

ENDLESS LOVE TAPES MANUAL



*If every person on the planet made a love tape,
we'd really know what it is to be human.*

— Wendy Clarke

**How can a participatory art project started by an individual artist continue indefinitely?
And how can everyone really participate in it?**

Endless Love Tapes is a project by Wendy Clarke in collaboration with Kim Coleman that aims to answer these questions and to achieve what Clarke has always wanted—for everyone in the world to make a *Love Tape*.

The *Endless Love Tapes Manual* is designed to give independent groups the information needed to make and archive *Love Tapes* made by their own communities, without the artist's direct hand, making the project accessible to those who want to add their experience to the collection.

Thank you and sending our love,

Wendy Clarke and Kim Coleman

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Love Tapes: a short history

In 1977, I showed a tape from my video diary to students at the University of California, Los Angeles. In this video I talked about love.

After we viewed my video together, I asked each person to sit alone, in front of a camera and monitor, and talk spontaneously about love for three minutes. We played the song I'm in the Mood for Love in the background. After each person had been recorded, we watched the playback of all the videos. The *Love Tapes* was born.

I retired my initial video diary and used the *Love Tapes* of others to inspire even more *Love Tapes*.

Over 2,500 people from many walks of life and diverse cultures have added their Love Tape to the growing collection.

I've made *Love Tapes* in many places—private homes, the Museum of Modern Art in NYC, in a van on the streets of Chicago, a mall in Santa Monica, a federal prison in NYC, a college in Miami, and in the lobby of the World Trade Center. My dream has always been to have the *Love Tapes* include people from all over the world.

Viewing of *Love Tapes* can bring up deep emotions, thoughts, and memories, inspiring others to share their intimate stories about love—some funny, some sad, some angry. One gets a gut-sense of our collective humanity.

You are now part of this creative endeavor. I can't wait to see your *Love Tapes*.

— Wendy Clarke

What is a *Love Tape*?

A *Love Tape* is a 3-minute video of a participant viewing themselves on a monitor while they speak about their experience with love.

The process

Love Tapes is an art project which follows a specific process. This manual has been carefully designed as a step-by-step guide to give facilitators and participants the best experience possible and to keep the integrity of the original process.

Watching others' *Love Tapes* first allows participants to give themselves permission to more intimately express their own experience with love.

Choosing music and a backdrop expresses the personal taste of the participant.

Seeing one's own image on screen while sitting alone in a room allows participants to face themselves and speak truthfully, often vulnerably. This is central to the original *Love Tapes* process.

Watching their video played back reassures the participant that they have the choice whether to sign the release form and add their video to the collection, or not. Either is OK.

Screening the *Love Tapes* made at your event is a warm shared experience where participants can see how they've added to the collection.

How *Love Tapes* are made

1. Watch *Love Tapes* others have made
2. Choose music (about 3-minutes long) and a backdrop
3. Sit alone in a room facing a monitor and video camera
4. Spontaneously talk about love for the 3-minute duration of the song
5. Watch the video played back
6. Decide whether to erase it or to sign the release form and add it to the collection
7. Watch your video alongside others made during the same session



I made a Love Tape. Pin design. Wendy Clarke (1980)

What goes into making a series of *Love Tapes*

Making a new series of *Love Tapes* always involves holding a *Love Tapes* event.

Attendees are invited to watch existing *Love Tapes* and can then make their own to add to the collection. The event can be small (a group in someone's home), big (in a large exhibition or festival), or anything in between. Depending on group size, two or more facilitators will be needed to produce and facilitate a *Love Tapes* event. Facilitators will:

1. Set up a video recording space
2. Print Release Forms for participants to sign
3. Select music for participants to choose from (ensure songs last about 3-minutes)
4. Operate the video and sound equipment for making the *Love Tapes*
5. Ask participants who want to keep their *Love Tape* to sign a Release Form
6. Edit the videos into a compilation and show them to their group
7. Upload the edited *Love Tape* compilation video to YouTube
8. Post the videos and Release Forms to the archive
9. Email copies of the Release Forms to the Wisconsin archive and to the *Endless Love Tapes* email address

