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Programme of Study: Illustration

Module: ADAD4019

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Word Count: 1540

A Festival to Support Feminist Creatives.

I will be creating an outdoor event displaying five feminist creatives from different areas. My event will be held at an open space of land where people can come and watch live music, purchase art, and learn about different areas of feminism. It will be a small space for people to walk around and view lots of feminist creatives whilst listening to music or sitting down to watch. My first practitioner will be a band called Cheap Perfume that are feminist punk band. The second creative will be an illustrator called @beeillustrates on Instagram which creates feminist art. The third will be Phenomenal Woman Action Campaign which "makes politically themed t shirts and sweatshirts, and donates its funds to various social causes, including Planned Parenthood, the Maya Angelou Foundation, and the Higher Heights." (Gonsalves Kinney, 2020). The fourth person that will be in my festival is @queenbitchstudios on Instagram. They are a feminist artist that creates different forms of art, including tote bags and prints. My final practitioner will be Mad Womxn Magazine which is a feminist zine that can be sold and shown around the festival. "In broad terms, a festival is an out of the ordinary, place-specific, thematically organized and publicly accessible gathering that is recurrent, animated and pleasurable." (Gold and Gold, 2020). My festival fits with this definition well as I have picked a specific theme that runs throughout my festival. It will be a fun, educational festival that still captures the deep, meaningful side to this event.

Visually, this festival will be welcoming and aesthetically pleasing. Its aim is to attract as much different types of people as possible so they can be aware and learn about what feminism is and the different forms it comes in. There will be a main stage on the field where the band will perform throughout the day. The stage will have a viewing area where people can stand to watch or listen. Throughout the rest of the festival, there will be stalls to display the illustrators, clothes, and magazines. Each creative will have their stall to sell their work, display it and show educational information that compliments the festival. An article on event design says, "When planning the layout of your space think about the route you want guests to take and, if it's a big blank canvas, how best to break up the space. It's important to get the balance right between positive (furnished) and negative (empty) space. You don't want your event to feel cramped and crowded but you don't want it to feel vacuous either." (The 7 Elements of Beautiful Event Design - Eventbrite UK, 2019). I am going to think carefully about where my practitioners will be placed for maximum effectiveness. It will be planned so there is a space between artists and items being sold so the attendee enjoys more. The festival will also be spaced out well so it does not get too crowded in certain areas, for example the main stage will be placed away from the stalls.

