



**RESIST
COVID
TAKE 6!**
A SOCIAL STUDIES 101 PROJECT
RESISTCOVIDTAKE6.ORG



LINCOLN CENTER
NEW YORK CITY | fall 2020

LARGE POSTER BILLBOARD

Across its large campus in Midtown Manhattan, the iconic performing arts center launched a wide ranging campaign using all of the available assets usually reserved for promoting performance given over to public service messaging.



GOODMAN GALLERY
LONDON, UK | fall 2020

poster stacks

RESIST COVID | TAKE SIX was an artist-driven public awareness campaign by Syracuse University Artist-in-Residence, Carrie Mae Weems to educate and enlighten Black, Brown, and Native American communities on the impact of this deadly virus on their lives. TAKE SIX refers to the recommended six feet of separation in social distancing.

The campaign used billboards, alternative messaging, public art projects, and other creative means to highlight the staggering death toll of COVID-19 and alert the general public. Through these efforts, it underscored the importance of social distancing, encouraged public discussion, dispelled the myths and dangers of false cures associated with the virus, and most importantly thanked our front line and essential workers. It spread across municipalities, campuses, neighborhoods, food banks and galleries.

This effort led by MacArthur winning artist Carrie Mae Weems' Social Studies 101 in association with Pierre Loving, and THE OFFICE performing arts + film, reached millions of people across the country and around the world. The messages paired with Ms. Weems powerful imagery were a call to action and a reminder of community during the pandemic's darkest hours.

The following pages gives a broad overview of the reach and impact.



IN NUMBERS

30+ COMMUNITY FRIDGES

BRONX
HARLEM
WASHINGTON HEIGHTS
QUEENS
BROOKLYN
LEIMERT PARK
CRENSHAW
HYDE PARK
SOUTH LOS ANGELES
CHESTERFIELD SQUARE
GRAMERCY PARK
LORING HEIGHTS
ATLANTIC STATION
BERKLEY PARK



13 UNIVERSITY CAMPUSES

SYRACUSE UNIVERSITY
DUKE UNIVERSITY
UNIVERSITY OF THE ARTS PHILADELPHIA
THE SAVANNAH COLLEGE OF ART & DESIGN
WILLIAMS COLLEGE
UNIVERSITY OF OREGON
VANDERBILT UNIVERSITY
FISK UNIVERSITY
THE NEW SCHOOL
RINGLING SCHOOL OF ART & DESIGN
BENNINGTON COLLEGE
MASSACHUSETTS COLLEGE OF LIBERAL ARTS
UCLA

21 MUSEUMS & GALLERIES

BROOKLYN MUSEUM
BRONX MUSEUM OF ART
SARASOTA ART MUSEUM
THE AFRICA CENTER
DALLAS MUSEUM OF ART
MODERN ART MUSEUM OF FORT WORTH
NASHER SCULPTURE CENTER
DALLAS CONTEMPORARY
CROW MUSEUM
NASHER MUSEUM AT DUKE
RUBENSTEIN ARTS CENTER
SYRACUSE ARTS MUSEUM
PORTLAND ART MUSEUM
MASS MOCA
THE CLARK
FRIST ART MUSEUM
ARTES MUNDIS
CHAPTER GALLERY
GOODMAN GALLERY
LIBRARY STREET COLLECTIVE

6 LOCAL MUNICIPALITIES

OKLAHOMA ARTS COUNCIL
PBOT CITY OF PORTLAND
CITY OF ATLANTA
CULTURAL ADVISORY COUNCIL CHICAGO
DALLAS MAYOR'S OFFICE
LA COUNTY ARTS

10 PUBLIC LIBRARIES

BROOKLYN PUBLIC LIBRARY
AGUILAR LIBRARY
125TH STREET LIBRARY
HARLEM LIBRARY
WASHINGTON HEIGHTS LIBRARY
BRONX LIBRARY CENTER
JEROME PARK LIBRARY
HARRY BELLAFONTE LIBRARY
NEW YORK PUBLIC LIBRARY
MORNINGSIDE HEIGHTS LIBRARY



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9 GIVEAWAYS

BOOKMARKS TO LIBRARIES - 13,500
DOOR HANGERS - 6,200
PAPER BAGS - 6,700
REUSABLE BAGS - 12,400
BUTTONS - 20,800
MAGNETS - 7,500
STICKERS - 48,600
HAND FANS - 3,300
CANVAS TOTE BAGS - 2000

33 CITIES

SYRACUSE, NY
NEW YORK CITY, NY
PHILADELPHIA, PA
NASHVILLE, TN
CHICAGO, IL
DETROIT, MI
MIAMI, FL
TULSA, OK
DALLAS, TX
FORT WORTH, TX
SARASOTA, FL
PORTLAND, OR
EUGENE, OR
ATLANTA, GA
SAVANNAH, GA
DURHAM, NC
WILLIAMSTOWN, MA
NORTH ADAMS, MA
BENNINGTON, VT
WASHINGTON DC
LOS ANGELES, CA
BOSTON, MA
NEWARK, NJ
NEW ORLEANS, LA
DENVER, CO
COLUMBUS, OH
MINNEAPOLIS, MN
SIOUX CITY, SD
BALTIMORE, MD
PHOENIX, AZ
LONDON, UK
CARDIFF, UK
JOHANNESBURG, SA



