

# THE WHO I AM PROJECT

## CANDID V. “CANDID”

Building upon the idea of self presentation. Taking “ugly selfies” is one of the latest trends in social media. Some argue that taking ugly selfies takes the pressure off of having to look perfect in every picture, which can be especially difficult in a social media world that values the “candid” and disdains “try-hards.” Annie Leibovitz is known for her extravagantly staged portraits of people in obviously contrived poses that recall such “candid” shots; whereas Diane Arbus was known for her portraits of people who were at times caught off guard or in an odd moment in time. What does posting these photos on social media say about identity in general? Specifically, what does it say about identity on social media?

## ARTISTS

### Diane Arbus

Photographer

“Today Arbus, who once said her pictures sought to capture ‘the space between who someone is and who they think they are,’ has become one of America’s best-known photographers and one of its most controversial. But her achievements as an artist have been somewhat overshadowed by her suicide and by the disturbing strangeness that wells up out of her pictures. Famous as a ‘photographer of freaks,’ she has been regarded as something of a freak herself.”

—Tessa DeCarlo, Smithsonian, 2004

### Annie Leibovitz

Photographer

“American photographer renowned for her dramatic, quirky, and iconic portraits of a great variety of celebrities. Her signature style is crisp and well lighted. For her portraits, Leibovitz—who viewed her photographic sessions as collaborations—typically spent days observing her subjects’ daily lives and worked to make her portraits of them unique and witty, each a technically exquisite distillation. Her commercial images were dramatic and staged rather than casual” (Britannica, 2015).

## ARTMAKING

### Before & After Selfies

photography

#### Instructions

1. Have a friend take a candid shot of you
2. Take a second “candid” picture of yourself
3. Post the photos to Instagram using #WhoAmProject #WhoAmProjectCandide
4. Search the hashtags for #WhoAmProjectCandide and comment on other project participant’s images as “candid” (in quotes) for photos that you think were constructed to appear candid or candid (not in quotes) for photos that you think were taken of the participant caught off guard.



Child with Toy Hand, Diane Arbus. 1962.



Miley Cyrus, Annie Leibovitz. 1962.