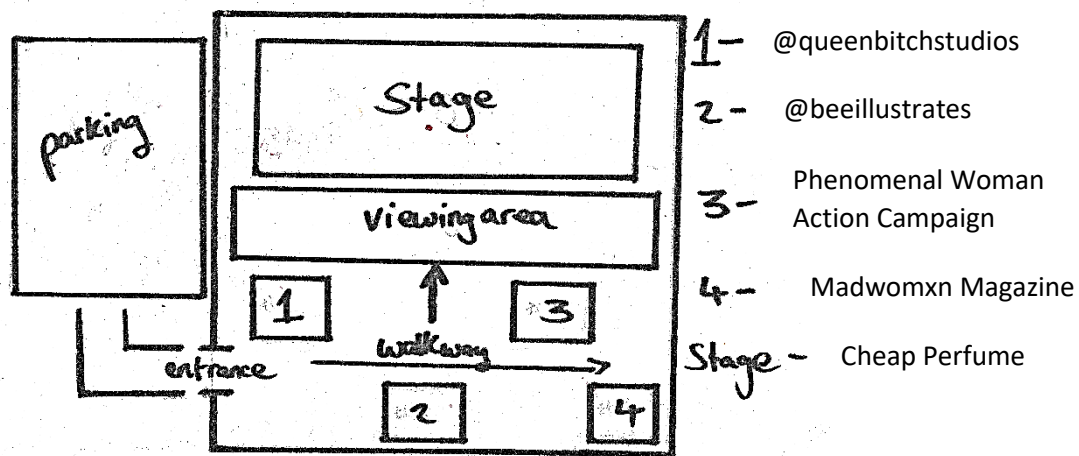


Fig. 1

I have chosen these creators to be in my festival because it shows a broad selection of feminist creators from all different paths. There are illustrators, fashion creators, campaigns, bands, and zine creators. The first creative, the band Cheap perfume, I chose because of their politically driven songs, and how they are creating a space for women and non-binary people to boldly be themselves. They will be a captivating band that you cannot ignore on stage. You can watch them perform or listen to the punch of their lyrics whilst browsing the stalls. An article on Cheap Perfume says, "Over the past three years, the band, fronted by firebrand feminist Stephanie Byrne, has gained a reputation as a vocal proponent of women's rights and a vehicle for pushing feminist ideals in the Front Range punk scene." (Childers, 2019). Also, I have chosen @beeillustrates to be a part of my festival because of their bright, fun illustrations that also show important topics such as mental health, racism, sexism and LGBTQ+ topics. Attendees can buy the amazing art from their stall which encapsulates the topics shown in this festival. I want items to be sold in my festival to help independent feminist creators and to advertise them. Also, I want this so people are buying from ethically sound brands and helping support charities, which money is donated to with some of my practitioners I have chosen. Phenomenal Woman Action Campaign is an organization that started selling clothes which the money is donated to various charities. They have a specific emphasis on centering feminism for women of colour and steer to a more intersectional perspective. I want this campaign to be in the festival because they can sell their clothing which goes to an incredibly good cause, and they can display educational information on intersectional feminism and feminism for women of colour. An article on intersectional feminism says, "Using an intersectional lens also means recognizing the historical contexts surrounding an issue. Long histories of violence and systematic discrimination have created deep inequities that disadvantage some from the outset. These inequalities intersect with each other, for example, poverty, caste systems, racism and sexism, denying people their rights and equal opportunities. The impacts extend across generations." (Intersectional feminism: what it means and why it matters right now, 2020). @queenbitchstudios on Instagram, is an artist from Liverpool that creates lino prints, tote bags, sex positive art that embodies feminism and women empowerment. I want their artwork and tote bags to be sold in my festival because they send a message and show important topics whilst also making cool, eye catching and alluring art. My last practitioner is MadWomxn Magazine. This is a feminist zine for creative women that is inclusive of all women. Their second issue recently released is about how we can learn about ourselves and world through listening and learning to what people who are different from us have to say. Also, all the profits from the second issue 'MadWomxn Magazine Vol.2 Motherland' will go to the charity Sistah Space. Sistah Space is a charity who supports African heritage survivors of domestic and sexual abuse. I want to have this creator in my festival because their zines are packed full of educational information of lots of types of people's perspectives.

Something I am extremely interested in that I believe was a large part of feminism in the 20th century is the riot girl movement in the 90s. "Coming to critical consciousness about their doubly subordinated position as female youth in the early 90's, some teenage girls and young women involved in the U.S punk scene began to speak out about their complicated relationship to the patriarchy, adultism and heterocentrism perpetuated by commercial culture as well as the countercultural community with which they were affiliated." (Kearney, 2006). A way I feel I incorporated this movement into my festival was by selling zines there. Zines were an extremely popular part of riot girl culture and there were many popular feminist zines including 'Shocking Pink', 'Riot Grrrl' and 'Jigsaw'. The practitioners I chose embody what riot girl was about and still is today. To critique this movement, riot girl was about women empowerment and abolishing sexism within the punk scene and society. However, I don't think it was as inclusive in the 90's as it is today. Nowadays, people who participate in the riot girl culture do not exclude women of colour, trans women or non-binary people. The feminist movement showed women they do not have appeal to men, be less than men or please men. I feel feminist creatives these days embody the strong, powerful, carefree stance riot girl has. An article says, "Riot Grrrl turned twenty back in 2011, but in some respects, it has felt like the feminist movement never went away. Though great strides have been made over the last two decades in terms of gender equality, the need to fight back against sexism, homophobia, transphobia, and racism just hasn't disappeared." (Hunt, 2019). Creatives in the 20th century are still fighting for all these issues and this movements aims can still be seen in a lot of feminist artists work today.

This festival could also benefit being at a larger scale. With more creatives in the festival, it would help to encapsulate all different parts of feminism that is harder to do with less people. A small festival also has positives such as being welcoming and more time to really look around and into the practitioner's work. It could also work being in another location like an exhibition or a small venue where people can pop in to look around and stay as long as they want. This example also works with it being a festival too as people can come to browse or just to listen to the band play. My aim of this festival is to educate people on issues within feminism, promote and give a platform to some feminist creators to show their art, and to get people with the same mindset and opinions together to meet and discuss these issues and ways we can help. I am hoping this event brings people together to make us stronger and to make a difference.



Fig. 2

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Figures

Fig. 1: Uzzell, N. (2021) Floor plan of festival [Hand drawn]

Fig. 2: Uzzell, N (2021) Imagined Image of Space [Digital]

- Images used in Digital Space:

yoyelo, n.d. yeloStand ONE XL Market Stall. [image] Available at: <<https://www.yoyelo.co.uk/products/yelostand-one-xl-market-stall>> [Accessed 28 April 2021].

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