



THE NARCISSISTIC

E N T A N G L E M E N T

A Multimedia Art Installation
Empowering Women to Overcome Narcissistic Abuse

Produced by The Media and Performance Collective

www.themapc.org



Installation Mission & Vision

The mission of “The Narcissistic Entanglement” is to empower women to recognize, understand, and heal from the profound effects of narcissistic abuse in romantic relationships through a transformative multimedia art installation. By vividly portraying the stages of narcissistic abuse through evocative assemblages, this project gives visitors a powerful reflection of their own experiences, guiding them toward emotional liberation and personal empowerment.

The project seeks to reach thousands through social media, events, and interviews, equipping women with the essential tools to strengthen their mental health and prevent conditions like anxiety and PTSD.

In a time when women’s rights are more critical ever, this project offers awareness and a path to empowerment. Your support plays a vital role in raising consciousness, preventing abuse, and fostering healing from the lasting trauma of narcissistic relationships.



Susan Pellegrini - Origins of the Project

The Narcissistic Entanglement art installation was born when I recently had the shock of being discarded, without warning, from a narcissistic relationship. Though I had endured this toxic dynamic before, I was blind to its stages and cyclical nature while still entangled in it. Once I recognized it as narcissism, I was resolved to break free from this destructive pattern. As I embarked on my healing journey, this project began to take shape.

The purpose of this art installation is simple but profound: to empower women to escape the suffering I once endured and find the path to their own liberation. I realized it can serve as a beacon of clarity for others trapped in narcissistic relationships, offering insight into what these relationships truly are and how to heal from them.



Susan is committed to helping others and making a meaningful difference in the world. Beginning her career working in a psychiatric in-patient unit, Susan's diverse and multifaceted career includes roles as an artist, filmmaker, educator, business owner, community organizer, and yoga instructor.

www.spellegrini.com

The Project Team

Louise Bourgeois' work will be a thread throughout the project based on the period of her collaboration with Susan Pellegrini. Louise Bourgeois' career as a feminist artist spanned eight decades until her passing in 2010, and is one of the great figures of modern and contemporary art. She is best known for installations inspired by her own memories and experiences. Louise Bourgeois' life was a prolific demonstration of utilizing the creation of art as a tool for processing one's inner emotionality and psychological landscape.

Thomas Kubacz and Andrew S. Golden: Video Art/Tech

Thomas is a graduate of NYU Film School and has 30 years of experience as a director of photography and editor. On set he has a commanding knowledge of all aspects of production. Tom has extensive expertise in post-production and strives to be on the forefront of editing tech and style. He is also a certified drone pilot.

Andrew's career as an entrepreneur and audio/video professional has spanned over 25 years. He has been involved in all levels of management and technical production for a variety of businesses and organizations starting with the formation of his own company, Illusion Media LLC. Andrew was elected Chairman of the Brook Arts Center in October 2019.

Anya Castellano: Collage

Anya earned a master's degree in counseling and is a Registered Yoga Teacher. She is the creator of Quantum Face Healing, a sound healer playing Singing Bowls and the Gong. She has been doing collage art for over twenty years.

Jason Sisino: Graffiti/Art

Jason is an artist based in Asbury Park, New Jersey and has been active within the Asbury Park art community since 2005. His work has been shown in galleries throughout New Jersey as well as Off Broadway productions in New York City and television shows on HBO and Bravo.

The Media and Performance Collective a NJ Nonprofit Corporation

Founded in 2007, the Media and Performance Collective (MAPC) is dedicated to inspiring creativity, learning, and growth through the arts. Our mission is to create and present collaborative multimedia works with educational relevance centered on historic and contemporary social issues.

During the first 9 years of the MAPC's existence, our focus was on events with historical content in Asbury Park, NJ. IN 2016, the MAPC created and managed the newly designated arts district in South Amboy, NJ. The organization founded and operated the Broadway Gallery art space, which exhibits a variety of art installations.

In 2019, the MAPC became affiliated with the Brook Arts Center in Bound Brook, New Jersey which offered a space for large performance projects. It has become the Brook Arts Center's award-winning resident theatrical producer.

Nearing twenty years of operations, the Media and Performance Collective continues to build on our success and expand our offerings.



