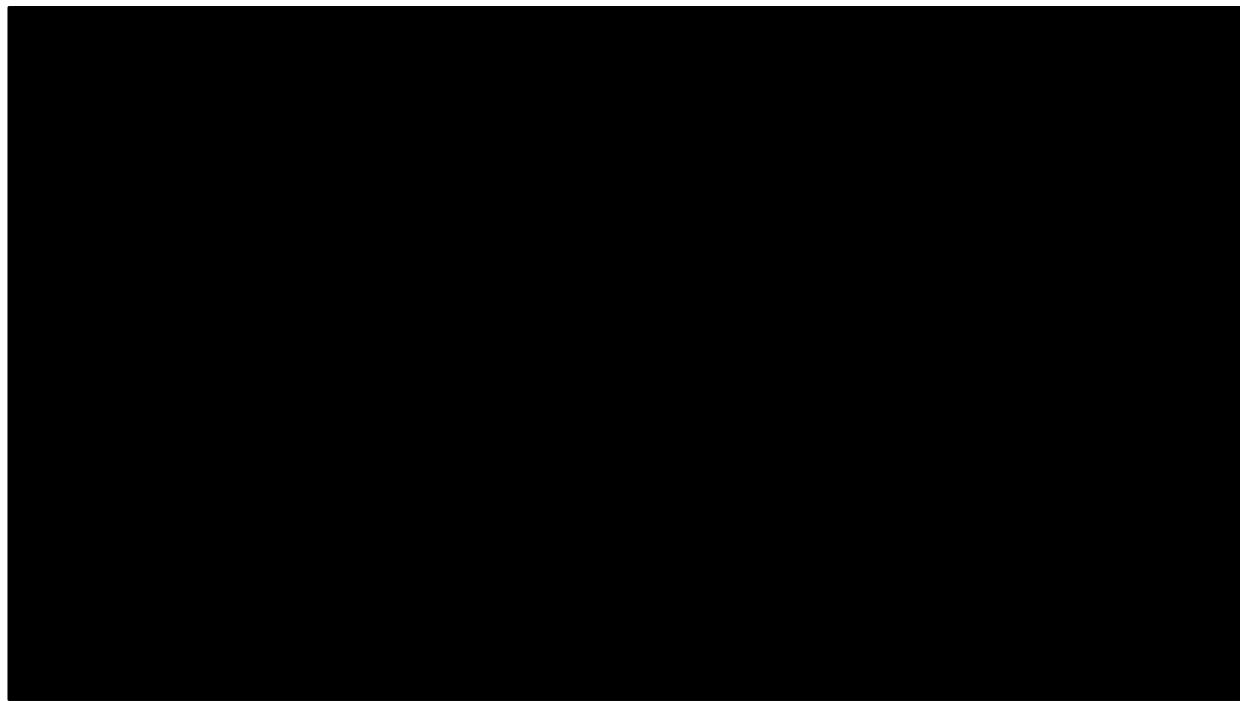


positive impact on sustainable competitiveness

CAVUŞ & KAPUSUZ, 2015

Psychological Capital has a positive impact on sustainable competitiveness. It is expected that the positive influences of psychological capital will **reduce costs and mitigate negative influences in an organization.** —

ÇAVUŞ, Mustafa & Kapusuz, Ayşe. (2015). Psychological Capital: Definition, Components and Effects. *British Journal of Education, Society & Behavioural Science.* 5. 244-255. 10.9734/BJESBS/2015/12574.



