



COOL PICKS

THINGS TO DO
IN THE
UPCOMING
WEEK

SUNDAY

MARLEY'S 66TH

No Marley, no cry: Can it be Bob Marley's birthday again already? Indeed, the great icon of reggae would have turned 66 on Sunday and Moe's Alley is celebrating with a reggae jam featuring Laza Morgan, Mobay Prodigal and Norris Man, all starting at 9 p.m. Details: www.moesalley.com

SUNDAY

ROB ZOMBIE

Sensitive types and the pious might want to stay indoors Sunday, given that Rob Zombie is planning to unleash the forces of rock wickedness on the Catalyst crowd. The performer and filmmaker, who has just released his new 'Hellbelly Deluxe, Vol. 2,' is not exactly known for his softer side. Check him out, if you dare. Details: www.catalystclub.com

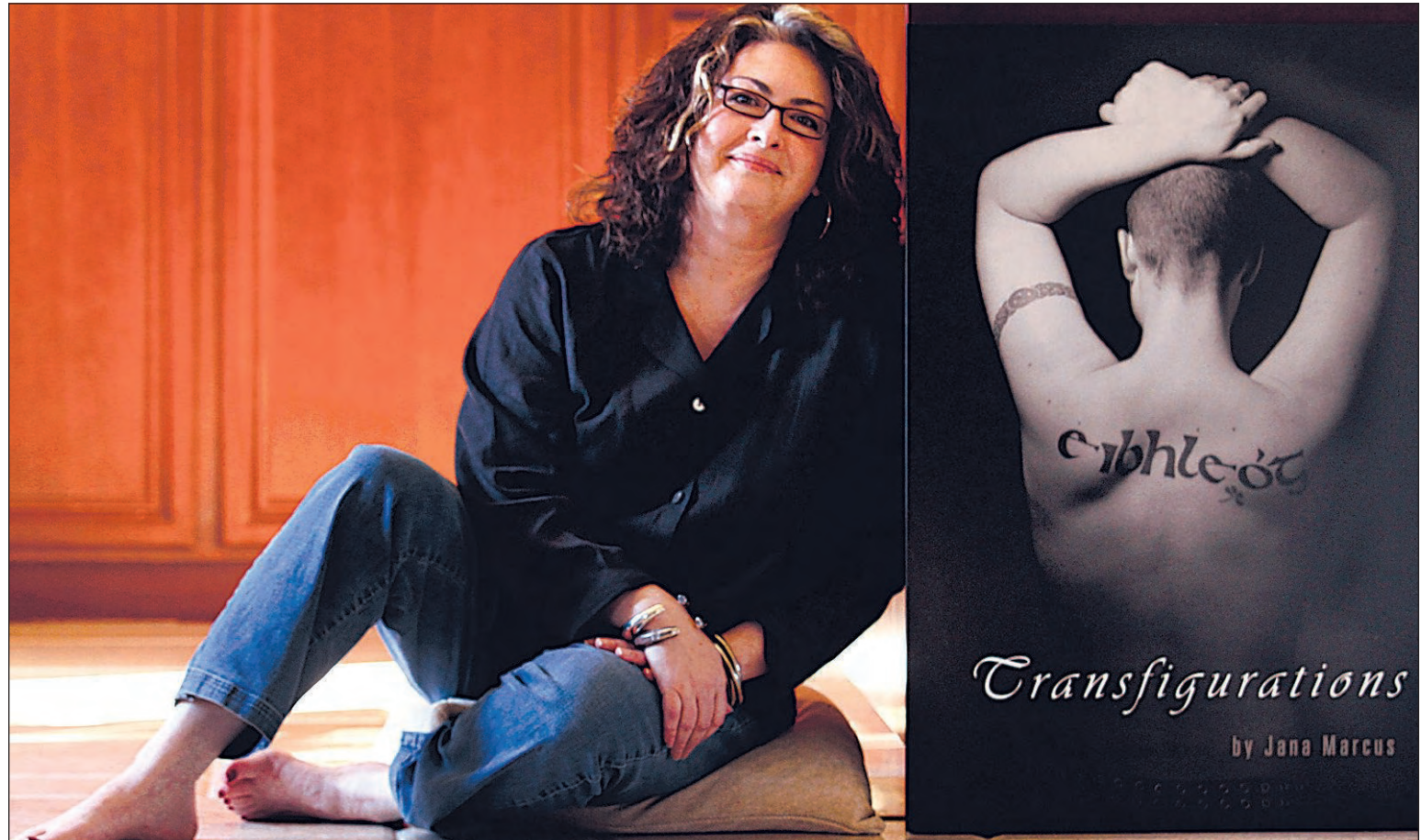
THIS WEEKEND

'KINETIC POETICS'