Space and equipment

THE SPACE

- A quiet recording space protected from outside noise with enough light (natural or artificial) to illuminate the participant, and a chair or bench for participants to sit on
- A separate space out of earshot of the recording room for watching previous and new *Love Tapes*

EQUIPMENT

- Device to record your videos (i.e. a video camera, phone camera, laptop with a camera, or tablet)
- Internal or external microphone
- Tripod
- External monitor if needed: participants must be able to see themselves on screen while being recorded
- Device to play music on (i.e., phone, tablet)
- Speaker

NOTE: Ensure you have sufficient memory/disk space for the video files

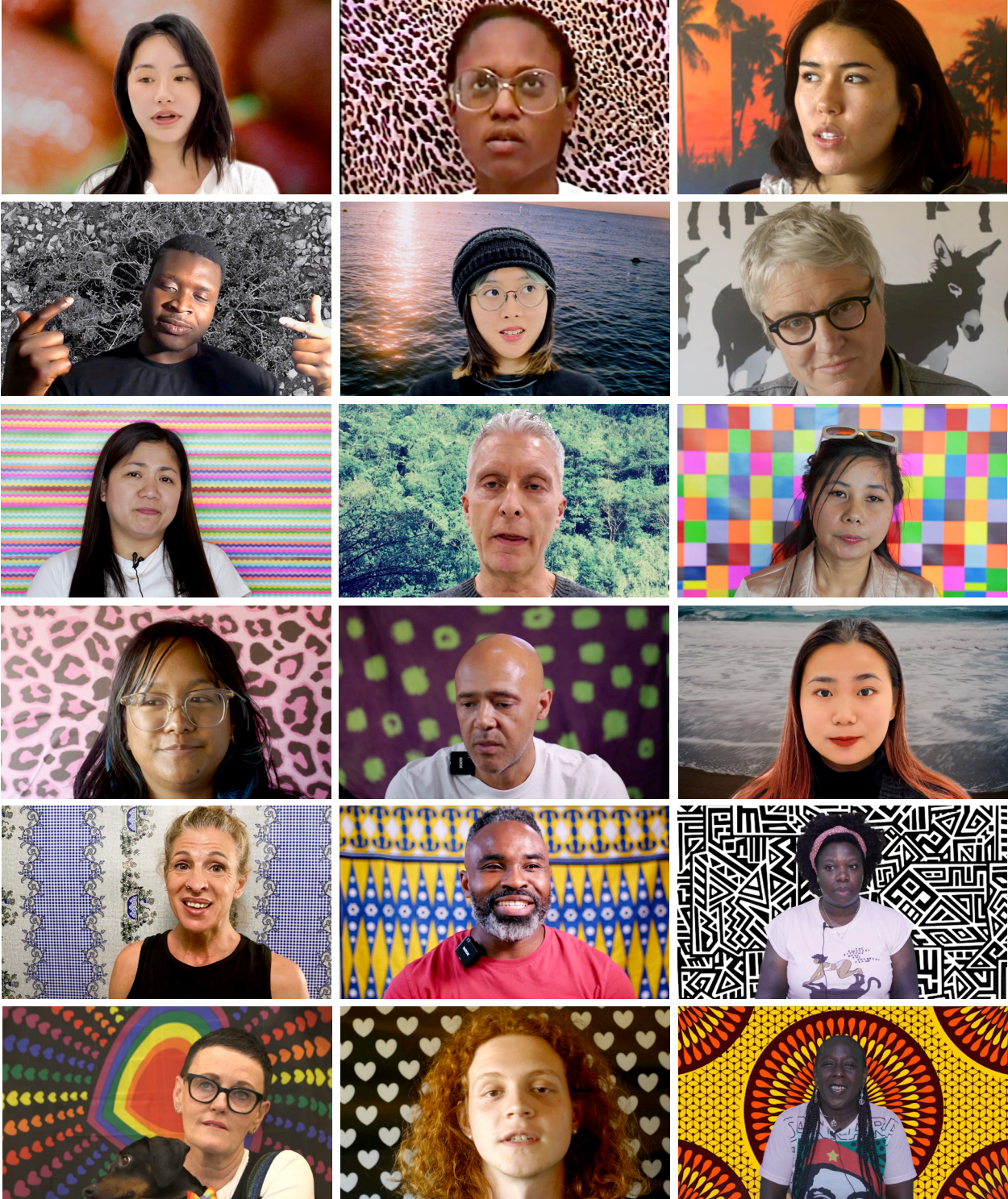
BACKGROUND MUSIC

- Create a selection of songs for participants to choose from (about 3-minutes long). Or participants can choose their own music of about 3-minutes long.
- Make a list of the tracks available.

