

# What is the Favre Era Video Cyclorama?

*It's a concept for a future museum exhibition; a way to experience the legacy of Brett Favre, consisting of:*

- a several thousand square foot space created by a circular bank of television screens surrounding an audience
- over 200 television screens, one for each game in Favre's continuous starting streak, displaying the entire broadcasts, including commercials
- audio content for each game accessed through a wireless keypad and headset

The Favre Era Cyclorama is a concept for a future museum exhibition, conceived of as a means of experiencing the legacy of Brett Favre, quarterback of the Green Bay Packers. Favre's record of endurance is legendary; he has started every game from 1991 to the present, an unprecedented accomplishment in football history. The concept of the Favre Era Cyclorama calls attention to a profound shared experience that has emerged parallel to his continuous game streak. Technology has created a community of people in Wisconsin, and around the world, able to participate in Favre's ongoing career by experiencing the games not only in stadiums, but also on the radio, over the Internet, and particularly through local and satellite television. This is an experience unique to our time. Other athletes have transcended their sports to become cultural icons who help define their era: Joe DiMaggio was the post-war hero; Mohammed Ali sparked discussions of civil-rights and race; Michael Jordan became an advertising giant. However, Favre uniquely defines the present as he continues to start and win games, week after week, year after year, an ongoing event captured in minute detail and beamed around the world.

The Favre Era Video Cyclorama is composed of a 360-degree bank of television screens, one television for each game of his career. The configuration of televisions, stacked 16-feet high, creates a large circular space, which surrounds the viewer. The audience ascends a ramp or staircase and enters

the Cyclorama through a passageway in the floor. The installation of over 200 television screens may be experienced in silence, or with audio content for all the games, which is available through a wireless headset and keypad. The video content of the television screens is the complete original broadcast of every game including commercials — one game per screen. Because it includes every second of every game, rather than simply highlights or only the best games, the Favre Cyclorama is a time capsule of popular culture and sports history from 1991 to the present. By including the commercials, it reinforces how much time has passed, evidenced by changing fads and fashions while Favre's participation in the sport is constant.

Television editing, commentary, and advertising, creates and constantly reinforces, a mythology about the sports hero. Culture tends to mythologize athletes as heroes by framing their career primarily in terms of winning moments, celebrity status, and lucrative contracts and endorsements. If we presuppose the viewer's awareness of this mythology, there is no reason for the Cyclorama to restate it. This allows the focus of the piece to be shifted from a reinforcement of sports hero mythology, to an examination of the shared experience offered by technology. Each game holds equal weight and serves as a building block, both literally and visually, in one of the greatest careers in American football history.

