



Who was *Roberta Breitmore*
in relation to artist
Lynn Hershman Leeson?

To Mr. Carson
Love
Roberta



**WHO WAS ROBERTA BREITMORE
TO LYNN HERSHMAN LEESON?**

- ☐ A Her mother
- ☐ B An alternate persona
- ☐ C Her gallerist
- ☐ D Her student



Answer:

An Alternate Persona

Lynn Hersman Leeson,
Construction Roberta Breitmore (1975)

Over the last five decades, artist and filmmaker Lynn Hershman Leeson has been internationally acclaimed for her art and films. Cited as one of the most influential media artists, Hershman Leeson is widely recognized for her innovative work investigating issues that are now recognized as key to the workings of society: the relationship between humans and technology, identity, surveillance, and the use of media as a tool of empowerment against censorship and political repression.

lynnhershman.com



Artist Lynn Hershman Leeson with images of Roberta Breitmore behind her. Photo by Ethan Kaplan, lynnhershman.com

Beginning in 1974 and continuing through 1978, artist and filmmaker Lynn Hershman Leeson created and performed as the alternative persona *Roberta Breitmore*. Breitmore had a very specific manner of speaking, physical posturing, and sense of style, and carried out activities ranging from obtaining an official driver's license and renting an apartment to attending therapy, Weight Watchers, and community events.

Constructing Roberta

Breitmore, 1975, illustrates instructions on how to apply makeup to "become"

Breitmore, from lip color to under-eye concealer, as if painting a canvas by number.

Tackling a complex range of issues including gender, selfhood, and the fluid state of identity, Hershman Leeson's work persists in its resonance given the proliferation of virtual identities on the internet. While Hershman Leeson's fictive character was initially created to be completely autonomous, the artist acknowledges that Breitmore came to represent and provide an outlet for her own dark underside.



Artist Spain Rodriguez was commissioned to document Roberta Breitmore's adventures in a comic book.
Roberta's Transformation (Roberta Breitmore Comics, Page 1)
Drawn by Spain Rodriguez, 1977

“The Implications of assuming Roberta’s identity didn’t become clear to me for a decade. Ingested experience never really ends, but rather hovers inside like a bat, fanning its wings in your psyche. Roberta’s traumas became my own haunting memories. They would surface with no warning, with no relief. I was never free of her.”

-Lynn Hershman Leeson,
The Art and Films of Lynn Hershman Leeson

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