

WORK OUT 1
Graham Hudson
April, May 2014

WORK OUT is a series of artist-led solo projects where the gallery operates without a period of installation, opening reception or regular hours. Bespoke appointments + events programme only.

'I started the Workout business in order to fund a political organisation that my then husband and I had in California: The Campaign for Economic Democracy. That was the purpose of this Workout business. Then I became so fascinated with it and it became so widely successful, I wrote a book, and, the man who was the father of home videos (which meant that he'd maybe sold 20 of them) it was Stuart Karl. Nobody I knew owned a video, because it was too expensive to buy the hardware to play it. But his wife read my Workout book and said 'you should do a video of this' and he came to me, and I said 'No way, I'm an actress I'm not gonna do that'. And then he kept coming back, and I thought, 'what is the harm? No one is going to see it anyway and I'll get paid a little money, the organisation will get a little more money'. We did it with a spit and a prayer, I did my own hair, make-up, we had one camera. I wrote the script on the floor of a hotel room. Low and behold, it sells 17 million copies and remains the biggest selling video of all time. I had no idea that would happen. Certainly in some ways I became better known for that than I did for making movies. People were seeing me and hearing my voice in their home everyday. It changed my life in the sense that before then I could go into a drug store and buy something and stand behind someone in line and it would have been fine. Suddenly, people recognised my voice, kinda like the way they do TV stars because I was coming into their homes. It's not something I could do now, but darn if it didn't work. I have saved some of the letters that I got over the years, and I mean, just amazing things that women testify to as a result of doing the workout, it changed their lives. It changed their lives physically, they discovered they could be in control of their body and that meant they could be in control of their life, and become empowered, even in the workplace, not take insulin anymore, just so many, one woman said she was brushing her teeth in the mirror today and noticed she had a muscle in her arm, 'I'd never seen a muscle in my body before', she said; 'I walked out of my door that day and stood up to my boss for the first time'.

Jane Fonda
Access Hollywood, NBC Studios
December 3rd, 2012