

DO NOW: (10 MINS)

Join a table in groups of 4.

You have now created a collective.

What is your collective's name?

And what is your collective logo?

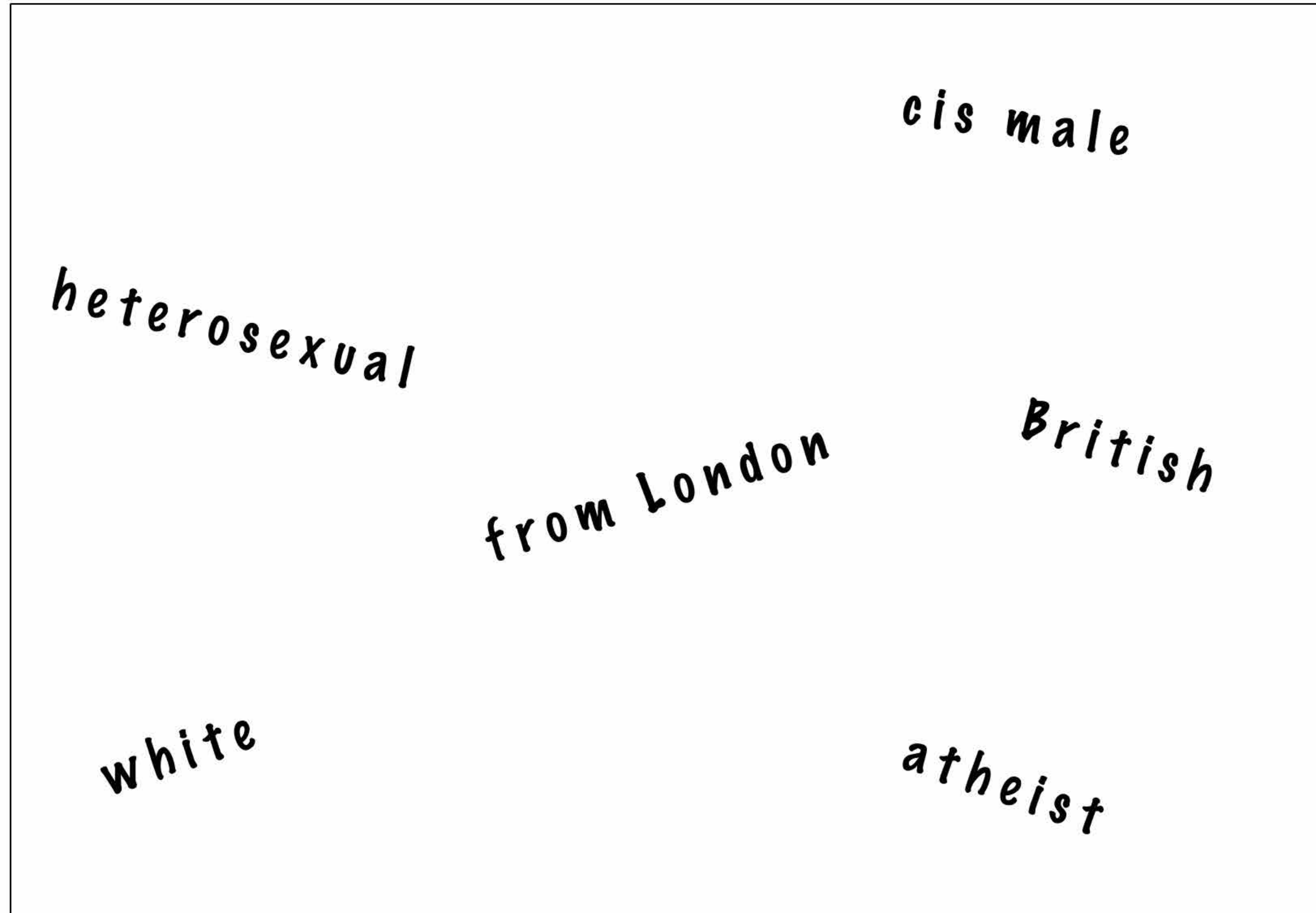
Positionality refers to the social, cultural, and political context that shapes an individual's perspective and understanding of the world.

