

Reese Robers – MAS Third Year Arts Awards Outcome Report – 03.22.2025

My name is Reese Robers, and I am a double major in Media Studies and Studio Art with a concentration in Filmmaking. This year, through the 3rd-year Arts Awards, I hosted two zine-making workshops and a zine distribution event for the UVA community. As I defined them in my original proposal, zines are small and locally distributed, self-published mini magazines. They have historically been made surrounding niche interests in music and pop culture, instructional guides, underrepresented histories, or political movements, but the word “zine” has developed into a huge umbrella term encompassing a vast variety of similar projects. In my artwork and my studies, I am fascinated with experimental and unconventional art and media, so I wanted to create an environment where anyone with a desire to create would have materials and inspiration readily available to them to create this kind of work freely. I have a strong passion for community events and community artmaking, so I wanted to host something that would unite the UVA community through collective creating. Finally, furthering my passion for unconventional media and building off of my work in filmmaking and video production, I sought to incorporate visual and thematic elements of the community zines into a final multimedia “video zine.”

My faculty mentor is Professor Mona Kasra, who taught me an incredible amount about video design and motion graphics in her course last year and who is also an extremely talented experimental artist, creating within and across many disciplines in her work, and encouraging my passion for experimental art and community art-making. She was invaluable in giving me advice on how to plan and facilitate these workshops as well as how to work with the different mediums necessary for this project. I could not have done this without her help, and I sincerely enjoyed working with her to shape my project at each step of the way.

First, as a way to learn more about zines and gain some inspiration for the workshops to come, I started my project by attending the 8-Ball East Village Zine fair in New York City, where I was able to see over 100 vendors selling their zines and artwork. I had a lot of productive conversations with vendors and fellow “zinesters,” and I was able to get a great deal of advice as to how to best set up the community event I proposed. Two vendors in particular gave me incredible insight into the community aspect of my project: the volunteers at the New York Public Library’s zine stand, who were distributing zines created by local community members with images from their photograph archive, as well as organizers of the community-sourced zine series “Phase Zero.” I was also able to visit the 8-Ball Zine Library, one of the most comprehensive physical zine archives in existence, where I saw a multitude of unique zines and publications and learned more about hosting zine-related community events after speaking with their volunteers.

Once back in Charlottesville, I also made many new connections with zinesters at and around UVA—I met with Jay Baker at the WTJU radio station, a zine enthusiast and UVA alum who helped me think through the logistics, promotion, and timeline for my workshop events, Amanda Visconti, who operates a zine library outside of the Shannon Library Scholar’s Lab and shared

their growing zine collection with me, and Professor John Casteen, who was extremely generous in hosting and supporting each of the three zine events at the Monroe Hill House.

I also learned quite a bit about event promotion and logistics. I managed an RSVP form to gauge interest, attendance, and material requests for each event, I reached out to many Arts Events newsletters within and beyond UVA, and I also made flyers and even some of my own promotional zines with information about the workshops which I distributed all around grounds.

The workshops themselves were my absolute favorite part of this project. I hosted two zine-making workshops with about 15 attendees each. Using the funding from this grant, I provided a bountiful spread of unique craft supplies, which the artists all found fun and innovative ways to utilize in their zines. Working with Professor Kasra, I created a series of creative prompts, and I also provided the collection of zines I had built from attending the Zine Fair, so the attendees had a wealth of inspiration to get them started. The first workshop went so well that I ended up hosting another at the request and encouragement of returning artists, other students, and Professor Casteen. I loved seeing the different materials each artist gravitated towards and how they all developed unique and distinctive artistic voices in a medium that many of them had never experimented with before, all in the span of about two hours. While crafting, we were able to have wonderful conversations and new friendships, and everyone seemed to greatly enjoy the experience of creating a physical piece of artwork they would later be able to share with one another.

In preparation for the distribution event and the production of the video zine, I created high-quality scans of each artist's zines and printed out 10-25 copies of each work, ending up with over 250 physical zines ready to be shared and exchanged. Across the three events, I had over 40 attendees who either created a zine of their own at the workshops or who came to the distribution event as readers to see what the workshop artists created. There was lively discussion about each publication which really warmed my heart, and it seemed to be an experience that everyone very much enjoyed. I was also interviewed by a student reporter for the Cavalier Daily, who is writing a feature on zines and was enthusiastic about the events and community we had formed through the workshop. In my original proposal, I had planned to compile the artists' work into 3-5 different themed zines, but because everyone was so enthusiastic and artistically distinct, I felt it would be more fulfilling to have each artist make their own unique zines. In order to still have one united publication showcasing the community nature of these workshops, I instead decided to create a short commemorative booklet incorporating elements from community members' zines and also providing a reflection on our experience at the suggestion of Professor Kasra.

