

INSTRUCTIONS TO COLLABORATING PHOTOGRAPHERS & CONVERSATIONALISTS

1. **Ask people** why they do what they do? Have a conversation.
Challenge people to go deeper with their answers — ask for the “whys” behind their initial answer.
2. **Get them to write their answer BIG, BOLD & legible** on the back of the release form (which is what enables us to keep track of who is who). **Sharpies** work well to write on signs or their body. **(if they write on their body, still repeat the answer on the back of a release form so that we can match them w/ photo)**
3. **Ask the burner to fill out the release form** (double check if they added their email) Get releases from booth or a nearby container (on platform) with a travel combo lock. Combination is **728 (new)**
4. **Make some great photos** or video! Take multiple copies. Experiment w/different styles, take risks, have fun. Just make sure text is legible in the image somewhere. **Try writing answer on skin** (see examples)
5. **Return releases** in **mail slot**, which will be clearly marked near the wdydwyd table, before you leave the playa (or at least before 1pm Sunday).

AFTER Burning Man you can:

- > Upload to wdydwyd for weekly blog that reaches 5K+ people (wdydwyd.ning.com)
- > Possibly be in a wdydwyd book (no specs yet... way in the future)
- > Exhibit your images around Center Camp in 2011. Questions: tony@wdydwyd.com

TIPS IN ASKING "wdydwyd?" Here are a few things we've learned in getting the most compelling answers from people:

1) DIG DEEPER WITH EACH PERSON.

We've found is that people often come up with a general answer that can sound cliché (e.g. "For love"). But, something happens if just ask a few more whys... go a few steps deeper (e.g. "why did you say that?") and so on until they hit on text that tells their story. People may stumble a little when getting push back like this, but they are usually really thankful in the end for the dialog. You're their therapist in a way. And, eventually, everyone comes up with something much more idiosyncratic that better reflects THEIR PERSONALITY. When they talk, listen for phrases they say and suggest them for the portrait.

One good example: someone said "to change the world" and after asking a few more "whys" and having a brief conversation, he told us about how he was kicked out of seminary b/c he was impatient with the slow progress of change. So, at the end of our conversation, he came up with "Too rebellious for priesthood," which is much better. And, we had a great dialog, during which I learned much more about him.

2) ENCOURAGE VULNERABILITY. People often want to answer "wdydwyd?" in a positive, aspirational way. That is cool. It is good that people want to put a stake in the ground for

something positive b/c they may live into it with more vigor. BUT, there are many other motivations that aren't as positive (we're all pretty complex). The value in this type of response is that people who see it can identify the fact that they are not alone in feeling what they're feeling.

We've tried to spark these sorts of answers as much as possible, and sometimes it takes encouragement. There have been some vulnerable answers submitted from around the world, which are usually very moving to read.

3) TELL PEOPLE THE MOST COMMON ANSWERS

Many people may add a *twist* to what they say (or go deeper) b/c they don't want to be just like everyone else. So, tell them some of the most common answers, which include: **"why not?" "because i can" "b/c I love it" "it makes me happy" "for my family/kids" "for love"**

All of these are good sentiments. But inevitably, people can add a *twist* that make their answers more reflective of their personality and more compelling as a result.

At the end of the day, the purpose of this project is to encouraging people to be as honestly self-reflective as possible.

wdydwyd?

why do you do what you do?

A simple question that's not always so simple to answer.

We all have many possible answers — some that are positive, others that may be hard to admit. Choose one that is most revealing of yourself right now. Be bold.

- (1) Write your answer **BIG** on a sheet (a bit longer statements are often better)
- (2) Fill out the release on the reverse side
- (3) Make a picture (with an expression that reflects your words)

Try this **writing answer**
year... on skin



www.wdydwyd.org

images from Burning Man 2004 thru 2007