What is my positionality?

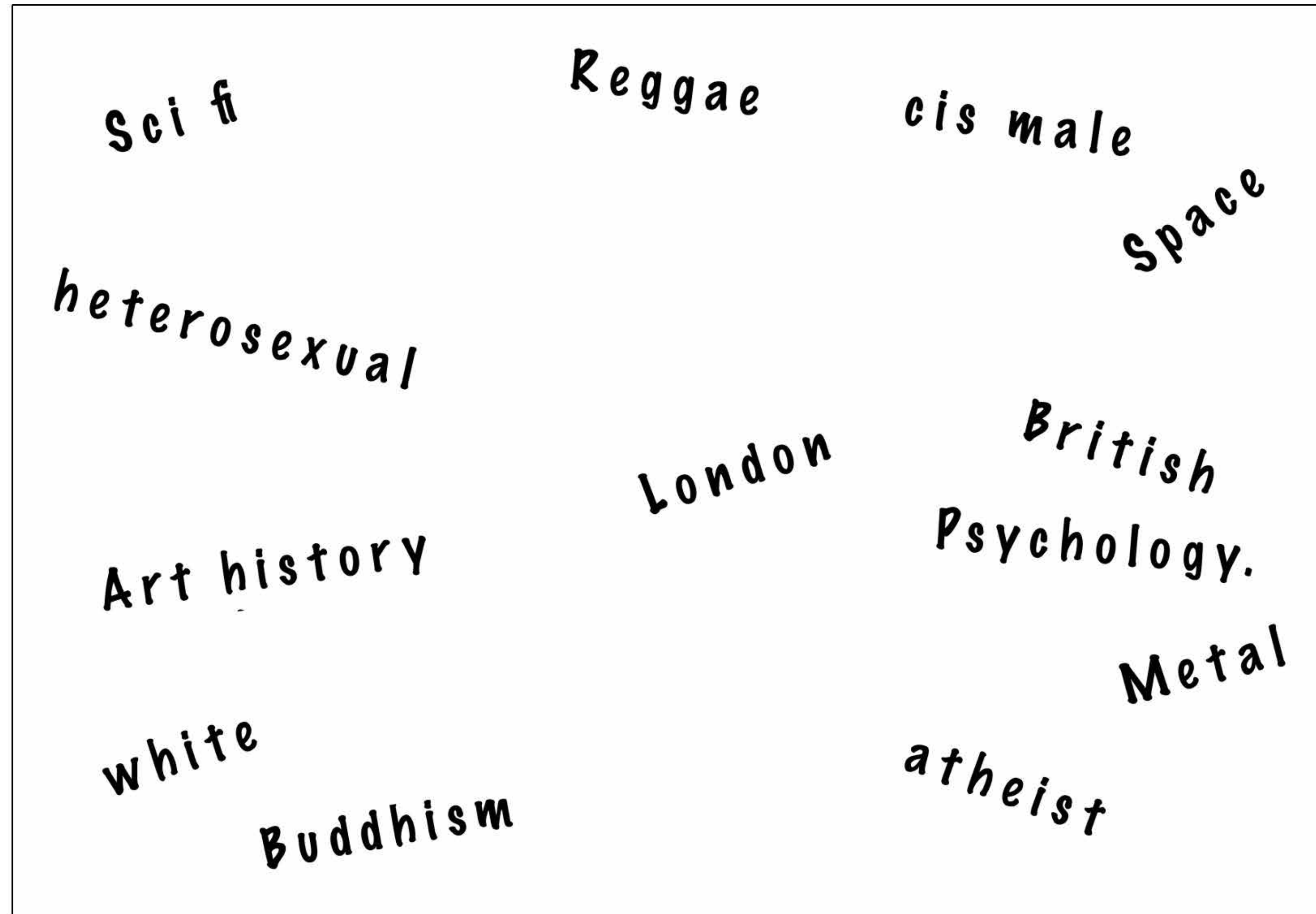
I am a white, British, atheist, heterosexual, cis male from London with no physical disabilities.