What is Narcissistic Abuse and Who Does it Affect?

Definition of Narcissism

Narcissistic Personality Disorder: A mental condition characterized by an excessive sense of self-importance, need for admiration, and lack of empathy.

Impact: Narcissistic abuse leads to depression, anxiety, PTSD, and other severe mental and physical health consequences.



Prevalence: Affects millions, often underreported due to stigma associated with mental health.





THE INSTALLATION

The installation will consist of a series of art assemblages. Assemblage art gives objects new meanings, makes creative connections between disparate elements, and elevates non-art materials into the realm of art.



Viewers will follow each assemblage on a circular path, with an exit after Hoovering (Stage 5). The Healing Assemblage will be separate and outside the circle.

1

Stage 1: Idealization/Love Bombing

During the love bombing stage, the narcissist showers their partner with excessive affection and praise to appear perfect, simultaneously collecting personal information to use later.

2

Stage 2: Devaluation/Gaslighting

In the devaluation stage, a narcissist uses earlier gathered information against their partner, employing gaslighting techniques to manipulate and undermine their partner's perceptions and sanity.

3

Stage 3: Destroy

The destroy stage involves deepening devaluation, exploiting insecurities, and manipulating emotions to make the partner feel unworthy and trapped, often leading to unwarranted apologies or a desperate departure.

4


Stage 4: Discard

In the discard stage, the narcissist abruptly ends the relationship, emotionally withdrawing and belittling their partner, often portraying themselves as blameless and their partner as the problem post-breakup.

