

# SOCIAL ACTION

COLLABORATION

Design that matters

2D Design- Art 203

# Social Practice Art

Socially engaged practice, also referred to as social practice or socially engaged art, can include any artform which involves people and communities in debate, collaboration or social interaction. This can often be organised as the result of an outreach or education program, but many independent artists also use it within their work.

Socially engaged practice can be associated with activism because it often deals with political issues. Artists who work within this field will often spend much time integrating into the specific community which they wish to help, educate or simply share with.

# Design for Good

AIGA has developed a resource to help designers use their problem solving skills and design thinking to create social change.

Design for Good recognizes the wide range of designers' work and hands-on leadership and professional development opportunities, which benefit the world, our country, and our communities and attempts to bring them together.

<http://www.aiga.org/design-for-good>

## Design for Good-- begin

1. **Explore your passions.** Become curious about your local communities, government, and nonprofits
2. **Design with heart.** Follow your interests and offer your natural abilities
3. **Be realistic and think small.** Big changes can ripple out from close to home, and every community needs good design
4. **Build relationships.**
5. **Don't be afraid to fail, and learn from that experience**
6. **Persevere.** Designing for social change is hard work, but it's work that needs doing.
7. **Document your work.** Storytelling is the best way to engage an audience for your cause. Be inspired to utilize photography, voice recording, video, and workshop style exercises to gather and retain information



**6. Connect online.**  
If you'd like to connect, follow our social media channels, watch our [webcasts](#), and [YouTube videos](#).

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## EXAMPLES OF SOCIAL PRACTICE ART

**Guerrilla Girls** are an anonymous group of feminist, female artists devoted to fighting sexism and racism within the art world. The group formed in New York City in 1985 with the mission of bringing gender and racial inequality within the fine arts to light. Members are known for the gorilla masks they wear to remain anonymous.

### THE ADVANTAGES OF BEING A WOMAN ARTIST:

Working without the pressure of success.  
Not having to be in shows with men.  
Having an escape from the art world in your 4 free-lance jobs.  
Knowing your career might pick up after you're eighty.  
Being reassured that whatever kind of art you make it will be labeled feminine.  
Not being stuck in a tenured teaching position.  
Seeing your ideas live on in the work of others.  
Having the opportunity to choose between career and motherhood.  
Not having to choke on those big cigars or paint in Italian suits.  
Having more time to work when your mate dumps you for someone younger.  
Being included in revised versions of art history.  
Not having to undergo the embarrassment of being called a genius.  
Getting your picture in the art magazines wearing a gorilla suit.

A PUBLIC SERVICE MESSAGE FROM **GUERRILLA GIRLS** CONSCIENCE OF THE ART WORLD  
532 LAGUARDIA PLACE, #237, NY, NY 10012  
WWW.GUERRILLAGIRLS.COM



GUERRILLA GIRLS, The Advantages of Being A Woman Artist, 1988.

Poster.

## EXAMPLES OF SOCIAL PRACTICE ART

Keith Haring found a thriving alternative art community in New York that was developing outside the gallery and museum system, in the downtown streets, the subways and spaces in clubs and former dance halls.

His first works were chalk drawings in the NY subway.



Keith Haring in NY Subway station



# KEITH HARING

Throughout his career, Haring devoted much of his time to public works, which often carried social messages. He produced more than 50 public artworks between 1982 and 1989, in dozens of cities around the world, many of which were created for charities, hospitals, children's day care centers and orphanages. The now famous *Crack is Wack* mural of 1986 has become a landmark along New York's FDR Drive.



