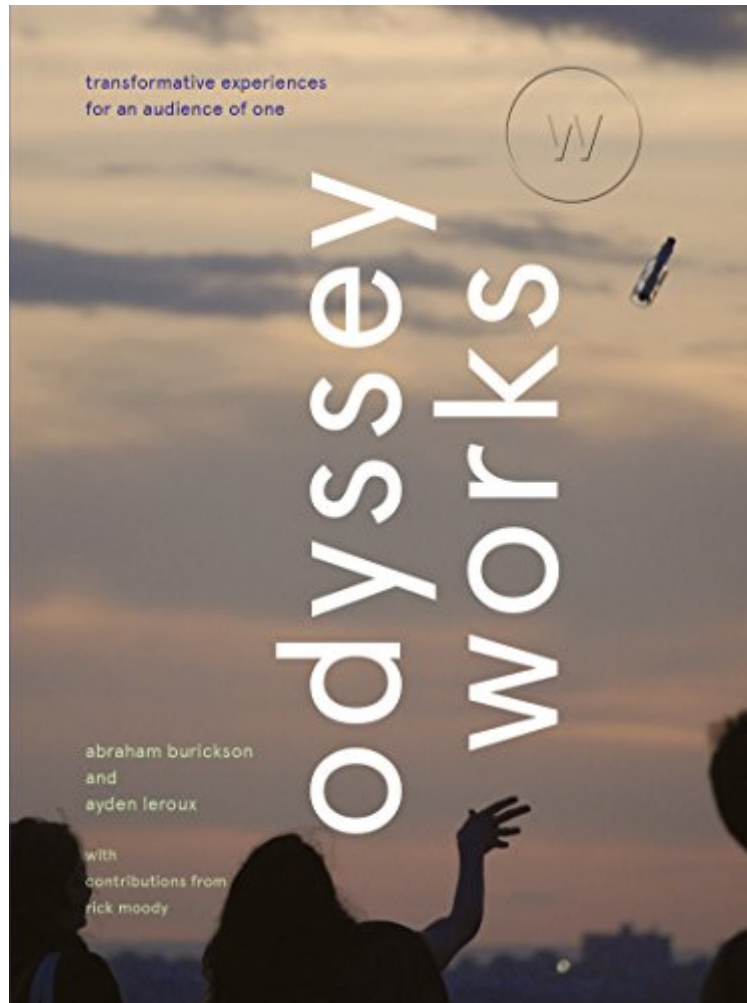


(Read now) Odyssey Works: Transformative Experiences for an Audience of One

# Odyssey Works: Transformative Experiences for an Audience of One

Abraham Burickson, Ayden LerRoux  
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**Abraham Burickson, Ayden LerRoux : Odyssey Works: Transformative Experiences for an Audience of One** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Odyssey Works: Transformative Experiences for an Audience of One:

1 of 1 people found the following review helpful. A radical new take on making artBy CostaA radical new take on making art.The idea of an audience of one seems absurd, and well... it is. But the insight gleaned from twelve years of doing this is absolutely priceless. Each of the factors of an experience the book covers is explored in breadth and depth. By the end, I felt as if a deep desire to move people was uncovered and set free.Also, it's visually stunning, well-organized, and presented as a winding narrative that takes you on a journey.I have it on my shelf for quick access as a reference for creating powerful experiences for people. As a web developer, I think Odyssey Works should be required reading for developers who work on user experience, although that's just scratching the surface. Imagine what event