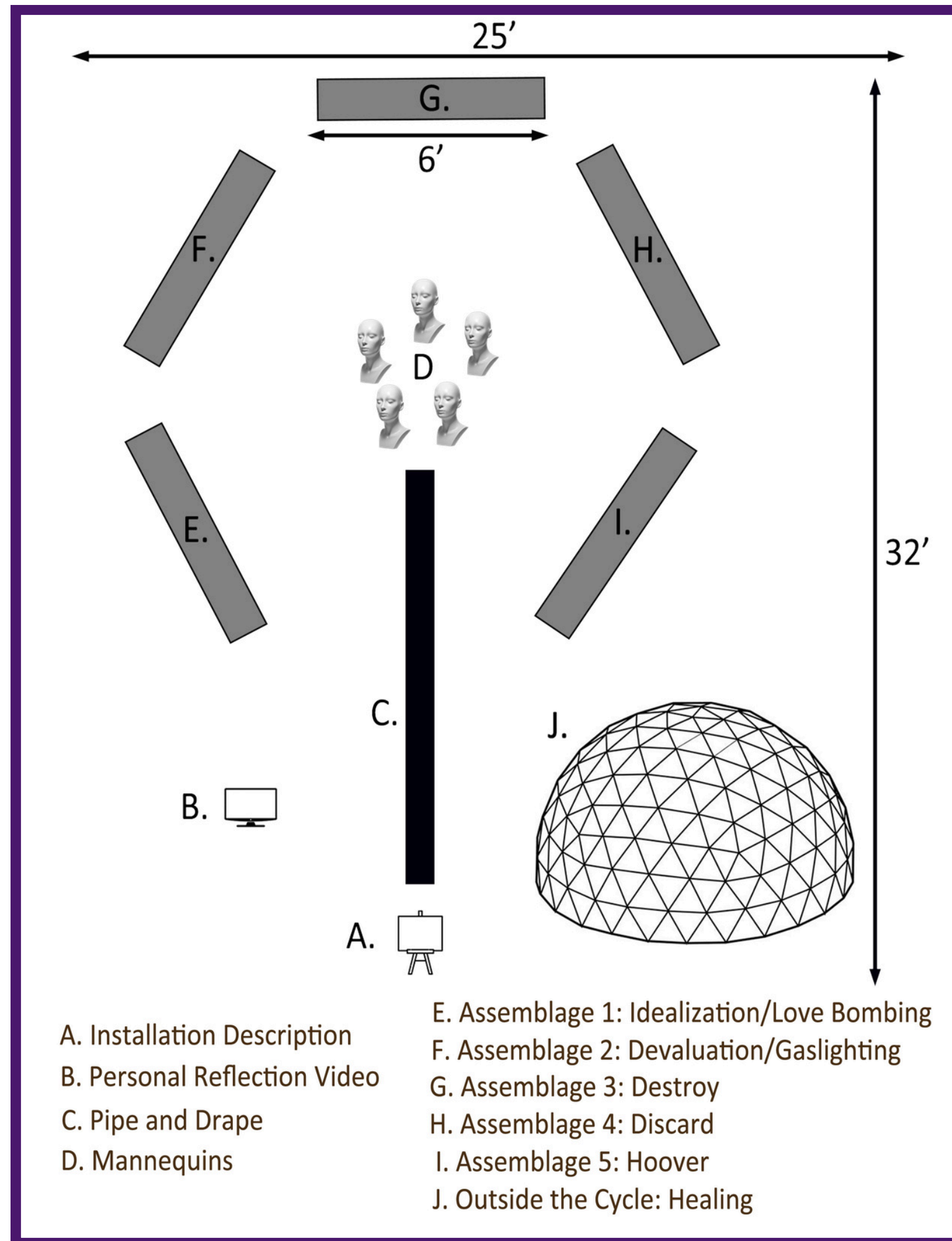
5

Stage 5: Hoover

The hoover stage sees the narcissist attempting to rekindle the relationship through further love bombing, exploiting their partner's trauma-induced feelings of unworthiness and desire for the initial affection, despite no change in abusive behavior.



Installation Diagram





Personal Reflection Video Montage

Video clips of women sharing their experience of being with a narcissist will be displayed at the entrance of the installation. These authentic stories will follow the arc of the stages of the relationship.



Video Booth

After exiting the Healing assemblage there will be a video booth for viewers to record their experiences should they choose to do so. The booth will be automated so all participants will have the privacy to share freely.



Stage 1: Idealization/Love Bombing

Mixed media: Images depicting overindulgence.

Graffiti: "brilliant, incredible, gorgeous, amazing, perfect."

Video: Images of a woman who appears happy but becomes overwhelmed with extravagant gifts.

Mannequin: Dressed perfectly but overpowered by too much jewelry, candy, etc. She is hiding her eyes and mouth.

Stage 2: Devaluation/Gaslighting

Mixed Media: Images depicting fear and confusion.

Graffiti: "crazy, irrational, too sensitive, imagining things, overreacting."

Video: Images will feature a woman decompensating as she loses her sense of self. All images will highlight the effects of the devaluation and gaslighting on women.

Mannequin: Clothing will be older, less chic and worn. Her hair will be unkempt, make-up smeared.





Stage 3: Destroy

Mixed Media: Images depicting isolation and desperation.

Graffiti: "No one loves you; You have nowhere to go; You are stupid, wrong. Of course, people take advantage of you, you deserve it."

Video: Images will feature a woman hidden presenting female isolation, and the feeling of losing oneself. The use of stuttering and in and out of focus images will further project these feelings.

Mannequin: There will be strips of fabric over eyes and ears, head bowed, baggy tattered clothing. Arms hugging body in a protective stance.

Stage 4: Discard

Mixed Media: images of disbelief, emotional turmoil, and powerlessness.

Graffiti: "It's your fault the relationship didn't work. Nobody likes you and they never will. I don't really care about you or the relationship."

Video: Images will feature a woman leaving, weeping as she goes. Her movements are quick and furtive, she is leaving in a hurry. Discarded personal items are strewn in her wake.

Mannequin: On the floor in a seated fetal position, whole head covered in strips in disarray.





Stage 5: Hoover

Mixed Media: Images of disassociation and disaffection.

Graffiti: "You know I love you. I'm the best thing you ever had. Come back it will be different."

Video: A woman walks away, then turns back, and the pattern is repeated. She is disoriented and her appearance is disheveled.

Mannequin: Head turned, looking behind, wearing glasses. Her hair is in disarray, her clothing mismatched and dirty. She is carrying a bag with clothes stuffed in and falling out.

Outside the Cycle: Healing

The Healing experience will offer a calm, positive experience given that people will leave the assemblages emotionally raw, perhaps even triggered.