This is a statement I feel comfortable with. I could have said more, I could have said less.

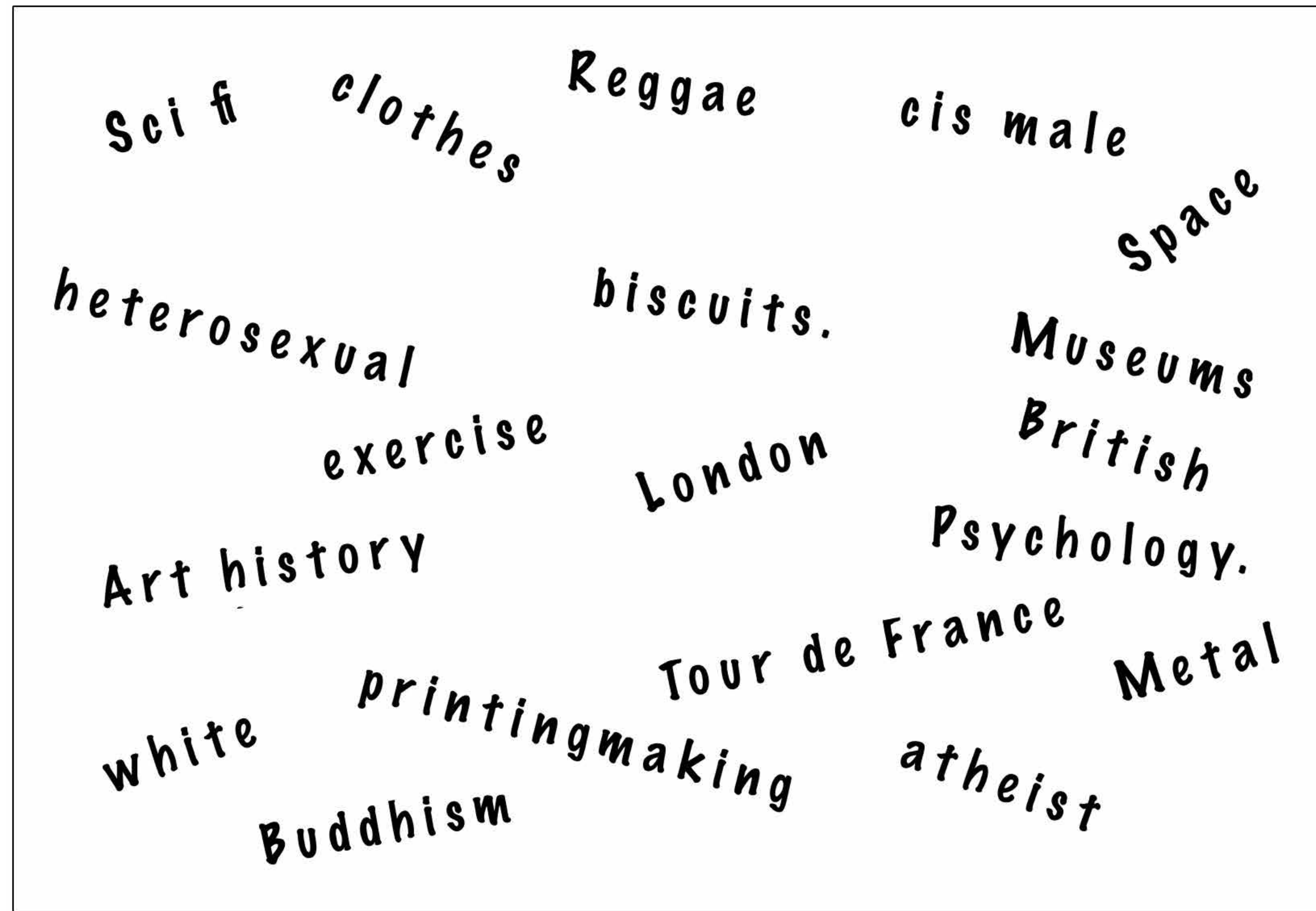
Write some (however many you feel comfortable with) of your characteristics relating to social, cultural, and political context down on the piece of paper but spread the words out randomly across the page. (5 mins)