BACKDROPS

- Choose a selection of digital (green screen) or physical backdrops (i.e., posters, wrapping paper), big enough to fill the frame behind the participant.

Backdrops over the years

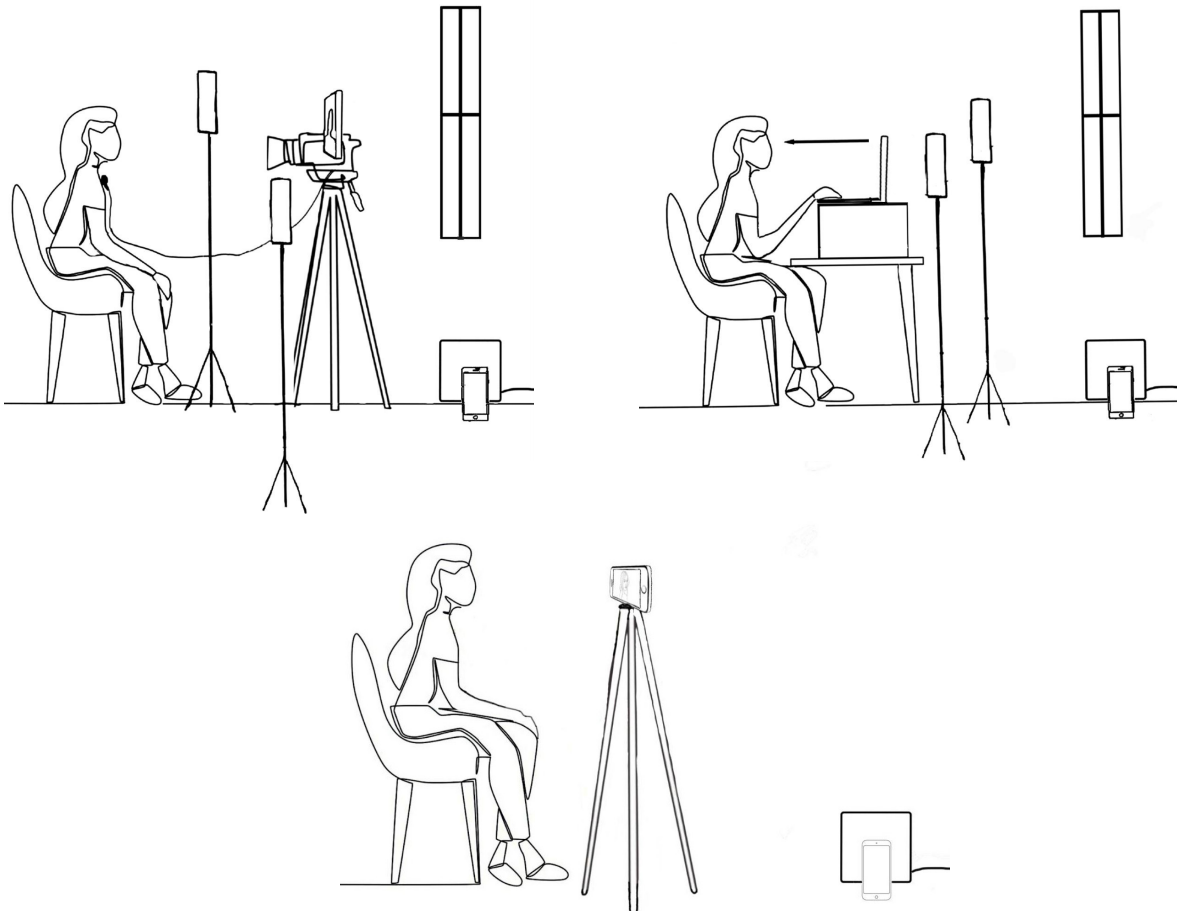


Recording set-up

Below are some possible setups to record your *Love Tapes*. Technology is always changing, so if you have alternative methods and equipment to achieve the same effect, that's fine—*Love Tapes* have been made in all kinds of places with varying equipment.

