



## BE A WALKER!

“100 Walkers, West Hollywood” is a large-scale performance piece by Richard Kraft in which 100 people, each dressed in a dark suit and bowler hat and wearing a sandwich board (with a unique image on both front and back) will walk pre-determined routes through the city. It takes place on Saturday, April 18, 2015.

The piece will begin with all one hundred walkers forming a grid in West Hollywood Park. Slowly the walkers will disperse, fanning out in all directions, traversing the entire city of West Hollywood. During the piece performers remain silent. Interaction with inquisitive passers by is confined to the handing out of a business card or flyer.

The sandwich boards draw on various lexica, both visual and verbal, that include (to name just a few) aphorisms, painted hand gestures, imagery from children’s books, photographs of the elemental, war and resistance, dissidents and activists. Subverting a form traditionally associated with advertising (whether for a product or an ideology), the sandwich boards here have nothing to sell. Instead they invite multiple associations and connections.

Collectively, the walkers form an unusual army of incongruities and juxtapositions which inject humor, commentary, distortion, as well as glimpses of parallel moments in space and time. Individually, each walker will capture the attention of most passersby (particularly those who are driving) for just a blink, enough to interrupt daily life and shift the viewer’s awareness of their world.

To volunteer, contact Richard Kraft: [kraft.richardj@yahoo.com](mailto:kraft.richardj@yahoo.com). More info too at: [www.onehundredwalkers.com](http://www.onehundredwalkers.com)