

AGNES VARDÁ FOREVER

A \$100 PROJECT BY LAURA GLAZER AND JENNIFER "JJ" JONES
COMMISSIONED BY HARRELL FLETCHER AS PART OF THE
ART AND SOCIAL PRACTICE MFA PROGRAM AT PORTLAND STATE UNIVERSITY



AGNÈS VARDA FOREVER: A \$100 PROJECT

As part of an assignment from artist Harrell Fletcher for the Portland State University Art and Social Practice MFA Program, Laura Glazer commissioned Jennifer “JJ” Jones to continue her “Agnès Varda Forever” project. The project began in the summer of 2020 after JJ and her son watched a marathon of movies directed by Agnès Varda during the Covid-19 stay-at-home order. As a result, they wanted more people to know about Varda. JJ acted on this desire in October by painting “AGNÈS VARDA FOREVER” in eight-inch high letters on the utility pole at the end of her block.

Around that time, Laura drove past this bold message and was delighted by its spirit, not realizing that it was JJ’s neighborhood or her handiwork. She was so excited about the sign and its striking letterforms that she emailed JJ about it later that night. (Laura knew JJ was a fan of Varda’s movies because a few years ago they saw each other at a Hollywood Theatre showing of Varda’s film, *Faces Places*.)

JJ replied to Laura’s email: *“One night, when I couldn’t sleep, I went down to the corner of MY STREET and painted that pole!!!! What is incredible is that YOU saw it! I thought about sending you a picture of it, but then thought that a better thing to do would be to someday go and paint it on something near your apartment, so you could accidentally stumble upon it! This is SO magical, that it worked out this way. My heart and my mind are blown!!!”*

As part of her class assignment in April 2021, Laura received \$100 to commission someone to do anything.¹ She offered it to JJ and together they designed a poster with the “AGNÈS VARDA FOREVER” message and removable tabs listing movies directed by Varda and a short description of each movie.

JJ bought colored paper to print the poster and perforated the lower portion of the poster, making tab removal easier. Then she cut each tab by hand and anonymously hung over 500 of them on poles in Portland and beyond. JJ’s hope was that people would take a tab from the poster and use it as a reminder to find out more about Varda and then watch the film.

A few months later, the Clinton Street Theater invited Laura and JJ to collaborate on a film festival inspired by their project which became the Agnès Varda Forever Festival, during which five of Varda’s films were shown. Festival-related souvenirs were available to purchase, further extending the reach of the project’s message and magic. Proceeds from the stamp sales benefit POWGirls, which offers workshops in video production, cinematography, audio recording, set lighting, digital editing, and media literacy for girls and non-binary youth ages 15–19.

During the festival, Laura and JJ were artists-in-residence at the Clinton Street Theater, creating their own Varda-inspired artwork in response to the theater and neighborhood people and places.

Project Credits

Artists: Laura Glazer and Jennifer “JJ” Jones

Original commission: Harrell Fletcher, Portland State University Art and Social Practice MFA program

Artist talk host: Tara Johnson-Medinger, POW Film Fest and POWGirls

Stamp illustrator: Shelbie Loomis

Picture Show writing and performance: Brandi Haile

Special thank you to The Clinton Street Theater, Martine Arenella, Rebekah Bellingham of Vein of Gold, Christopher Branson, Kristen Gayle Castagna, Aaron Colter, Niko Courtelis, John Cox, Harrell Fletcher, Mykle Hansen, Polly Hatfield, Hollywood Theatre, I-5 Cinemabound Podcast with Rob Patrick and Megan Hattie Stahl, Independent Publishing Resource Center, Tara Johnson-Medinger, Ethan Kroll, Claudia Meza, Shelbie Loomis, Outlet, The Portland Stamp Company, Portland State University Art and Social Practice MFA Program, Conner Reed, Jordan Rosenblum, Seizure Palace Screen Printing, Emma Swartz, Mark Swartz, Nico Swartz, James Webb, and Agnès Varda’s family.

¹ Other projects by students in the MFA program included: buying candy for an entire elementary school; retroactively compensating for a minute of building Black excellence; taking a nostalgic driving tour around Bed Stuy, Brooklyn; and paying an anonymous woman surfer to go surfing for a week. To read more about the assignment, visit: psusocialpractice.org/journal.

PICTURES, LINKS, AND MORE ON OUR WEBSITE:
www.agnesvardaforever.com

FOLLOW THE PROJECT ON INSTAGRAM:
[#helloprettycity](https://www.instagram.com/helloprettycity) [#agnesvardaforever](https://www.instagram.com/agnesvardaforever)

WRITE TO US! PO Box 11442, Portland, OR 97211



PHOTO BY
CHRAIG FLORENCE



PHOTO BY JENNIFER "JJ" JONES



PHOTO BY CLAUDIA MEZA



PICTURE SHOW

Lyrics and song by Brandi Haile

A few times our eyes have met.
No words have been exchanged yet.
You've got a face I can't forget
& I want a life with no regrets.

So many people come and go.
Do you mind if I hang a sign on your shop window?
I want the whole world to know
'bout the movie playing the picture show
the movie playing the picture show
the movie playing the picture show
down the road
tonight.

I'm not the type to make a stink
or tell nobody what to think.
Life goes fast, gone in a blink.
I can drag a horse to water but can't make him drink.

This is my second rodeo.
This time I don't wanna go solo.
I want the whole world to know
'bout the movie playing the picture show
the movie playing the picture show
the movie playing the picture show
down the road
tonight.

Some may call it happenstance,
a stranger becomes an acquaintance.
We fall in step, we share a glance,
our cadence may become a dance.

Like a good song playing loud on the radio,
like a love letter blasting out your shop window,
singing "Hello pretty city, I want you to know
'bout the movie playing the picture show
the movie playing the picture show
the movie playing the picture show
all aglow
tonight

...the marquee is bright."

**THIS SONG WAS INSPIRED BY THE AGNÈS VARDA
FOREVER PROJECT AND THE COLLABORATION BETWEEN
LAURA GLAZER AND JENNIFER "JJ" JONES**

THE FOREVER SHOP



SCAN ME

T-Shirt
\$21.99



SCAN ME

Tote Bag
\$19.99



PORTRAITS OF
AGNES VARDA
BY SHELBBIE
LOOMIS!



SCAN ME

Stamp Sheet
\$10.00 (Proceeds benefit POWGirls)

WATCH A MOVIE BY AGNÈS VARDA!

STREAM HER FILMS:

Kanopy (via Multnomah County library account. Free!)
Criterion Channel (Free 14-day trial, \$10.99/mo after that.)

Cléo 5-7

Two real hours with Cléo as she worries, celebrates, sings, gets dressed, buys hats, and walks with a wonderful stranger. (1962)

LIONS LOVE (...AND LIES)

When Agnès came to New York, Andy Warhol introduced her to his muse, Viva. Who better to star in this ménage à trois set during the 1968 summer of love and turmoil? (1970)

One sings, the other doesn't

Birth control, abortion, motherhood, love, freedom. Tough subjects. Let's sing it out! (1977)



VAGABOND

"We all have inside ourselves a woman who walks alone on the road. In all women there is something in revolt that is not expressed." (Quote from Agnès while shooting this movie in 1985.)

THE GLEANERS & I

Agnès' signature documentary style focused on what society throws away and those who save it. (2000)