TIPS ON WHAT YOU WILL NEED:

- A video camera rotated to landscape, positioned at eye level
- A microphone (built-in or separate from the camera) to record sound
- A monitor to allow participants to see themselves as they speak
- A device to play music, and a speaker
- Music should be controllable from outside the room
- Lights (if needed) to ensure the participant can be seen clearly. Any window should be in front of the participant, not behind.



How to record *Love Tapes*

Allow 20-minutes per person to go through the *Love Tapes* process.

Before making a *Love Tape*, participants must watch existing *Love Tapes*. This can be done individually or at a group screening.

View *Love Tapes* here on YouTube: www.youtube.com/@Love_Tapes

SET UP THE EQUIPMENT

- Set your camera to record HD video
- Check that the camera is rotated to record landscape, not portrait
- Make a sound test to ensure the background music doesn't overwhelm the participant's voice

PREPARE THE PARTICIPANT

- Ask the participant to choose music and a backdrop, and sit facing the monitor
- Check that the participant's head and shoulders are in frame, the image is bright enough, and is in focus
- Explain that once the music starts the participant should begin speaking, and when it ends they should finish speaking
- Ask them to remain seated until you come back into the room and stop the recording

RECORD

- Press record on your camera, say the participant's name, and leave the room
- Press 'play' on your audio device
- When the track ends, press 'stop'
- Re-enter the room and stop the recording

AFTER THE RECORDING

- In the recording room, show the participant their video
- Ask if they'd like to sign a Release Form to add their *Love Tape* to the collection
- If yes, have them sign a Release Form. Save their video file for editing later
- If the participant does not want you to keep their *Love Tape*, delete their video

Editing *Love Tapes* for screening

EQUIPMENT REQUIRED

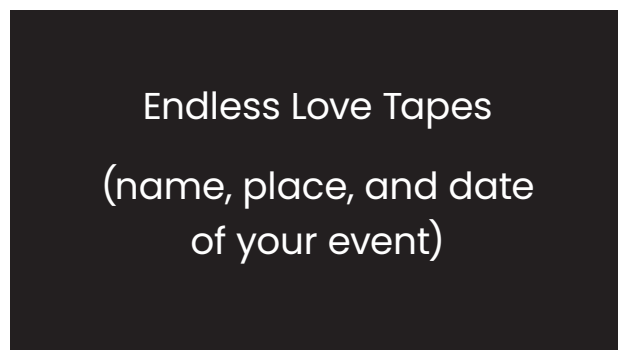
Computer with video editing software
(e.g. iMovie, Adobe Premiere Pro, Final Cut Pro)

OPENING TITLES

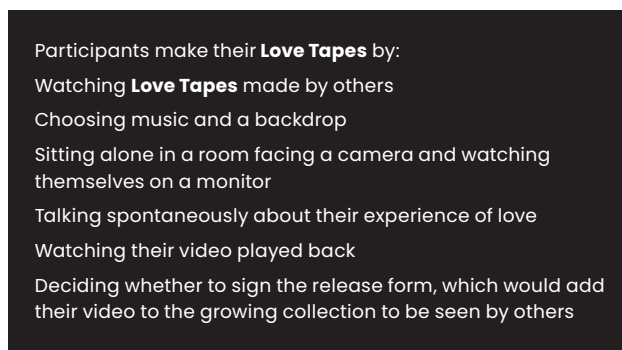
Use a sans-serif font (white text on black background)

Add the following opening titles at the start of your video:

Opening title 1



Opening title 2



MAIN EDIT

- The edit should be like a string of pearls, each video fades up from black and out to black (see image).
- Add a **4-second** fade in and out from the **'transitions'** section of the editing program
- Subtitle as needed
- Be sure to edit out the facilitator saying the participant's name at the start of their *Love Tape*



Example of a *Love Tape* fade in and fade out.

CLOSING CREDITS

Use the same san-serif font and format as for opening titles.

Add the following closing titles to end the video:

Closing title 3

Love Tapes is a video project
created by Wendy Clarke

Closing title 4

Produced By . . .

