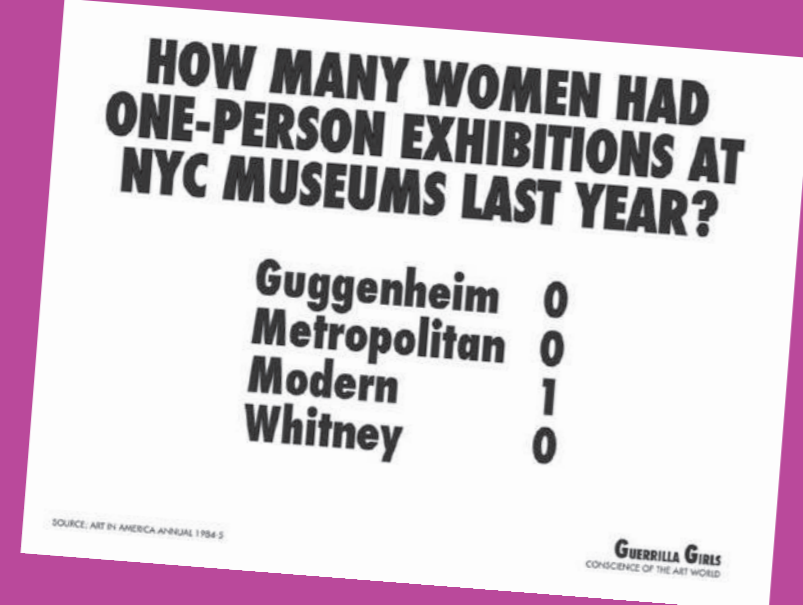


YEARS OF CREATIVE COMPLAINING

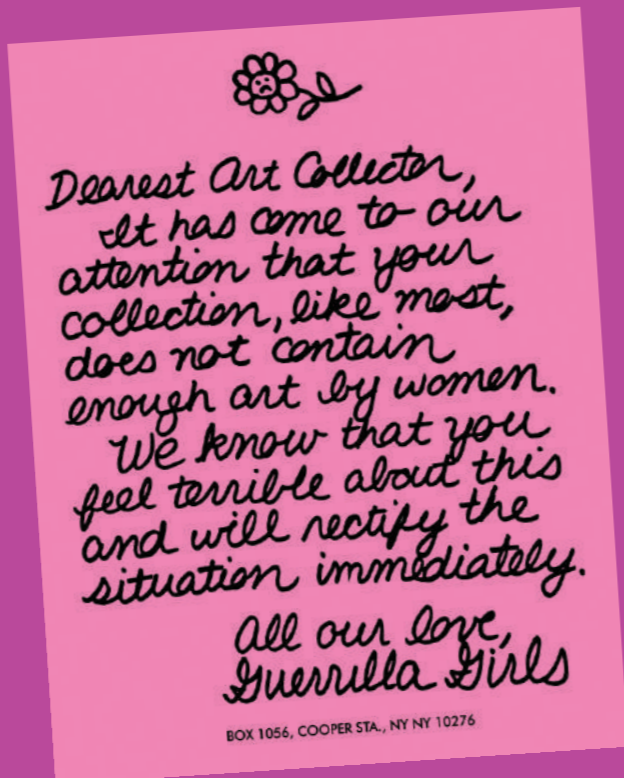
1984:

- International Survey of Recent Painting and Sculpture held after MOMA renovation. Women Artists Visibility Event (W.A.V.E) aka Let MOMA Know: a protest held in response to the exhibition. Out of 165 artists, only 14 were female (less than 8%).
- The protest was ineffective.
- A group of female artists came together, crafted their message, applied a media-savvy in-your-face strategy, spreading true data about major art institutions in NYC.
- The Guerrilla (freedom fighter) Girls formed to serve as the conscience of the art world.

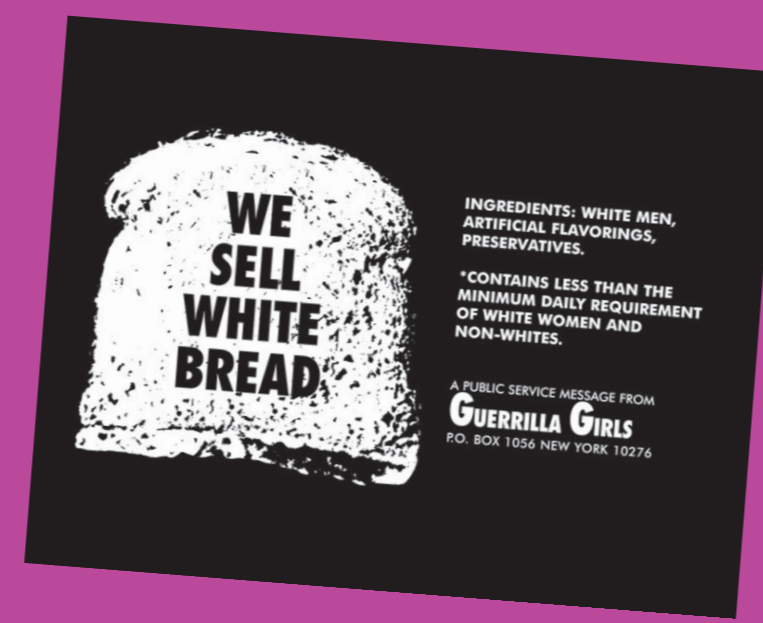
1985 - :