But what is your 'creative' positionality? What are your interests? Add some of these to the page, I've put 7, try and do at least 5. (5 mins)



What are your PASSIONS? Try and add at least 3 to your sheet. (5 mins)



Do you belong to any subcultures or communities? (5 mins)



What do you care about? Remember, there are no wrong answers. (5 mins)

individuality
Sci fi clothes
Reggae
printmaker
cis male
artist
creativity
illustrator,
education. Space
heterosexual
biscuits
Museums
comic nerd
British
punk
exercise
London
Psychology.
runner
Art history
metal-er
Tour de France
Metal
white
printingmaking
atheist
Buddhism
kindness
human potential

Now compare with people on your table (your collective)

Use this time to discuss and highlight any shared interests or characteristics or to expand on some of the things you've written down (5-10 mins).

Extention: (if time allows) now place your sheet up randomly on the studio wall. Then spend 10-15 minutes looking through everyone elses and circling anything you find interesting or relevant to you.

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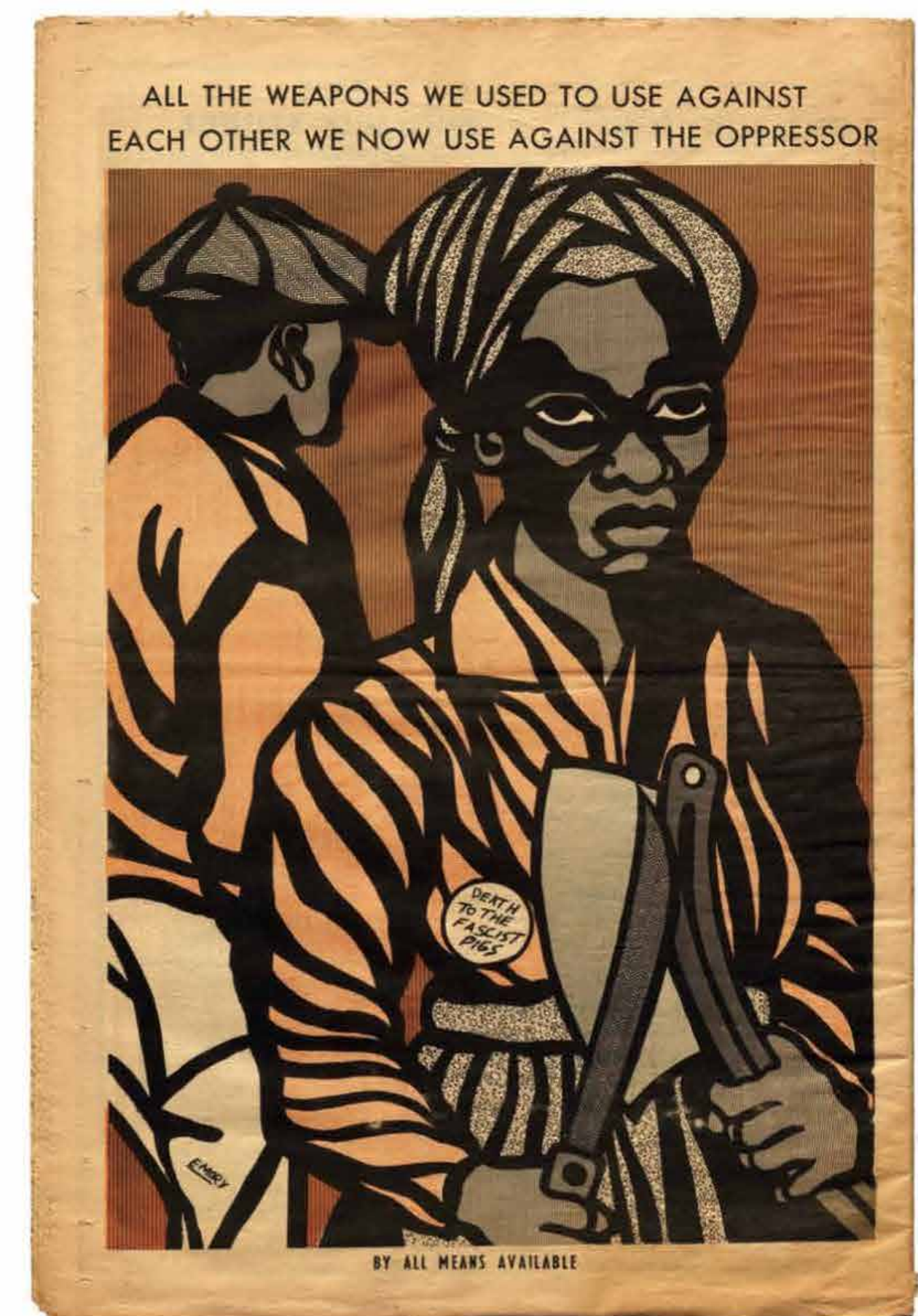
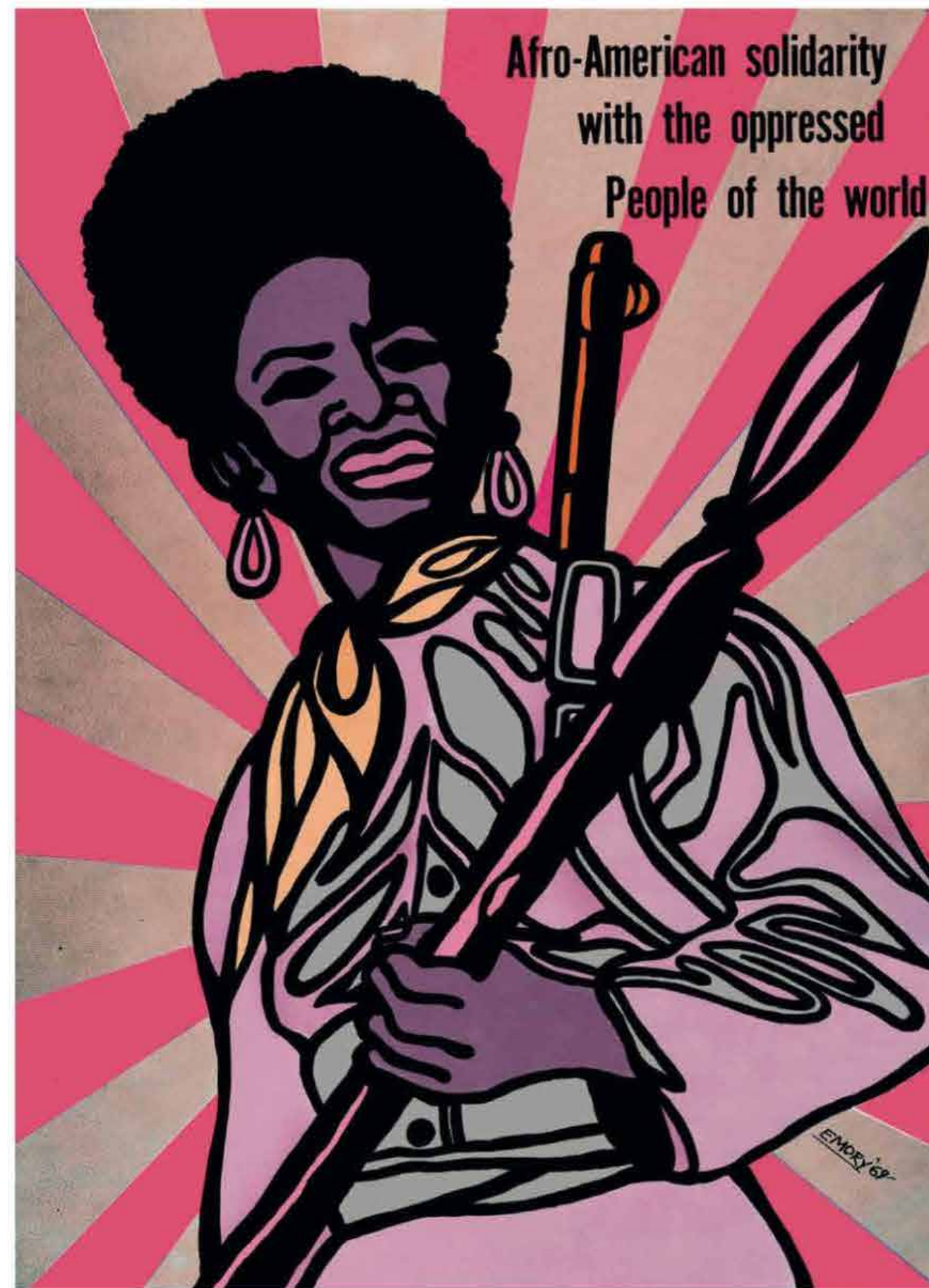
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Some examples of artists who have used their positionality in their work:

Emory Douglas was an illustrator, artist, politician and activist who most famously worked for the Black Panther Party.



In 2021 curators, writers, and podcasters **The White Pube** posted a series of posters across the UK suggesting ways to improve the art world.





ideas for a new art world

002: Universal Basic Income
and affordable housing so that
everyone, including artists,
can make a living



ideas for a new art world

003: Curators should ask the
public what they want to see
and what they think galleries
and museums should be used for



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004: people across the creative
industries need to declare if
they have rich parents who helped
them get where they are today



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005: The art world should
not replicate the capitalist
structures of other industries
and instead should set a better
example with a horizontal
approach to decision-making
and pay



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006: dear museums, give back
all stolen objects



ideas for a new art world

001: if I were the Tate, I
would simply remove my racist
paintings x

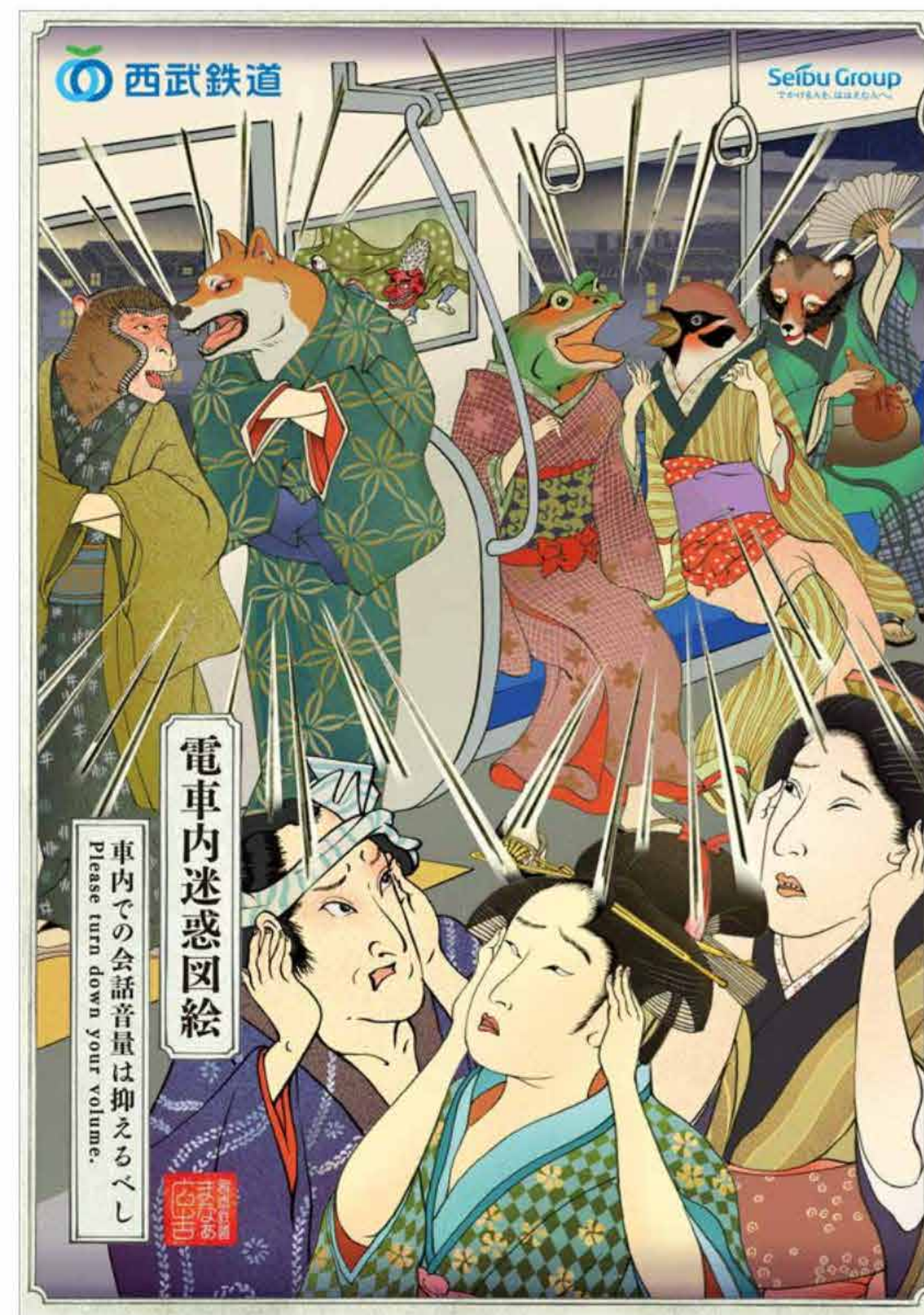
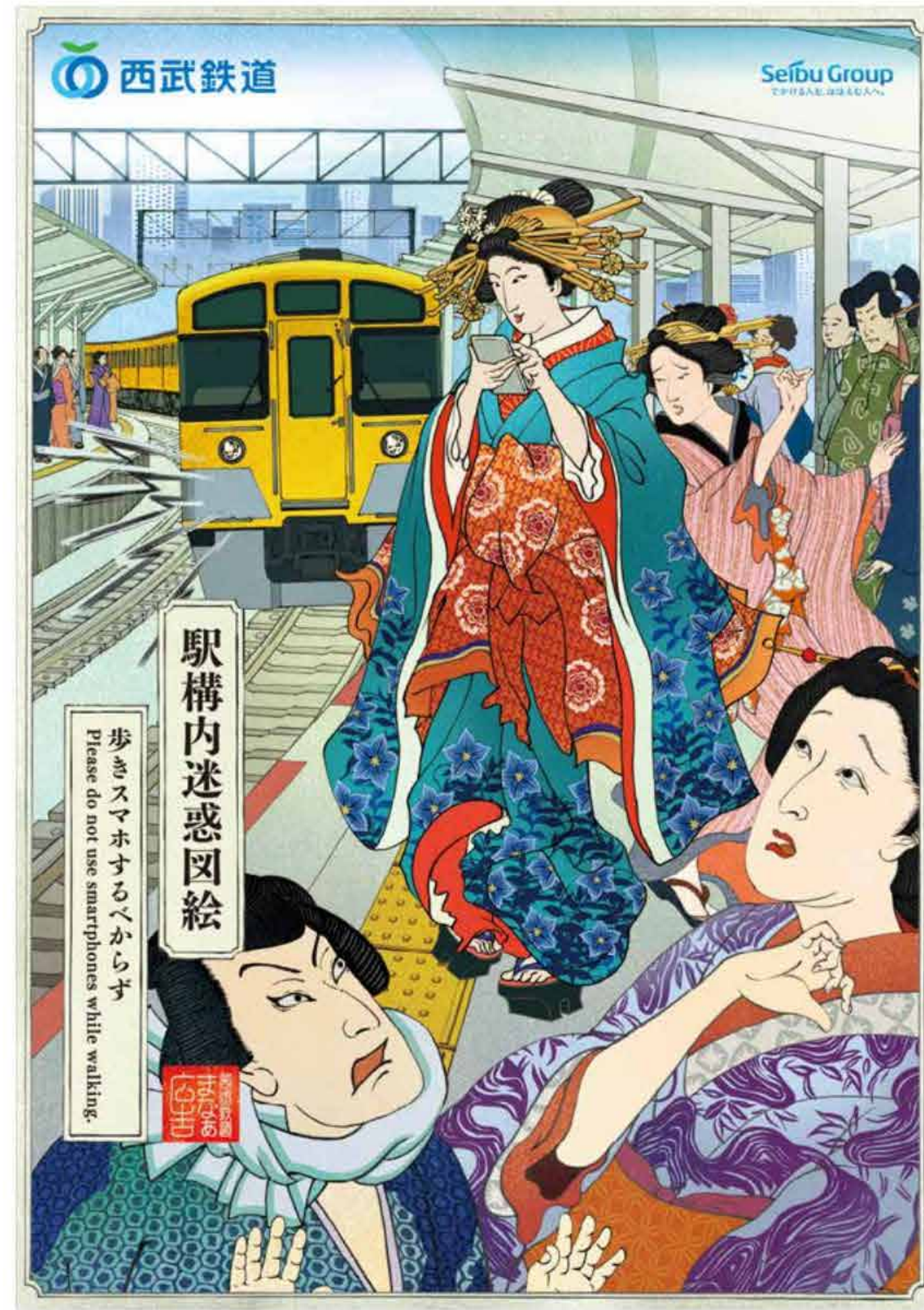


ideas for a

002: Univer:
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Seibu Railways in Japan worked with Illustrator **Takahiro Kadowaki** to produce these posters that subvert traditional ukiyo-e print aesthetics to illustrate 'proper' train etiquette.



In your collectives discuss if there are any issues that come up with the themes raised earlier in the session from your notes. How do your new collaborative interests intersect?

Inspired by the White Pube think of 2 - 4 actions, thoughts or slogans that could help change / alleviate / illustrate any of your shared causes, themes or interests raised on your sheets.

Now you are going to design a poster campaign that advertises your collective values or ideas. Each person must illustrate (at least) one of your statements. (It could be interesting to illustrate something you haven't introduced?)

What is your house style? How could you sloganize your statements to make them snappier? How can you use symbols to aid communication? How will your illustration illuminate your text? Do you even need text? How can you use referencing to make the image more effective?

Now find somewhere to put up your posters outside the building. Where can you put the poster that's most effective in the time frame? Where will the most people see it? How could its location aid its communication? Consider your audience - who needs to see this?

You have 30 minutes, use the time wisely!

Once you've found a place for it, take a photo and email it to d.freeman@fashion.arts.ac.uk and we will discuss them on your return for the final 30 mins.