The space inside the dome-like structure will allow people to experience a moment of serenity. It will be designed to produce a calming effect utilizing color, fabric, and objects. There will be seats throughout for viewers to relax in.

Graffiti: Affirming messages, "You are free, you are healed, you are enough"

Video: Beautiful images of nature will be projected throughout structure and uplifting music will enhance the senses as well as a voice over with affirming messages.



Marketing Outreach

The project will have a robust social media presence covering all pertinent platforms. By utilizing social media for engagement and community building as well as developing influencer partnerships, a flourishing target audience will be reached. We will cultivate an online community that connects with the themes of the project and the value of supporting women breaking free from the bonds of narcissism.

By collaborating with mental health and women's organizations, as well as educational institutions, our marketing efforts will expand our reach and enhance our credibility.



Project Budget Summary

The Phase 1 Budget of \$68,000 will fund the project from concept to completion and exhibition. Phase 2 and beyond will fund further exhibitions, the podcast, and the documentary.

Funding will be secured through donors to The Media and Performance Collective nonprofit corporation. Donors will include individuals, businesses, educational institutions, and nonprofits.

Phase 1 Budget

	Type	Quantity	Cost Per Unit	Total Cost	Notes
Construction Materials:					
	Plywood/MDF	8	\$50.00	\$400.00	Back of panels. 5 main panels and 3 to extend all to six feet wide.
	1/4" Sheetrock	8	\$20.00	\$160.00	Front of panels. 5 main panels and 3 to extend all to six feet wide.
	Joint Compound	1	\$22.25	\$22.25	To finish seam in sheetrock front of panel.
	Sheetrock Tape	1	\$3.67	\$3.67	To finish seam in sheetrock front of panel.
	Sandpaper	1	\$5.00	\$5.00	To finish seam in sheetrock front of panel.
	Paint	2	\$50.00	\$100.00	To finish front of panel.
	Wood for Standing Braces	20	\$13.77	\$275.40	4 x 4 wood for creation of standing bases for panels.
			SUBTOTAL	\$966.32	
Electronics:					
	24" Display Monitor	14	\$170.00	\$2,380.00	2 displays for each panel and 1 for recording area plus backups.
	Video Playback Unit	6	\$500.00	\$3,000.00	Blackmagic Hyperdeck Studio to feed panel displays plus backup.
	Video Recording Unit	1	\$500.00	\$500.00	Blackmagic Hyperdeck Studio to record reflections of visitors.
	SD Cards	12	\$80.00	\$960.00	For Hyperdeck Studio units plus backups.
	SDI to HDMI Converters	6	\$80.00	\$480.00	Blackmagic SDI to HDSDI converters for displays plus backup.
	Speakers	6	\$400.00	\$2,400.00	Speakers for installation audio playback.
	Portable Rack Enclosure	1	\$500.00	\$500.00	For Audio/Video Components.
	65" Display	1	\$1,300.00	\$1,300.00	Introduction area display.
	Blackmagic URSA Camera	1	\$2,300.00	\$2,300.00	To record reflections of visitors for future projects.
	Tripod	1	\$1,000.00	\$1,000.00	For camera to record reflections of visitors for future projects.
	Projector	1	\$2,800.00	\$2,800.00	Short throw projector for healing area.
	Cabling	1	\$500.00	\$500.00	Cables to connect all Audio/Video devices.
			SUBTOTAL	\$18,120.00	
Art Expenses:					
	Materials	1	\$1,500.00	\$1,500.00	
	Manniquins	5	\$200.00	\$1,000.00	
	Geodesic Dome	1	\$2,000.00	\$2,000.00	For healing area.
			SUBTOTAL	\$1,500.00	
Administrative Expenses:					
	Proposal Printing	1	\$500.00	\$500.00	
	Marketing/Advertising	1	\$1,000.00	\$1,000.00	
	Initial Exhibition Location	1	\$12,000.00	\$12,000.00	Location rental for 1 week exhibit space.
	Exhibit Transportation	1	\$2,000.00	\$2,000.00	
			SUBTOTAL	\$15,500.00	
Labor:					
	Blank Panel Creation	20	\$100.00	\$2,000.00	4hrs per panel x 5 panels = 20hrs labor
	Electronic Installation	10	\$120.00	\$1,200.00	2hrs per panel x 5 panels = 10hrs labor
	Electronic Engineering	10	\$185.00	\$1,850.00	Engineering/testing of audio/video playback system for installation
	Video Editing	40	\$150.00	\$6,000.00	Editing of Videos for installation panels.
	Graffiti Artist	1	\$2,000.00	\$2,000.00	
	Assemblage Artists	2	\$4,000.00	\$8,000.00	
	Executive Producer	1	\$5,000.00	\$5,000.00	
	Producers	2	\$3,000.00	\$6,000.00	
			SUBTOTAL	\$32,050.00	