It's being billed as the world's largest collegiate poetry festival, featuring three nights of live poetry performance from many local poets, including Khary Jackson, Baraknoel Mumbles and Dusty Rose, Sunday, Monday and Tuesday at Porter Dining Hall at UC Santa Cruz. Details: www.kineticpoetics.com.

THURSDAY FEBRUARY 3, 2011

WWW.SANTACRUZSENTINEL.COM



SHMUEL THALER/SENTINEL

Photographer Jana Marcus has found public support for making her portraits of transgender people into a new book, set to be released in the summer.

DREAMS MEET REALITY

SC COUNTY ARTISTS ARE FINDING PUBLIC SUPPORT FOR THEIR PROJECTS IN THE HOT INTERNET PHENOMENON OF 'MICROPATRONAGE'

By WALLACE BAINE

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The traditional gate-keeper function of the star-maker industries – mainly publishing, recording and film – has famously been eroded and usurped by the Internet, mostly to the benefit of consumers.

Now, at least one website has turned the democratic chaos and market-driven technology toward the creative producers of art.

It's called Kickstarter (www.kickstarter.com), and it brings those with a great idea for a book, album, movie or other project together with those who could provide the funds to make those dreams happen. Left out of the equation is the Manhattan and/or Hollywood green-lighters who stand astride the bottle neck between artists and the public.

Welcome to the world of "micropatronage."

Take, for instance, the story of local photographer Jana Marcus, who has toured and shown in galleries around the country with her compelling portraits of transgender people titled "Transfigura-

ON THE NET

www.kickstarter.com

To learn more about the artists:

www.janamarcus.com
www.audiafauna.com

tions." Great idea for a book, right? Marcus thought so. Publishers, not so much.

"I just got so tired of publishers balking at this project and not being willing to take a chance on it, just because of the subject matter," said Marcus, who turned to Kickstarter to assess the feasibility of producing a book herself. "I really just thought, 'Let's see what happens.'"

She asked donors for a minimum of \$8,000. In 10 days, she reached that goal. Her running tally has reached \$11,000 with a deadline of Feb. 23. She esti-

SEE **KICKSTARTER** ON **D2**



CONTRIBUTED PHOTO

The Santa Cruz band Audiafauna has successfully turned a Kickstarter campaign into funding for a new album.

Man of constant sorrow

Bardem shines through the dimness of 'Biutiful'

By WALLACE BAINE

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Copy editors still smarting over last year's "Inglourious Basterds" are shocked that the Oscar nominations again include a film with a brazenly misspelled title. But "Biutiful" — nominated for Best Foreign Language Film and Best Actor for star Javier Bardem — is due a bit of forgiveness on that front. The title comes from a word scrawled on a child's drawing taped to a refrigerator — a child, we must add, whose primary language is Spanish.

It's a fleeting moment of crushing irony, given that life is anything but "biutiful" for the child and her father, a troubled man named Uxbal (Bardem) who struggles to cobble together a less-than-honest living in contemporary Barcelona.

Uxbal's life is an evolving nightmare. He brings home the bacon to his cramped apartment by conning the grief-stricken and by exploiting Asian laborers, but his sense of decency is intact enough that his

SEE **BIUTIFUL** ON **D2**

FILM REVIEW

'BIUTIFUL'

★★★

DIRECTED BY: Alejandro Gonzalez Inarritu

STARRING: Javier Bardem, Maricel Alvarez, Eduard Fernandez

LANGUAGE: In Spanish, with English subtitles

RATING: R for disturbing images, profanity, some sexual content, nudity and drug use

LENGTH: 2 hours, 27 minutes

THEATERS: The Nickelodeon

A masterpiece of comedy and empathy

By WALLACE BAINE

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There is no one more masterful with the sharply observed cinematic character study than British filmmaker Mike Leigh. His particular gift is in presenting desperately unhappy contemporary people with just the right balance of comedy and compassion, such as the angry driving instructor in "Happy Go Lucky," the frantic birth-mother in "Secrets and Lies" and the seething, chain-smoking younger sister in "Life is Sweet."