CRACK IS WACK, FDR Drive



## KEITH HARING

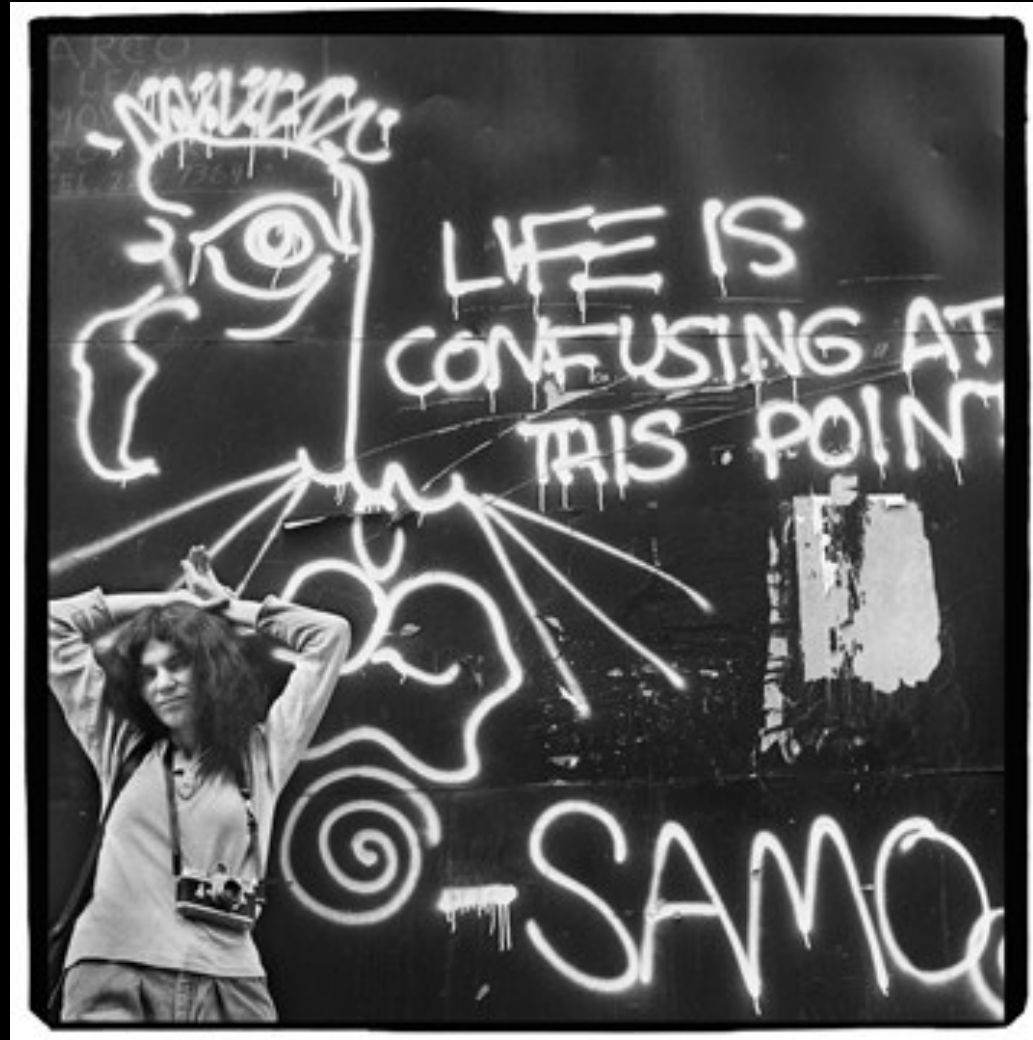
Haring was diagnosed with AIDS in 1988. In 1989, he established the Keith Haring Foundation, to provide funding and imagery to AIDS organizations and children's programs. Haring enlisted his imagery during the last years of his life to speak about his own illness and generate activism and awareness about AIDS.



Artwork and posters to bring attention to AIDS

## JEAN-MICHAEL BASQUIAT

In 1976, Jean-Michael Basquiat and friend Al Diaz began spray-painting graffiti on buildings in Lower Manhattan, working under the pseudonym SAMO.



Basquiat Graffiti and poser



## JEAN-MICHAEL BASQUIAT

Themes of social justice involving issues of racism, materialism, and exploitation, recur in the paintings.

In this painting Basquiat honors one of his heroes, Dizzy Gillespi, the jazz trumpet player.