TOTAL \$68.136.32

Follow-Up Initiatives



Sustainability Plan

The following will be utilized to maintain the sustainability of the initiative:

- Workshops, support groups, and travelling exhibitions.
- Appearances on network/cable television as well as lectures.
- Secure a permanent exhibition space.



Documentary Film

A video crew will record all stages of the project's production. The personal reflection montage, video booth footage, and interviews with experts will be used to create a powerful film that will affect women worldwide.



Podcast

The podcast will include women sharing their stories along with experts in the field. The podcast will provide information, support, and resources for well-being.

Key Performance Indicators (KPI)

REACH AND AWARENESS

We will track the number of times social media posts have been seen, the number of unique content viewers, and the rate at which our social media following increases in order to measure the impressions, reach, and follower growth of the project.

ENGAGEMENT

The number of likes, shares, comments, and reactions will demonstrate the engagement rate of the project. Video views and average watch times will give us insight into how many viewers are consuming our content on average.

CONTENT SPECIFIC CONVERSIONS

The click-through rates of our social media posts, donations received, and registrations for events related to the installation will allow us to understand what type of content performs best and help tailor future content to audience preferences.

TOOLS FOR TRACKING

KPI's will be tracked utilizing tools such as Google Analytics, Facebook and Instagram insights, and other social media management tools such as Hootsuite, Buffer and Sprout Social.

Why Be A Sponsor

Becoming a sponsor provides you the opportunity to save women from suffering the trauma of a narcissistic relationship. It may be that you or someone you love has been involved with a narcissist and didn't even realize it. By supporting this project, you have the chance to be part of the healing.

As a sponsor, you have the option to be acknowledged in all social media and at events, bringing visibility to you and/or your company. You will be offered a producer credit on the documentary. You may also opt to be interviewed for the documentary and share your story.

How To Donate

The Media & Performance Collective accepts checks, credit cards, Zelle and Venmo. Please visit <https://www.themapc.org/sponsor> to support this project.

All financial contributions will be tax deductible under the Media & Performance Collective 501C3 NJ non-profit. All donors will receive a donation letter for IRS purposes.



Platinum \$20,000

- Installation Executive Producer credit
- Documentary Executive Producer credit
- Acknowledgment in all social media posts for 1 year
- Invitations to all Narcissistic Entanglement events for 1 year
- Invitations to all MAPC events for 3 years
- Opportunity to be featured in the documentary
- Behind the Scenes visits and updates on installation and documentary creation
- VIP early showing of the installation
- Priority access to the exhibit
- Acknowledgment in all MAPC events for two years
- All promotional merchandise

Gold \$15,000

- Installation Producer credit
- Documentary Producer credit
- Acknowledgment in all social media posts for 1 year
- Invitations to 12 Narcissistic Entanglement Events
- Invitations to MAPC events for 2 years
- Opportunity to be featured in documentary
- Behind the Scenes updates on installation
- Priority access to the exhibit
- Acknowledgment in all MAPC events for one year
- Select promotional merchandise

Silver \$10,000

- Installation Associate Producer credit
- Documentary Associate Producer credit
- Acknowledgment in 10 social media posts
- Invitations to 6 Narcissistic Entanglement
- Invitations to MAPC events for 1 year
- Opportunity to participate in documentary
- Behind the Scenes updates on installation creation

Bronze \$5,000

- Installation Associate Producer credit
- Acknowledgment in one social media post
- Invitations to 3 Narcissistic Entanglement events
- Credited in the documentary



Please join us in helping to eliminate
this silent epidemic affecting the
lives of millions of women.

THANK YOU

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