Closing title 5

Special thanks to . . .

Closing title 6

The Endless Love Tapes project
was developed and produced by
Kim Coleman and Wendy Clarke

Closing title 7

Funded by
(insert funder/s, if relevant)

Closing title 8

All the Love Tapes are archived by the
Wisconsin Center for Film and Theater Research
<https://wendyclarke.wcftr.commarts.wisc.edu/>
Copyright (year your event was made)
Wendy Clarke, all rights reserved

Show *Love Tapes* to the public

Once you've edited your *Love Tapes* you can show them to your group or community in a space of your choice, such as a gallery, classroom, cinema, or theater.



Add *Love Tapes* to the collection

1. EXPORT YOUR VIDEO

Export your edited *Love Tapes* to **HD 1920x1080** using these settings:

Final Cut Pro / Adobe Premier Pro

- H.264/ Export
- Full HD resolution
- Frame Rate: select match source video

iMovie

- Export to the highest quality

2. UPLOAD TO YOUTUBE

- Request YouTube login details by email to **endlesslovetapes@gmail.com** with subject line “YouTube Login Details”
- With the login details, log into the account **www.youtube.com/@Love_Tapes**
- Upload your edited video to the *Love Tapes* YouTube account
- Name your upload: Name of Event, Date of Event (DD/MM/YYYY)

3. SHARE WITH THE WISCONSIN ARCHIVE AND ENDLESS LOVE TAPES

Upload your final edit, Release Forms, and original *Love Tapes* files to a Google Drive folder entitled “Name of Event, Date of Event (DD/MM/YYYY) and share this folder with **endlesslovetapes@gmail.com** and **wcfr@commarts.wisc.edu**

4. SEND BY POST

Load an external hard drive or thumb drive with your **Release Forms, original video files, and video edit**. Send to the Wisconsin Center for Film and Theater Research at this address:

Wisconsin Center for Film and Theater Research
Amanda Smith
Wisconsin Historical Society
816 State Street
Madison WI 53706

Consent and Release Form

NOTE TO PARTICIPANTS: Love Tapes is an art piece designed to explore new ways of communication, which allows people from diverse backgrounds to share their feelings and experiences about love. The tapes may be shown in schools, museums, universities, community centers, health centers, institutions, other cultural institutions, on the Internet, and on cable and broadcast television, and elsewhere. If you would like your tape included, please sign and fill in the release form. Thank you.
– Wendy Clarke

I consent and give my permission to Wendy Clarke the "Video Artist," (which includes the Video Artist's affiliates, successors, licensees and assigns), to video, photograph and record me (collectively, the "Footage") in connection with the Video Artist's independent video project called "The Love Tapes" and "Endless Love Tapes", and to use any part of the Footage and my name, voice, likeness, and biography in connection with the project, the advertising and promotion of the project, in all formats and media worldwide in perpetuity. I also grant the Video Artist an irrevocable license to use any materials I have provided to the Video Artist on all the terms described herein. I understand that the Video Artist has full discretion over editorial and creative content of the Project, as is customary with independent video projects. I agree that I do not have any right of inspection or approval of the uses of the Footage pursuant to this consent and release and I agree not to make any claim of any nature against the Video Artist or any third party relating to the Project and the Footage, including but not limited to claims for defamation, privacy, publicity, or payment. I confirm that I am not basing my consent and release on any information or statements other than what is contained herein. Since I understand that the Video Artist is relying on the consent and release being granted herein, including making binding contractual commitments and incurring significant expense, I agree that it cannot be revoked.

Signature:

Print Name: Date:

Address:

Email:

Telephone:

If minor (under 18 years) parent or guardian must sign below

Signature:

Print name:

COMMENTS:



Links

Endless Love Tapes manual online:

<https://wendyclarke.wcftr.commarts.wisc.edu/endless>

About Wendy Clarke:

<https://wendyclarke.wcftr.commarts.wisc.edu>

Endless Love Tapes on YouTube:

www.youtube.com/@Love_Tapes

Endless Love Tapes on Instagram:

[@endless_love_tapes](https://www.instagram.com/endless_love_tapes)



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Endless Love Tapes is a project devised and developed by Wendy Clarke and Kim Coleman

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