Basquiat, Dizzy Gillespie

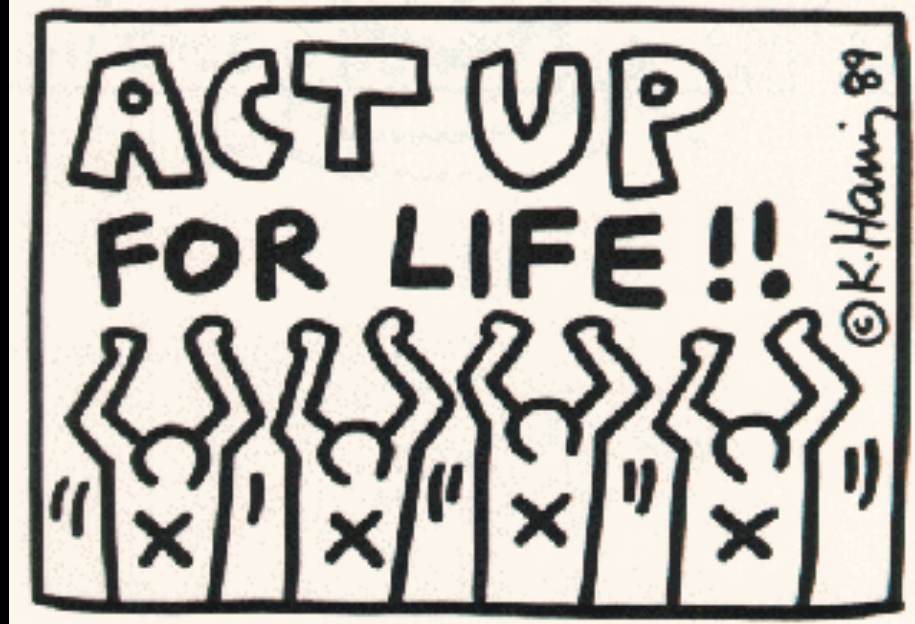
## ACT UP

ACT UP is a diverse, non-partisan group of individuals united in anger and committed to direct action to end the AIDS crisis.

We advise and inform. We demonstrate.

WE ARE NOT SILENT

On June 5 1981, the U.S. Centers for Disease Control and Prevention (CDC) published a Morbidity and Mortality Weekly Report describing cases of a rare lung infection, *Pneumocystis carinii* pneumonia, in five young, previously healthy, gay men in Los Angeles.



## DAVID WOJNAROWICZ

Wojnarowicz was a painter, photographer, filmmaker, performance artist and activist.

His early work incorporated outsider experiences from personal history and stories he heard from others he met in bus stations and while hitchhiking.

He wanted to show a more 'authentic' version of history that included people outside the mainstream.

In the 1980s he was diagnosed with AIDS and became more activist in commenting on the social reality of sexuality, life and death.



Often overlapping text, paint, collaged elements, and photography, and sometimes organizing them in quadrants or comic strip-like frames, Wojnarowicz created provocative narratives and historical allegories dealing with themes of order and disorder, birth and death.



## DAVID WOJNAROWICZ

Here Wojnarowicz depicts a cowboy riding a bull, collaged from newspaper articles referring to gangsters, Oliver North, AIDS and advertisements for cars and electronics.

Images of a kachina doll, a snake charmer, and Jesus fade into a background of factories and exploding rocks.

The work suggests many layers of meaning, but the implication of the loss of belief in myth, religion and history is clear.



*The Death of American Spirituality (1987),*



## KERRY JAMES MARSHALL

Is an African American artist whose paintings, installations, and public projects is often drawn from African-American popular culture.

They are also rooted in the geography of his upbringing: *"You can't be born in Birmingham, Alabama, in 1955 and grow up in South Central [Los Angeles] near the Black Panthers headquarters, and not feel like you've got some kind of social responsibility."*