Into that pantheon now steps Mary (Lesley Manville), the show-stealing co-star of Leigh's latest little jewel

SEE **YEAR** ON **D2**

FILM REVIEW

'ANOTHER YEAR'

★★★★

DIRECTED BY: Mike Leigh

STARRING: Lesley Manville, Jim Broadbent, Ruth Sheen

RATED: PG-13 for some objectionable language

LENGTH: 2 hours, 9 minutes

THEATERS: The Nickelodeon



SHMUEL THALER/SENTINEL

With *'Transfigurations,'* photographer Jana Marcus helps us see something that might otherwise be ignored, or worse yet, misunderstood.

KICKSTARTER

Continued from D1

mates the book will cost about \$14,000 to publish. She has enlisted San Francisco book designer Mark Ong to design the project. Any money received over her costs, she said, will go to Ong and other contributors who are donating their services. The book will go to press in March. It should be on the market, she said, by summer.

The Santa Cruz band Audiafauna decided to turn to Kickstarter to fund a new album. They also set a goal of \$8,000 in a fund drive that ended earlier this week. Audiafauna has amassed pledges of close to \$9,000.

"We had 120 different people pledge some kind of support, whether it was \$1 or \$10," said the group's guitarist and keyboardist Krikor Andonian. "One person donated \$1,000."

Kickstarter works on an all-or-nothing funding basis. Participants come up with an appropriate figure that will be sufficient to bring the project to fruition. If the pledges don't meet that goal in a set amount of time, the artist gets nothing. This protects investors from pledging to projects not appealing enough to attract sufficient funding, and provides a disincentive for artists of asking for more than

what they need.

"You have to be really strategic about it," said Andonian. "We asked for \$8,000. But I could spend \$20,000 or even \$100,000 on making a great record. You don't want to ask for too much. You only ask for what it will take to get the thing accomplished."

Marcus said that Kickstarter works best for those who already have a mailing list or other base of support from which to draw. Marketing the project is still up to the artist. "It's a hub, a place to bring together donor and art projects."

"I wouldn't suggest bands just starting out to do this," said Audiafauna's Andonian. "It really helps to already have a solid fan base."

The Kickstarter sales pitch consists of at least two crucial elements. The first is a video, posted on the site, in which the artists can speak directly to potential donors, spell out their idea and their plans for it and, at least in the case of performers, to demonstrate what it is the donors are being asked to paid for.

"The video is a very important part of the process," said Andonian. "It's the only thing people are going to see of what you're proposing to do."

The other element is a system of rewards for donors from the artists, which can rank from a simple formal thank-you message to particular services rendered. For her project, Jana Mar-

cus is offering several levels of thanks, depending on the amount pledged, including a copy of the new book (for \$50 or more) and a personal photo shoot to take place in Santa Cruz (\$2,000). Audiafauna is offering CDs, T-shirts and personal rooftop performances.

Kickstarter embraces a wide range of artistic pursuits including comedy, design, technology, games, fashion and writing. And the projects do not have to result in a tangible product. Santa Cruz pianist Rebecca Stuhlbarg is using Kickstarter to fund a couple of recitals. The site charges a percentage fee for its services, but makes no claim on the ownership or rights of the finished product.

"I was really optimistic about it," said Andonian. "It's hard. You're really vulnerable setting yourself out there for the judgment of the world. But my expectations were that our fans would come through for us and it's really empowering. It motivates us to make something really good."

"I'm just really blown away by it," said Marcus of the support for *"Transfigurations."* "Photography books are so expensive to produce and that's why there's so few of them out there. If Annie Leibovitz were to do this, she'd get published in a second. But I'm no celebrity. I'm just so thankful. Artists just can't complete their visions without the public behind them."