Through the video zine, I was able to work with completely new ideas and techniques, expanding on my video production knowledge and artwork. It was incredibly fulfilling to be able to experiment with new tools and materials while simultaneously breathing new life into the already astounding creations of the workshop attendees. Most attendees had never made a zine

before, and some came in not even knowing what they were, so it was an incredible experience to see how every artist had developed their own voice and striking style in this new medium.

I am so grateful for the opportunity I was granted through the Arts Awards to pursue and develop this project, and I am excited to share me and my fellow zinesters' work in person at the MAS showcase later this semester. Thank you so much to the Miller Arts program for your support!

Budget

East Village Zine Fest		
<i>A brief two-day trip (mostly travel) to visit and source zines + artwork at the East Village Zine Fest (Saturday, June 15th, 2024)</i>		
Round Trip Amtrack Tickets	Train tickets to and from NYC through Amtrack	\$222.00
East Village Zine Fair - Zines	I collected many zines of unique formats and different decades so that people could have a source of inspiration for their own zines.	\$118.00
Zine-making Workshops		
<i>Physical materials, community workshops for zine assembly, promotional materials (November 2nd, 2024 and February 22nd, 2025)</i>		
Crafting Materials	An assortment of crafting materials such as magazines, paper, markers, stamps, staplers, adhesives, and other crafting materials requested for purchase by workshop attendees.	\$450.75
6-Pack Clear Storage Bins	Storage bins for organizing and maintaining crafting materials and zines	\$56.99
Refreshments/Groceries	Refreshments for Community Workshop attendees	\$95.80
Sidewalk Chalk	Chalk for event promotion	\$16.99
Adobe Creative Cloud Subscription	Access to the full Adobe Suite for the creation of promotional materials, high quality zine scans, video design and motion graphics, and booklet design	\$349.43
Canva Pro	Canva Pro subscription for use in creating promotional materials and digital collaging	\$90.00
Zine Distribution Event (March 22nd, 2025)		
Printing for Zine Assembly	Printing costs for 10-25 color prints of each zine made by a workshop attendee	\$132.00
Food and Refreshments	Food and refreshments for final event	\$222.84
Commemorative Booklets (30)	Compilation of community-made zines and a reflection on the event, printed at Staples	\$315.50
Video Zine		
<i>Video editing/stylization programs, video production equipment</i>		
Nanlite 2-pack Lighting Kit	Adaptable lighting kit with different color modes for high quality photos and videos	\$368.55

Black photo backdrop	Backdrop for shooting and creating aspects of the video zine	\$35.79
Fish-eye Lens	Stylized lens for photo and video zine elements	\$168.47
True Grit Texture Supply Digital Assets Bundle	Bundle of brushes, textures, and effect kits that very accurately mirror the looks of paper zine and comic textures such as halftone and risograph	\$179.90
Motion Array Subscription	Subscription site for video and audio assets (3 months, \$39.99/mo)	\$79.98
1 TB SSD Drive	Drive to store and transport all scans, assets, promotional materials, and video files	\$72.00
Total		\$2,974.99
Budget Income, Funding, or Other Awards		
Income item:	MAS Third Year Award	\$3,000.00
Total spent		\$2,974.99
Total funding remaining:		\$25.01

East Village Zine Fair – Entrance, *Phase Zero* zine table, and NYPL zine table



8-Ball Zine Library and Archive



Promotional Materials for Zine Workshops



Free Zine Workshop

November 2, 11 am - 1 pm | Monroe Hill House (Brown College)

Join a free zine-making workshop hosted by UVA Art Students this Saturday. All zine making material will be provided! [Fill out the ticket form if interested!](#)

Community Zine Workshop 1



Community Zine Workshop 2



Final Distribution Event



Link to zine scans and video elements:

<https://virginia.app.box.com/folder/311941220568?s=6q3o7exobv0gdjrj4fvollm08rjcfpt>