

B.U. In the Arts

In the latest installment of husband and wife duo, Jules Williams and Alison Pothier's ongoing docu-series, *I BULieve* we are introduced to Catherine Malcolm Brickman, former chair of the Malibu arts commission.



CATHERINE MALCOLM BRICKMAN Not only a concert flutist, Brickman is also a documentary filmmaker and photographer.

Catherine Malcolm Brickman, former chair of the Malibu arts commission, embodies the heart and soul of the true creative. Catherine grew up in Vancouver and was surrounded by musicians and artists from the earliest of ages. In her own words...

"I BULieve so deeply in the arts. Having grown up in a house filled with it, surrounded by family and friends who created it, patronized it, we consumed it like the sweet persimmons of fall that one has to wait for before eating or it makes you pucker. I am

awestruck by the birth of an original idea – that genuine expression from the artist. It's not anything a machine can stamp out or a computer can copy. It's something soulful and human. I suppose art is the celebration of that human spirit – whether that's something beautiful and pleasing or deeply thought provoking. Without art, I lose my sense of place in the world."

Featured in the short form docuseries 'I BULieve,' Catherine shares her life's influences and reflections giving an insight into what shaped her growing up and in her art. A highly accomplished concert flutist, Catherine went on to become a documen-

tary filmmaker and photographer while championing the arts and other artists. She expresses in the film how her heritage also shaped her.

"I BULieve in justice and the power of Shigata Ga Nai which means "It Can't Be Helped". I learned those Japanese words from my grandparents and mother and family who were interned during the War. It is this part of my story, finding strength in the cellular memory of the resilience and courage of my elders that I learned to dig deeper. It is here that I BULieve in the ability to go with the flow with grace and with strength. Not to acquiesce, but to rise

above in the face of adversity with the wisdom to bend. That is the underpinning of my strongest pillar and the core of my strength. I BULieve in Gambari, an ability to persevere even when you think you can't."

This is one example of the powerful sentiments Catherine shares in her short film. She is very much a champion of other people's art which was witnessed locally when she so eloquently expressed her role in Concert on the Bluffs.

"I BULieve in the inspiration of the next generation of artists and so I BULieve in arts and education. I BULieve that through the Arts, we are building a community of inclusiveness. I BULieve in Concert on the Bluffs, a dream I had to create a concert hall without walls. A symphony by the sea with ballerinas leaping across the sunset and families on the lawn having picnics in the park. I BULieve we made that dream come to life because my co-founders and I BULieve in each other. I BULieve that the magic of collaboration and working for the good of the whole makes anything possible. Malibu responded by filling the park - neighbors next to neighbors without fences. An idea I conceived that came through me, suddenly became greater than me through the power of collaboration."

Catherine, similarly to the other contributors in the I BULieve series, has a strong connection with Malibu which she shares in her closing sentiments of the film.

"I BULieve in Malibu and I BULieve it helps define who we are, it's not just a place to live it's part of who we become. And from this world-famous landscape, with iconic beaches and surfing and art, our shores do sound loudly. I even see them loudly when I walk on Lechuza Beach it's so sublimely beautiful, I can't stop photographing it. She speaks to me daily and almost every day I walk it. And I BULieve they don't ask *Why*, but encourage us to get involved by saying, *Why Not*. To watch current episodes visit www.ibulieve.com



ALISON POTHIER

Coach, Writer, Intuitive, Filmmaker, Dreamer

JULES WILLIAMS

Writer, Director, Producer, Coach, Intuitive

Previously a Chief Operating Officer and Managing Director in investment banking, Alison has long worked in the business of Futures and Options. Only now, she works on helping others to redesign and refine their options for the future they dream to experience in this lifetime.

As Director of *Inside Out Retreats*, Alison provides coaching, retreats and consulting to professional and private clients wishing to transform their worlds "from the inside out". Through her many endeavors, Alison's passion is to help others to write and rewrite the stories that shape their worlds.

Sharing her own story, Alison was featured in the documentary "ChoicePoint" alongside world leading thinkers and visionaries including Richard Branson, Nelson Mandela, Jack Canfield, Barbara Marx Hubbard and others.

Collaborating to inspire, Alison films, produces and edits "I BULieve" alongside her beloved husband.

First conceived by him in 1992 under the name "I Believe", Jules wanted to create a series about how our lives get framed by our experiences and the beliefs that are borne out of those experiences. From our aspirations to the significant events that impact us, Jules envisioned encapsulating the inspirational life philosophies that are derived from living it. Jules called this our "I Believe", a statement of the beliefs that derive from our life story expressed through poetic prose.

Twenty-five years and two countries later, now readied by his own colorful life experience, Jules, together with his beloved wife Alison, launch "I BULieve" adding one key ingredient to the mix: the desire to Be You ("BU") in the world. Recognizing that our lives are not only a reflection of our beliefs, but also the acceptance and celebration of our authenticity, *I BULieve* invites you to "B and Believe in U."