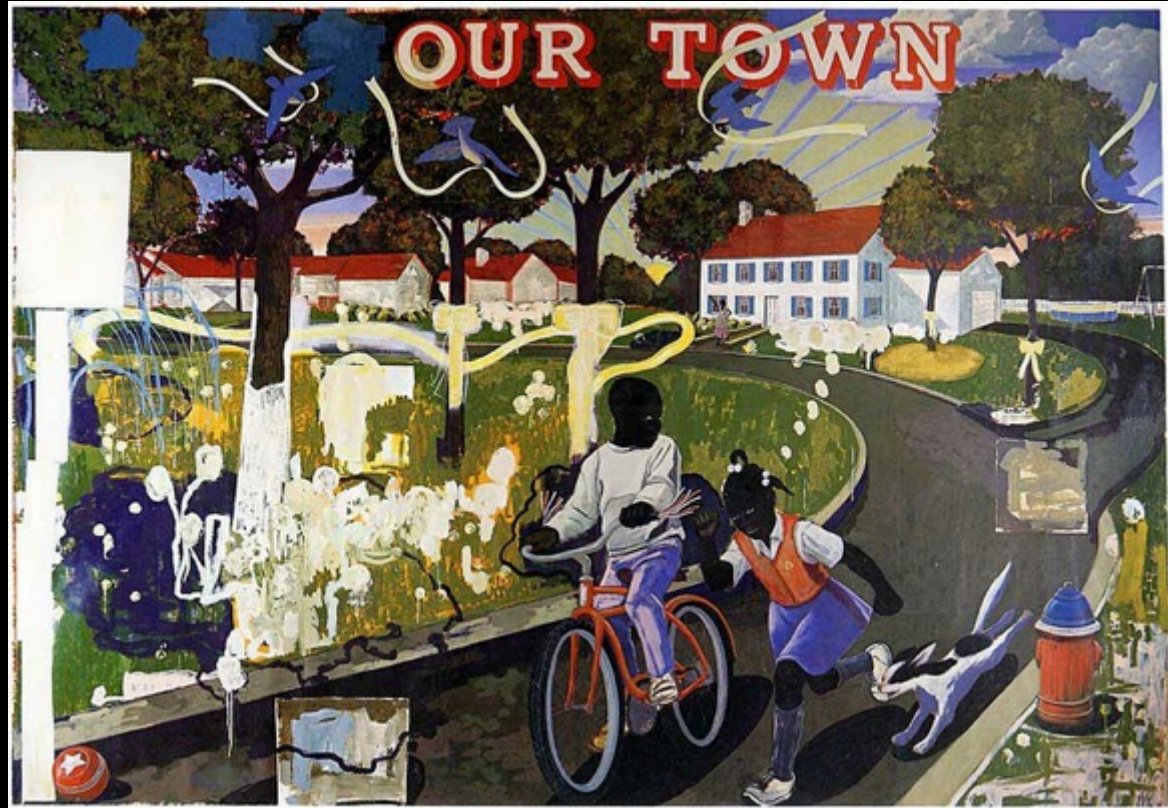


*Many Mansions, 1994*

KERRY JAMES MARSHALL

His works address issues of race, juxtaposing images from the history of Blacks and Whites in America.

In this painting, images of black children playing in an upper class neighborhood, with houses that resemble plantation style are juxtaposed with cotton fields.



*OUR TOWN, 1994*



## TAKASHI MURAKAMI

From his studio in Long Island, Murakami, a Japanese artist living in New York, creates large scale paintings and sculptures in the style of popular Japanese Manga-style characters

In this large-scale painting we see a Mickey Mouse type character emerging from a landscape with black sharp teeth. Drawing references from Japanese pop culture, Buddhism and Japanese history (including Hiroshima & Nagasaki), Murakami exploits the cartoon aesthetic of Manga while creating a monolithic being suggesting cosmic dissolution.

"Tan Tan Bo Puking - a.k.a. Gero Tan," 2002, acrylic on canvas mounted on board. 141-3/4 x 283-7/16 x 2-5/8"



## CUBAN REVOLUTION POSTERS

The poster was the popular art form in Cuba following the Cuban Revolution, when the government sponsored some 10,000 public posters on a fascinating range of cultural, social, and political themes.





## BLACK POWER POSTERS

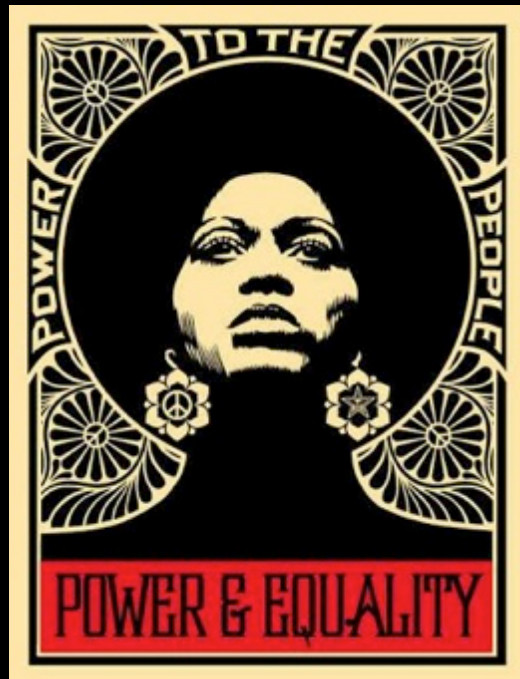
The Black Power Movement of the 1960s and 1970s was a political and social movement whose advocates believed in racial pride, self-sufficiency, and equality for all people of Black and African descent.



*Tommy Smith and Juan Carlos, 1968 Olympics*

## BLACK POWER POSTERS

Credited with first articulating “Black Power” in 1966, Student Nonviolent Coordinating Committee leader Stokely Carmichael represented a generation of black activists who participated in both Civil Rights and the Black Power movements.





## BLACK PANTHER

The Black Panther is the first black superhero in mainstream American comics. Appearing in Marvel Comics in 1966, his name predates the Black Panther Party in the US.



## MORE EXAMPLES

Posters are an effective method of expressing ideas about social issues.



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