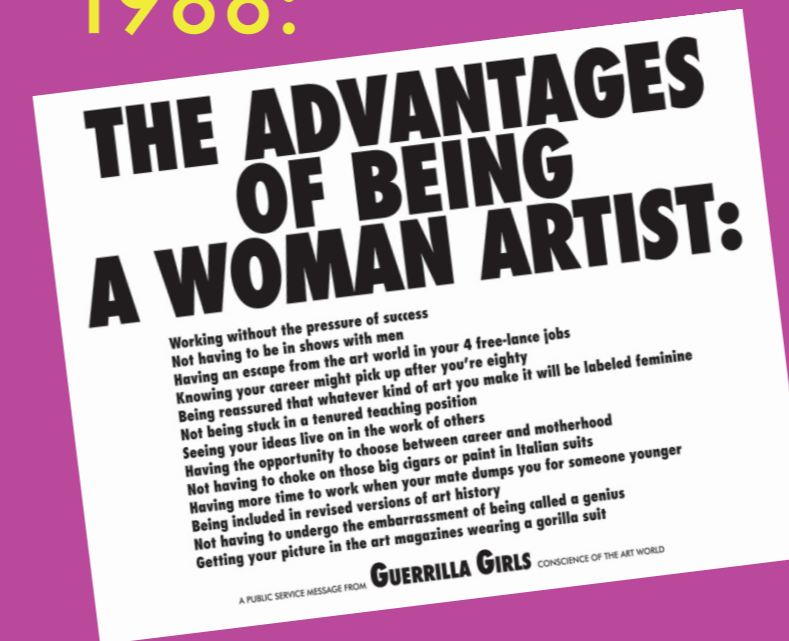
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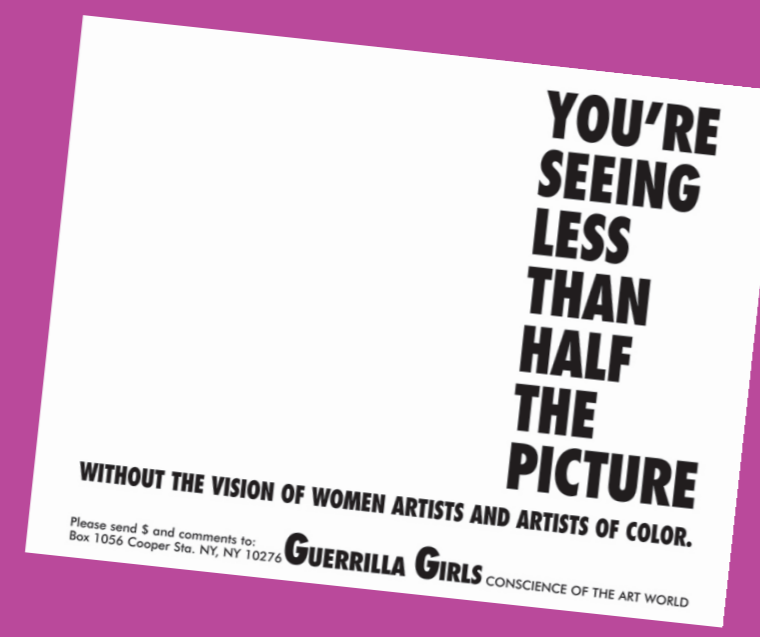
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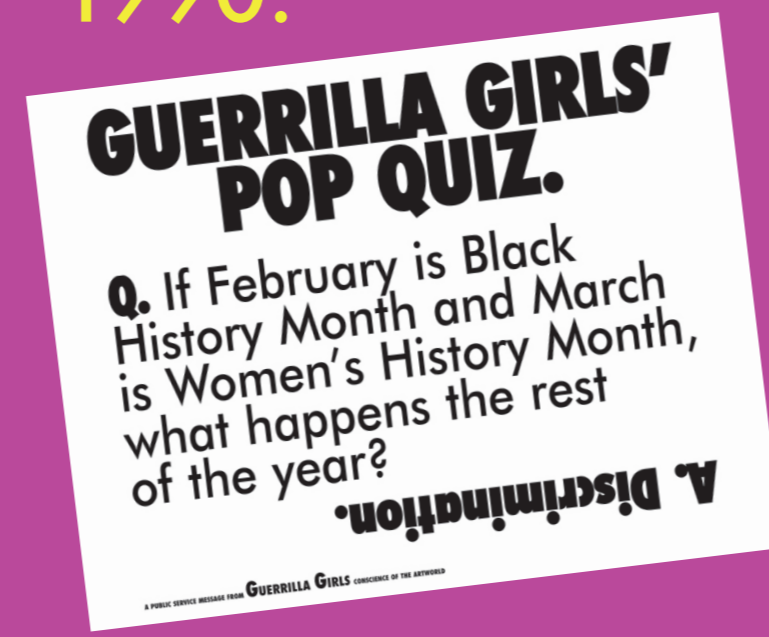
1988:



1989:



1990:



- Present:

- Posters, billboards, and stickers get put up on or near cultural institutions that fail to tell the full story of our culture.
- The issues that they focus on expand from the art world to all social issues faced by female and non-white communities.
- GGs adapt to new media tactics like projections and video production.
- GGs encourage anyone who feels for their cause to join in the activities.
- They have been embraced on a global scale, exhibiting all over the world.

MAINSTREAM + UNDERGROUND TACTICS ARE THEIR JAM

- Humor, statistics and Futura were part of the Guerrilla Girls design process.
- They jammed the advertising tactics of Madison Avenue with underground methods of spreading their message that not all was right in the state of the art world.
- In his 2008 essay, *The Underground Mainstream*, Steven Heller discusses commercial or mainstream culture regularly appropriates the aesthetics of underground movement. He also points out that there some underground movements have used commercial aesthetics in their attempts to disturb the status quo with its own material. The GGs did this extremely successfully.
- Humor helps you fly under the radar. If you can get people who disagree with you to laugh at an issue, you have a hook into their brains. Once there, you have a better chance to change their minds.
- Advertising tactic: the headline and body add to each other and send you back and forth, drawing you in and making you laugh at the humor.
- Culture Jam: One of their most successful pieces, *Do Women Have to Be Naked to Get into the Met. Museum?*, jams the reclining nude from Ingres' *Grande Odalisque* (1814) with neutral statistics, and advertising tactics. The GGs cultivated a fresh way to present the way they felt about the failings of the art world to a wide audience.

ENTER FUTURA

- The typeface Futura, designed by Paul Renner in Germany (released in 1927) was part of the architectural modernization project, *Das Neue Frankfurt*.
- Though he was not part of the Bauhaus, Renner shared their Constructivist inspired views that tradition should be left behind to make way for a new ideal society.
- The typeface was based on simple geometric forms of the circle, square, and triangle.
- Futura could be easily used as a heading or in the body of a design.
- This relates to Jan Tschichold's writings in *The New Typography* (1928), where he expresses a need for typography to usher in the new modern age, which demanded pure forms and lines that broke free from the rules of the ornate past.

GUERRILLA GIRLS

GOING BANANAS OVER INEQUALITY FOR OVER 30 YEARS

ANATOMY OF A GUERRILLA GIRL



a. gorilla mask

Be anonymous to keep the focus on the issues rather than personal interest. The mystery of who you might be draws a lot of attention to the work being done. You won't believe what comes out of your mouth while wearing a mask.

b. pseudonym

Going by the names of dead female artists helps people to discover their work. This calls to attention the existence of female artists throughout history who are more than worthy of honor. Even if the art world sucks, the world of artists is full of talented and amazing people.

c. bravery

To seek out the the understory, subtext, overlooked, and downright unfair, then expose it. Decentralizing power is tough.

d. fists and fury

To rattle the cages of injustice. Shake a fist at oppressive systems. Jam cultures. Rebuild the institution.

e. boots for walkin'

Any shoe will do. Walk through the galleries and museums. LOOK at what is there. LOOK at what is not there. Call people together. Run around the streets. Give out stickers. Put up posters. Go Bananas.

Rodchenko production clothing optional.

Dont be afraid of the F word
FEMINISM
the belief that women and men should have equal rights and opportunities.

Feminism has been demonized for so long that people don't want to associate themselves with the word even though they believe in it's tenets.

"You cannot tell the story of our culture without the voices fo everyone in the culture. Otherwise it's not history it's just records of the powerful."
- GG, Käthe Kollwitz