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Whitney Bradshaw's *OUTCRY* Project Opens on BAMPFA's Massive Outdoor Screen

On View July 13 through November 8, 2022

BAMPFA Presents Acclaimed Feminist Photo Series in Response to Current Political Crises



(Berkeley, CA) July 13, 2022—In response to the alarming rollback of women's rights over the past month, the UC Berkeley Art Museum and Pacific Film Archive (BAMPFA) has invited the artist Whitney Bradshaw to present her celebrated photography series *OUTCRY* on the museum's massive outdoor screen. Starting today and running through the Fall 2022 election day, BAMPFA's outdoor screen will display a looping rotation of more than one hundred images from Bradshaw's photo series, which portrays women engaging in unbridled self-expression at maximum volume as an act of defiance against patriarchal oppression. The BAMPFA presentation marks the first time that selections from this series, which Bradshaw began in 2018, will be presented in a large-scale digital format.

Since Bradshaw launched the *OUTCRY* project on the night of the 2018 Women's March, the series has grown to more than four hundred photos of women from all walks of life who have chosen to take a stand against a mainstream culture that too often dismisses women's voices. Drawing from her background in social work, the Chicago-based artist invites small groups of women who are not previously acquainted with each other into her studio for "scream sessions", where they can vent emotions—ranging from rage to sorrow to laughter—in a safe and supportive environment designed to

cultivate a spirit of feminist solidarity across different life experiences. The resulting photo portraits invite viewers to consider important issues related to sexism, racism, and classism, challenging expectations around how women—and in particular, women’s anger—are portrayed in mainstream culture.

BAMPFA will present *OUTCRY* on its 17-by-30-foot outdoor screen in three sixty-minute rotations each day, beginning at 8:30 a.m., 12 p.m., and 6 p.m. The outdoor screen presentation was organized over the past month by BAMPFA’s Executive Director Julie Rodrigues Widholm, who previously curated the 2018 debut exhibition of the entire *OUTCRY* series at the DePaul Art Museum and who is working with Bradshaw to organize a “scream session” in Berkeley later this year.

“With so many reasons for individual and collective outcry in the United States today—from the overturning of *Roe vs. Wade* to a proliferation of mass shootings and racist violence—Whitney Bradshaw so beautifully and forcefully merges the traditional genre of portraiture with an urgent message of righteous outrage and intersectional solidarity,” said Widholm. “This work advances BAMPFA’s commitment to platform artists who address the most pressing issues of our time and to enhance the use of BAMPFA’s outdoor screen as a dynamic place for public art.”

Image credits

- 1) Whitney Bradshaw: *Cecily* (2018), from the series *OUTCRY*.
- 2) Whitney Bradshaw: *Adia* (2018), from the series *OUTCRY*.
- 3) Whitney Bradshaw: *Leslie* (2018), from the series *OUTCRY*.

Visitor Information

Subject to change based on COVID-19 protocols: visit bampfa.org/visit/plan-your-visit for current information.

Hours

Wednesdays through Sundays, 11 a.m. to 7 p.m.

Tickets

\$14 general admission

\$12 non-UC Berkeley students, disabled, 65+

FREE BAMPFA members; UC Berkeley students, faculty, staff; 18 and under; one adult per child 13 and under; and artists in the BAMPFA collection/MATRIX

Address

2155 Center Street, Berkeley, CA 94720

bampfa.org

510-642-0808

About BAMPFA

One of the nation’s leading university museums, the University of California, Berkeley Art Museum and Pacific Film Archive (BAMPFA) is a forum for cultural experiences that transform individuals and advance the local, national, and global discourse on art and film. As the premier visual arts venue at America’s top public research university, BAMPFA is uniquely dedicated to art and film in equal measure, presenting more than four hundred film screenings, dozens of public programs, and more than fifteen exhibitions annually.

BAMPFA takes a contemporary and critical perspective on its wide-ranging collections. The museum’s holdings of more than 28,000 works of art include particular strengths in 20th and 21st century work including Abstract Expressionist painting, contemporary photography, Conceptual art, and African

American quilts, along with focused historical collections including nineteenth-century American folk art and early American painting, Italian Baroque painting, Old Master works on paper, and East Asian paintings. BAMPFA's collection also includes more than 18,000 films and videos, including the largest collection of Japanese cinema outside of Japan, impressive holdings of Soviet cinema, West Coast avant-garde film, and seminal video art, as well as hundreds of thousands of articles, reviews, posters, and other ephemera related to the history of film.

Founded as the University Art Museum in 1970 and initially housed in a Brutalist structure designed by Mario Ciampi, BAMPFA relocated in 2016 to a new purpose-built facility designed by Diller Scofidio + Renfro in the heart of downtown Berkeley. The museum's curatorial strategies reflect the rich diversity of the UC Berkeley campus and the greater Bay Area through programming that is interdisciplinary, intergenerational, and international in scope. A locally connected, globally relevant institution, BAMPFA has remained deeply dedicated to its role as an educational space for UC Berkeley scholars and the general public, and fulfills this mission with three distinguished study centers—the James Cahill Asian Art Study Center, the Film Library and Study Center, and the Florence Helzel Works on Paper Study Center—as well as a range of collaborations with the university's academic departments and student organizations.