



Changing the Conversation about Drug Addiction

*Exhibition Prospectus
Art for Social Change*



Daura Museum of Art, University of Lynchburg, November 2021

University of CA, San Bernardino, Anthropology Museum, Sept 2022

View a short video of the Florida Exhibition here:

<https://www.youtube.com/watch?v=yFX7tBINFLw>

*INTO LIGHT Project, a national non-profit, creates public exhibitions of original portraits and individual stories of people who have died from the disease of drug addiction in locations around the country. Our mission is to change the conversation about drug addiction through the power of original art and story. We recognize the powerful influence of museums and galleries to promote social innovation and are looking for partnerships that inspire social change, though art. **INTO LIGHT Project will select one public academic museum or gallery in each state** based on their ability to engage the community by building meaningful educational programming around the exhibit that addresses issues about the disease of addiction.*

Each INTO LIGHT Project exhibition consists of 41 original graphite portraits of people who have died from drug addiction in the state where the exhibit is held. Each portrait is accompanied by a professionally written narrative about the lives of the individuals in the exhibit. INTO LIGHT Project works with local support groups, counties, municipalities, and other stakeholders to identify individuals for the exhibition. The original, professionally framed portrait and a catalog of the narratives of each of the individuals in the exhibit is gifted to the family of the deceased at the end of the exhibition.

*Rhemi, receiving the portrait
of his father, Michael*



The importance of the INTO LIGHT Project exhibit cannot be overstated. Overdose deaths in 2021 were 15% more than in 2020, and over 50% more than in 2019. In 2021, the United States lost an estimated 107,622 individuals from drug overdose, fentanyl poisoning or drug induced homicide- that's more than gun violence deaths (45,037) and auto accidents (42,915) from the same year combined. This staggering loss of life is rooted in misinformation, health inequities and marginalization of those with substance use disorders (SUD) and extends to their families. **It is critical to change public perception** around this brain disorder by dispelling deeply entrenched stereotypes, changing stigmatizing language, and stimulating discussion. Research has confirmed that museums and galleries, as trusted sources of information, are uniquely poised to do this.

In her foreword for the INTO LIGHT Project Catalog, Dr. Nora Volkow, Director of the National Institute on Drug Abuse, National Institutes of Health wrote:

"Science and art are not often thought of together in tandem, but the intersection of neuroscience to understand how the brain changes due to substance use and addiction and art to remind us of our shared humanity provides a powerful way to help alleviate deep-rooted stigma and inaccurate perceptions. While scientific evidence can build a case with evidence and data, the emotional connection experienced through art can be an even stronger argument for changed perceptions on addiction and overdose."



Theresa Clower, Founder and Primary Artist

Artists

A select group of artists throughout the country, identified for their ability to draw graphite portraiture in a classical style, help to carry out the work of the INTO LIGHT Project.

Artists from the state where the exhibits are held are our first priority.

Specifications



Size

The exhibition includes 41 framed portraits, each 14" by 17," narratives, and several informational panels. It requires, at minimum, approximately 100 running feet. The exhibition may be sized to fit your gallery specifications.

Sample Drawings

Each INTO LIGHT Project is unique because it is based on submissions from individuals in the state where the exhibition is held. Sample drawings from previous exhibitions are below.



Contents

- 41 professionally framed portraits of individuals from the state, who have died from overdose or drug poisoning. The portraits are gifted to the families at the end of the exhibit.
- Exhibition Catalogs
- Artists Bios, Gallery Statement, Statistics on drug epidemic in state and U.S. (e-versions)
- Installation instructions
- Press packet with high resolution images and logos
- Educational objectives, facilitators guide
- “Ask Me About” Button campaign, with buttons of each individual in the exhibition.

Note: INTO LIGHT will work in an advisory capacity throughout the exhibit on programming or other needs

Venue to provide/produce

- Educational activities
- Vinyl Wall labels for Narratives, Artist Bios, Gallery Statements
- Curation/installation
- Marketing materials, social media content
- Opening reception, location with capacity for 200, AV equipment and tech support
- Gifting Gathering, location with seating for 150, AV equipment and tech support
- Willingness to act as fiscal agent and provide grant writing support if necessary
- Willingness to participate in media interviews
- Willingness to participate in data collection
 - Surveys
 - Record keeping of groups utilizing exhibit for educational purposes
 - Record keeping of number of people attending the exhibit

Length of Exhibit

- Agreed upon length of exhibit time, not less than six weeks – up to one year. (Negotiable)

Fee

- There is a nominal cost to the host venue. INTO LIGHT Project is mostly funded by individual donations, county governments, and foundational grant support.