producers can do with this kind of insight, imagine what people who design and work on company cultures can do, or architects. The list goes on...1 of 1 people found the following review helpful. love, colorBy Hollis WardImaginative; deeply thought provoking but catches one by surprise; full of Witt , inspiration, hope, love, color, life, lifeincolor, and beautifully designed! It's an affirmation of all the best . It proves that brooks will NEVER that the place of aBeautiful Bruce of art and literature you can hold in your hands, touch , see, smell, feel, and see. Exquisite!!! HHW2 of 2 people found the following review helpful. An incredible meditation on creating art through empathyBy LucasThis book has completely changed the way I think about my art practice. If yoursquo;ve never heard of Odyssey Works, what they do is inspiringmdash;they create performances for an audience of one person, with the objective to move them and transform them as much as they can. Their method is evocative, unusual, and enormously generous, and in these pages is a full and beautiful account of the how and the why of what they do.This book exists in so many parts, all of equal value. The six proposals, as Irsquo;ve mentioned, challenged my notion of what it means to be a writermdash;my notions of what I think my medium must be and what I think my writing can or should do. And man, if yoursquo;ve never read about the performance they made for Rick Moody . . . itsquo;s poignant and thoughtful and many varieties of lquo;they did WHAT?rdquo; They flew this guy to the middle of a field in rural Canada to a small, one-room structure where a woman played a song on the cello that theirsquo;d been slowly working into his life the previous four months. Not to mention the view out the window in the small room was the same view Moody had seen in a picture book hersquo;d been reading to his child the past four months, which Odyssey Works had written and planted into his life unbeknownst to him. Seriously! These wow moments are all over the book. The proposals speak of empathydash;which really is the crux of Odyssey Works, i.e. how can we come to know our audience member so well that we end up basically falling in love with themdash;experimenting with form, finding authenticity, removing boundaries between performance and life, and more. The interviews with the Odyssey Works team are insightful, and the exercises at the back of the book I feel will genuinely shift my writing practice for good.Irsquo;s also worth noting how beautiful this book is as a design object. The photographs are rich, the textual layout has all kinds of lovely wrinkles, and the graphs and charts are exciting and strange in a way graphs and charts often are not. After reading the book Irsquo;m left feeling that I have been taken on an Odyssey of sorts, that this is a book that both illuminates Odyssey Worksquo;s previous projects and points me toward empathy, authenticity, intimacy, and interdisciplinary(ity?) in my own practice.This book challenged my basic ideas about what art can be. It also made me ask questions about what it means to be empathetic and generous person in my everyday life. It doesnrsquo;t get much better than that. Highly, highly recommended.

Odyssey Works infiltrates the life of one person at a time to create a customtailored, life-altering performance. It may last for one day or a few months and consists of experiences that blur the boundaries of life and artdash;is that subway mariachi band, used book of poetry, or meal with a new friend real or a part of the performance? Central to this book is their 2013 performance for Rick Moody, author of *The Ice Storm*. His Odyssey lasted four months and included a fake children's book, introducing the themes of his performance, and a cello concert in a Saskatchewan prairie (which Moody almost missed after being stopped at customs with, suspiciously, no idea why he was traveling to Canada). The book includes Moody's interviews with Odyssey Works, an original short story by Amy Hempel, and six proposals for a new theory of making art.

"At times, reading Odyssey Works and trying to put yourself in the shoes of an audience member feels like waking up in *The Matrix*, where someone else is playing god with your life. It's odd and more than a little unsettling. But Odyssey Works: Transformative Experiences for an Audience of One is so unique in subject matter and approach that it can't help but offer new insights on art and the facets of art that can transform lives. Even if you find the core concept downright creepy, you will still find something in these pages that will make you think-about how you approach art, about how you create art, or both." - Independent PublisherAbout the AuthorAbraham Burickson is the co-founder and artistic director of Odyssey Works. Burickson was trained in architecture at Cornell University. His work spans writing, design, performance, and sound art, and has been profiled in the *New York Times*, *The Believer*, *ArtInfo*, *Fast Company*, *Vulture*, *Architect*, the *SF Bay Guardian*, *SF Weekly*, and elsewhere.Ayden LeRoux, the assistant director of Odyssey Works, is an artist, writer, and translator based in Brooklyn. LeRoux' photography, performance, video and installation have been presented by Flux Factory, chashama, and the International Photography Festival and have been exhibited in China, Cuba, Greece, New York, Los Angeles and San Francisco.