100 PARTNERS & SUPPORTERS

BROOKLYN MUSEUM
BROOKLYN PUBLIC LIBRARY
ROOFTOP FILMS
BRIC
LINCOLN CENTER
APOLLO THEATRE
NEW REPUBLIC MAGAZINE
BROTHERHOOD SISTERSOL
DUMBO-FOR FREEDOMS- MURAL PROJECT
TIMES SQUARE ART ALLIANCE
THE NEW SCHOOL
COMMON PANTRY HARLEM
ONE FREEDOM COMMUNITY FRIDGE
SUGAR HILL COMMUNITY FRIDGE
THE BARRIO FRIDGE
COMMUNITY FRIDGE 120MMM
UJAMAA COMMUNITY FRIDGE
1 FREEDOM
THIRD AVE BID
MOTT HAVEN COMMUNITY FRIDGE
WASHINGTON HEIGHTS FRIDGE
THE FRIENDLY BRIDGE
THE PEOPLES PEOPLES FRIDGE
BAILEY HOUSE
THE FRIDGE GIRLS
BRONX MUSEUM OF ART
AGUILAR LIBRARY
125TH STREET LIBRARY
HARLEM LIBRARY
WASHINGTON HEIGHTS LIBRARY
BRONX LIBRARY CENTER
JEROME PARK LIBRARY
HARRY BELLAFONTE LIBRARY
THE NEW YORK PUBLIC LIBRARY VAN CORTLANDT BRANCH
THE AFRICA CENTER
SARASOTA ART MUSEUM RINGLING SCHOOL OF ART + DESIGN
DALLAS MUSEUM OF ART
CITY OF DALLAS
MODERN ART MUSEUM OF FORT WORTH
NASHER SCULPTURE CENTER
DALLAS CONTEMPORARY
CROW MUSEUM
DALLAS MORNING NEWS
DUKE UNIVERSITY - NASHER MUSEUM
RUBENSTEIN ARTS CENTER AT DUKE UNIVERSITY
AMERICAN DANCE FESTIVAL
UNIVERSITY OF THE ARTS PHILADELPHIA
SYRACUSE UNIVERSITY
SYRACUSE ART MUSEUM
CITY OF SYRACUSE
CITY OF CHICAGO
PBS NEWS HOUR
SAVANNAH COLLEGE OF ART AND DESIGN
MEALS ON WHEELS
CITY OF ATLANTA
LIBRARY STREET COLLECTIVE DETROIT
PORTLAND ART MUSEUM
PDX CONTEMPORARY ART
NBP CAPITAL
MADDEEN FABRICATION
TAMEKA BRAZILE MULTNOMAH PUBLIC HEALTH
PORTLAND REGIONAL ARTS COUNCIL
PBOT- CITY OF PORTLAND
PORTLAND DEPARTMENTAL OFFICE OF CIVIL RIGHTS
UOREGON
BENNINGTON COLLEGE
WILLIAMS 62' CENTER
WILLIAMS COLLEGE
MASS MOCA
WILLIAMS MUSEUM OF ART
MCLA
THE CLARK
UCLA CAP
LOS ANGELES
PROJECT ANGEL FOOD
HIPPIE KITCHEN
URBAN VOICES PROJECT
MARCH ON WASHINGTON FILM FESTIVAL
THE PHILLIPS COLLECTION
THEARC: TOWN HALL EDUCATION ARTS RECREATION CAMPUS
VANDERBILT UNIVERSITY
FISK UNIVERSITY
FRIST ART MUSEUM
PROJECT FOR EMPTY SPACE
CITY OF NEWARK
FORD FOUNDATION
ORANGE BARREL MEDIA
ARTES MUNDIS
GOODMAN GALLERY
CHAPTER GALLERY
LIBRARY STREET COLLECTIVE
FORD FOUNDATION
WSL FOUNDATION
BRENDA POTTER



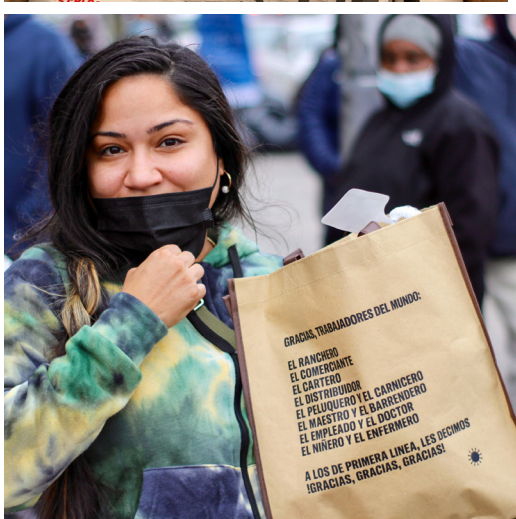
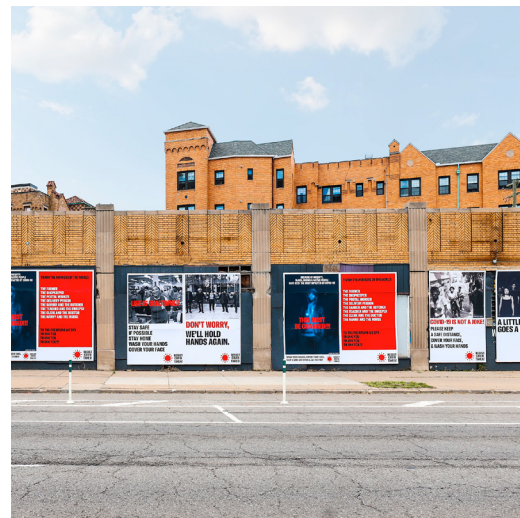
21 STATES ACROSS THE US



OVER 30 MILLION BILLBOARD VIEWS

120 THOUSAND FREE GIVEAWAYS IN LOCAL COMMUNITIES

OVER 5 MILLION IMPRESSIONS OF BUS SHELTERS AND WRAPS IN SYRACUSE ALONE!



IMAGES FROM ACROSS THE CAMPAIGN

Carrie Mae Weems TAKE SIX initiative began in May 2020 and ran continuously until Fall 2021.