Availability

- Booking for 2025 and beyond – one exhibit per state.
- Exhibits have been held, or are in development in the following states:
 - MD, NC, OH, PA, VA, FL, CA, DE, CO, AL, TX, UT, WA, MA
- This is a 10-year project, ending with a National Multimedia Exhibit with over 2000 portraits by 2029
Note: After the original exhibition, there is an option to participate in our “Continuing the Conversation” program.



Opening Reception, Gromley Gallery, Notre Dame of Maryland University Baltimore, MD

Venues

Maryland - Gromley Gallery, Notre Dame of Maryland University, Baltimore, MD. Oct. 28 – Nov. 19, 2019

North Carolina - Mission Gallery, AB Tech, Asheville, NC. Oct. 19- Nov. 20, 2020

Ohio - Malone University, Canton, OH. Jan. 4 – Feb. 12, 2021

Pennsylvania - Ware Center Gallery, Millersville University, Lancaster, PA. Mar. 4 – Mar 28, 2021

Virginia - Daura Museum of Art, University of Lynchburg, Lynchburg, VA Oct. 5 – Nov. 12, 2021

Florida - Orange County Regional History Center, Orlando, FL Mar. 5-April 15, 2022

California - Museum of Anthropology, California State University, San Bernardino, San Bernardino, CA September. 9, 2022-June 9, 2023

Delaware - Delaware Museum of Art, Wilmington, Delaware June 1, 2023-December 3, 2023

Colorado - University of Denver, Denver, CO, August 21, 2023-November 18, 2023

Alabama -University of South Alabama, Mobile, AL. July 8, 2024-June 27, 2025

Massachusetts – Wheaton College, Norton, MA – August 27, 2024-November 8, 2024



Preparing for Gifting Gathering, Ware Center Atrium, Millersville, University, Lancaster, PA

To Host

Contact: Theresa Clower, Founder / Executive Director / 302-455-9595 or email tclower@intolightproject.org

For More Information

Please visit our website at intolightproject.org

Theresa Clower *Founder / Executive Director / Primary Artist*



I've had a long-time association with non-profits and have had the good fortune of establishing and directing several of them over the past forty-some years. That experience, along with my attraction to the arts, has melded beautifully in forming INTO LIGHT Project. I am not a professional artist. I had never done a portrait before attempting the first one of Devin. But something deep inside of me exploded. I can't stop drawing faces!

The tragic loss of my son, Devin, in Feb 2018 has presented me with a wonderful gift...INTO LIGHT Project. Through this project, I can look into the eyes of so many wonderful people, many of them at the prime of their lives, and see the intensity of their compassion, kindness, spirit, zest, humor, their troubles, their pain, and so much more. I get to sit and visit with them quietly. I treasure this time and I hope that through the portraits that are produced, others can see that we are all more alike than different. Thank you. Devin, for leaving this gift for me to find. Peace, my son.

Dr. Barbara Francois *Assistant Director / Primary Narrative Writer*



Shortly after I met Theresa, she told me her heartfelt and emotional story about the loss of her son Devin, from an accidental drug overdose. Her feelings associated with Devin's loss paralleled some of my own experiences and deeply resonated with me. She talked about setting up a non-profit organization, INTO LIGHT Project, that would use her newly acquired love of portrait drawing to shed light on the insidious disease of addiction. I was immediately inspired to offer my help. One of her needs was for someone to gather information from loved ones and write narratives to tell their stories. My experience in writing coupled with my background as a psychologist was a perfect fit for this role.

I am committed to the Mission of INTO LIGHT Project, "changing the conversation about drug addiction." Writing the narratives of the loved ones in this project provides me with an opportunity to help change the hearts and minds of those who have bought into the limiting and negative stereotypes of people with substance use disorder. Seeing their faces and hearing their stories is an important step in realizing they were not different from you, me, or those we love, and allows their families to hold their heads high. I feel honored to write their stories.