Video: "PSYCAP" <on youtube> Creative Output by Becky Beamer & Dr. Kim Gleason Film, Documentary 11 min Aug. 2019 English & Arabic / English Subtitles *Received Faculty Research Grant from American University of Sharjah for completion and highlighted by Migration Studies and Migrant Integration Lab- Sustainable Solutions* The Syrian conflict caused a rapid and intense human migration. In early 2016, the Jordanian government announced that it would pursue a unique refugee hosting model in hopes to transform its largest refugee camp, Zaatari, into a self-sufficient and sustainable semi-permanent city. Exposure to sustained conflict impacts the psychological capital and long term performance of entrepreneurial ventures. The investigators embed themselves into the Zaatari community to spend time with entrepreneurs who fled crisis and decided to start a new business. Through the collection of personal narratives and field surveys, the PI, Dr. Gleason and the Co-PI, Ms. Beamer investigate the impact of the psychological capital of refugees in the Zaatari camp on the performance of entrepreneurial ventures indicating a process of transformation from aid-dependence to self-sufficiency. The goal of highlighting "transformative entrepreneurship" is to benefit camp residents, the host community, and nation. Interviews and surveys with these refugees expose the narratives that can indicate the influence of policy, aid, and outsiders on the specialized refugee Zaatari camp.

How do refugees use the process of bricolage in entrepreneurship?
Are there advantages to host countries who support refugees?
And what are their stories - building a business and life from nothing?
These are issues of immediate importance with a continued increase of mass migration

BOOK



ART

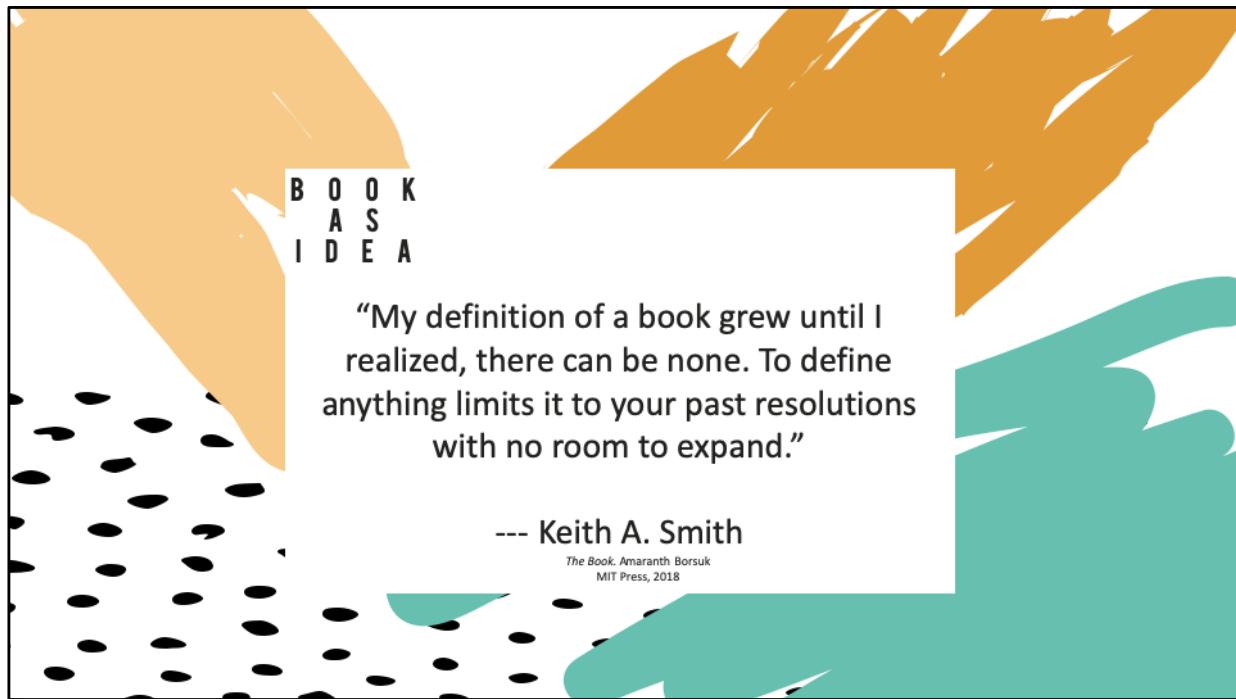


Doug Beube
Zipper Theory: Facing Shame Tomorrow, 2005/10
Altered books, collage, zippers,
12 x 24 x 1/2 inches,
Image courtesy of JHB Gallery, New York, NY

