Renaissance-Man Paul

"Art can make an impact. It is my voice and the media through which I make sense of the world and the issues that impact us. I want to make a difference in the world by using my art to bring ideas to the forefront and make people think."

Demographics

Paul is a single, 39-year-old African American man. He has always considered himself an artist but it's only been within the last 10 years that he's actually been able to make a living full-time as a visual artist, composer, and musician. Despite the fact that he has a MA in Fine Arts his jobs, up until now, were always low paying, blue collar work that were simply a means to afford him the time and space to make art. Now, his yearly income is $37,000.

Profile

Paul is a classically trained cello player but much of his performance involves layering music and using online music editing software to rework his recordings. Not only that but he also combines other media--often integrating live performance, sound, original compositions, and visual art. His work is the product of a rich interactive process, through which he investigates community impacts, human rights issues, historical research, and basic human emotions surrounding a subject. Often he does public performances for cultural events in the city but sometimes he does random, in situ performances surprising the public with beautiful cello performances.

The nature of Paul's art means he is savvy about technology, specifically the intersection of music and tech.

Goals

While Paul is comfortable with technology he still needs someone who can help him visually record his performances professionally. Paul uses videos of his projects to document his work for grant proposals. He would come to Aaron's website seeking a filmmaker who is willing to come to the events Paul is performing at or to follow Paul to the various sites he wants to film himself performing. He needs an easy-going, mobile, self-sufficient filmmaker. And one who won't break an artist's budget.

Usage

Paul would be interested in watching videos of Aaron's past work. He'd be curious about Aaron's availability and checking rates and services in order to have an idea of what the full scope of doing a project would look like.

Needs

He'd need to have a good understanding of Aaron's rates. He'd also be very interested in the various services Aaron provides--does he do editing? Does he have reproduction permissions hoops? Are there different costs for each service?