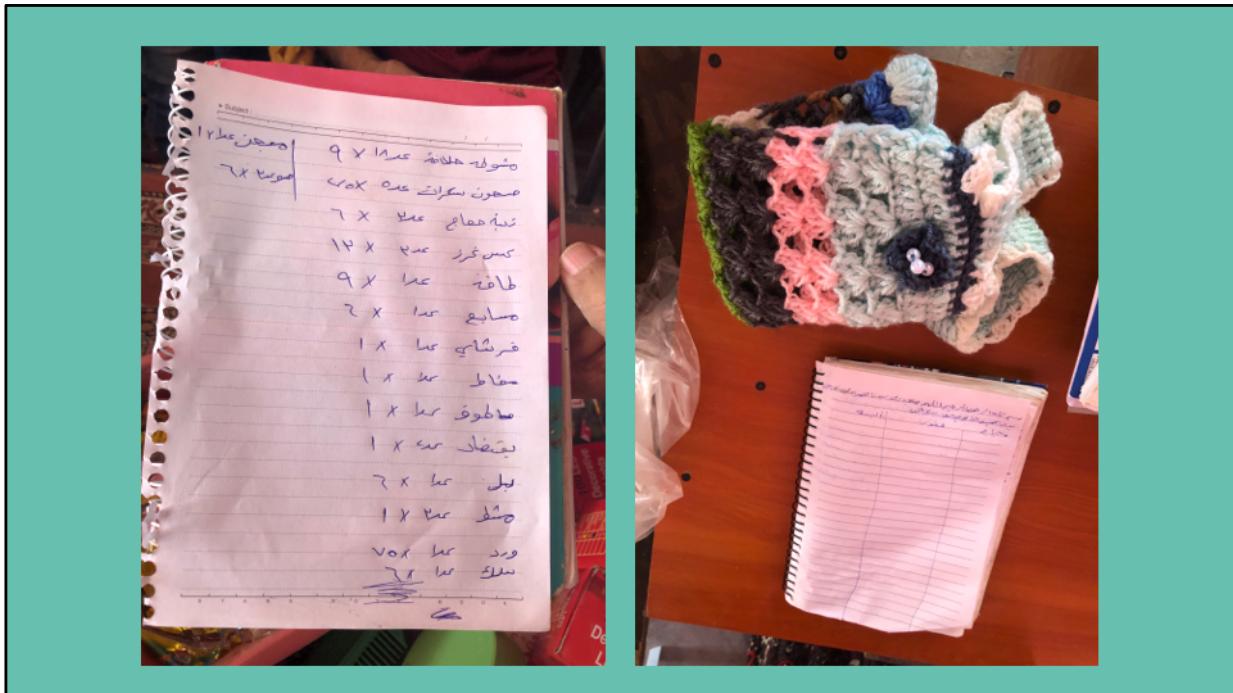


"Touchstones" by Pamela Paulsrud

Muted Object
Book Work / Sculpture
Narrative without a text



Beyond Object and Content TO IDEA
Bricolage of the bricolage

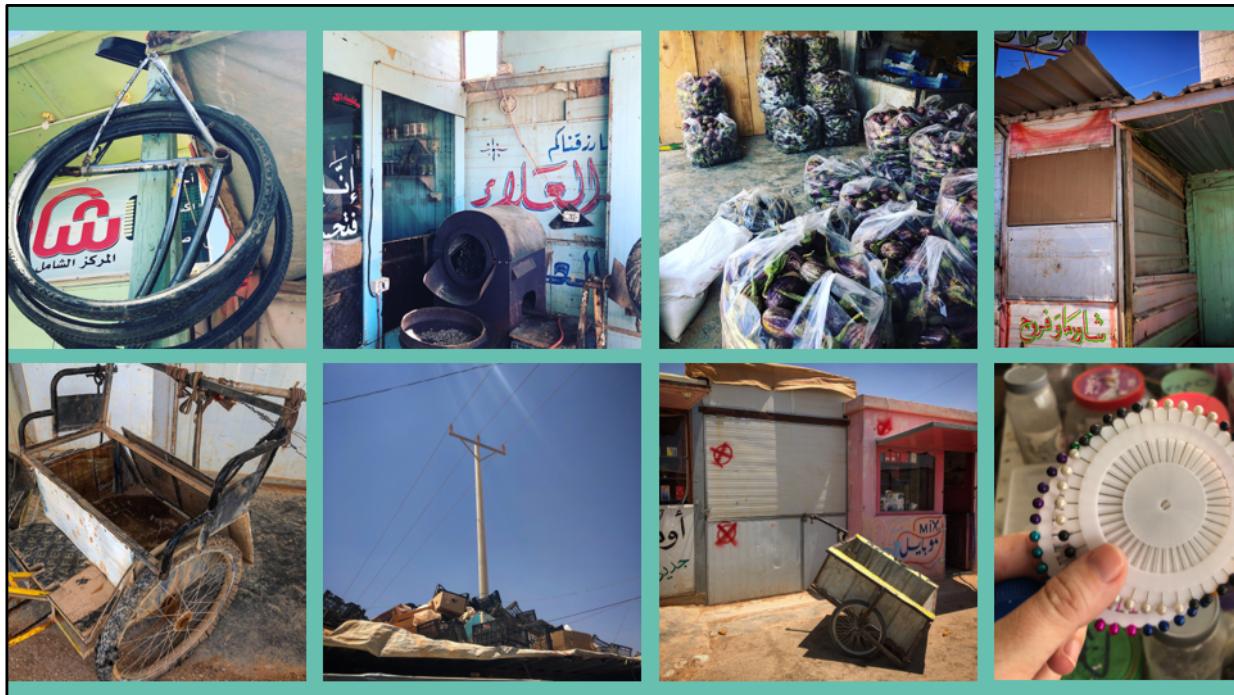


Society that grew from tribalism and oral history documentation

Little text or historical documentation

> What I did see was ledgers - couldn't save but document only





“Intellectual bricolage” intended to make meaning out of the web of data collection
 Narrative of the entrepreneurs
 Purchased items at store both formal and informal who answered the survey



Accompanied by Security – political / questions / but they were very confused by my purchasing patterns

Non traditional

Paper not much

Receipts

SKETCH!!!!



bricolage output from a qualitative survey, personal narratives, artifacts collected from their businesses, atmospheric audio from the camp, and visuals of experience. represents the complex social relationships and observations in the Zataari Camp in Jordan.

IMAGINATION – bricolage of the bricolage

CREATIVE TAKE AWAY in addition to journal articles based on survey

BOOK WORK SCULPTURE AND Accompanying book sharing narrative

IMPACT

increase



OUTREACH



EXPANDING

Definition of the BOOK

Nontraditional conversations in both academia and in gallery settings with multimedia on topic

Collaboration

PSYCAP – video

SOUND

Photographs

SCULPTURE

Text – Survey

ANSWERING QUESTIONS & FOSTERING DISCUSSIONS



What do refugees add to host countries?

How can we best assist refugees in their entrepreneurial endeavors?

////// INFLUENCE NON PROFITS & POLICY

Encouraging + Action

SOCIAL MEDIA & ACCESSIBILITY

PARTNERSHIPS

MIGRANT INTEGRATION LAB

Sustainable Solutions

PSYCAP – Documentary (Now Live On Youtube)

B1-AKT's

#NoWallsButBridges - White Paper

Public Policy & Awareness Campaign for Sustainable Development



Offer direction for nonprofits and policy initiatives

