

Proposal

Water, Women and the Arts

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## Introduction

We, at *Ort 4 Art* and *Sister Fusion*, believe that art speaks the language of the heart. Looking into the human conditions through a visual-sociological lens, *Ort 4 Art* and *Sister Fusion* wishes to reinforce the contribution of visual aesthetic techniques that can spread awareness about scarcity of clean drinking water, and water in general. One can only relate to the empowering similarity between women and water, – a similarity that has more roots than cultural. Allegories of water and women are forever intertwined. Then why not combine awareness regarding water scarcity issues with women empowerment? Thus, our concept is to highlight this empowering similarity between water and women, through the medium of art and crafts. This is not simply intended for women, but for everyone interested in intuitive connection with their subconscious.

## Concept

By triggering an association through outlining the visual memory<sup>1</sup> of creating crafts related to the topic of women and water, that has the power to establish some of the key aspects of remembrance through performance, through the knowledge retained from subjective individual experiences – *Ort 4 Art* and *Sister Fusion*, will help people relate to the empowering similarity between women and water. “‘Memory’ labels a diverse set of cognitive capacities by which we retain information and reconstruct past experiences, usually for present purposes. Memory is one of the most important ways by which our histories animate our current actions and experiences. Most notably, the human ability to conjure up long-gone but specific episodes of our lives is both familiar and puzzling, and is a key aspect of personal identity.”<sup>2</sup>

To achieve this feat of association through outlining the visual memory, we propose to put together a video art installation, as well as handmade installation using ceramics. Accordingly, encouraging people to create vases or vessels, symbolising women. To make people understand the value of women by connecting creatively, emotionally and realistically to the merit of women. Equally, engaging them in a conversation about water, arts and crafts. This is not only to help people understand the trauma, pain, aggression and violence against women, that can be caused due to the lack of clean drinking water; – but it is also bringing awareness about the aggressive way in which our natural source of clean drinking water is getting sparse due to pollution and global warming. Through subconscious artistic expression, we wish to engage people into new conversations, about effects and affects of mentality towards women and water.

## Goal

Through visual identification we wish to create an art experience, which would leave the participants of our workshops with, a healthy understanding of women and water situations. Our goal is to show water problems and women in regards to it. To have women be better explained in regards to the gender theme within water – but showing it through arts. By physically being involved in creation. What better way to

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<sup>1</sup> Visual memory is a form of memory that preserves some characteristics of our senses pertaining to visual experience. We are able to place in memory visual information, which resembles objects, places, animals or people in a mental image.

<sup>2</sup> Sutton, John; Memory; p. 1; Stanford Encyclopaedia of Philosophy; <http://plato.stanford.edu/archives/win2012/entries/memory>

remember than through creation, and thus be better connected with this theme? An art expression and analysis that will give people, no matter their gender, an opportunity to express themselves while connecting to long-standing important topics, such as: water shortage, unclean water supply, lack of deep-well availability in affected areas where women and children walk hours to collect clean drinking water.

**In the short and long run**

Finally, we at *Ort 4 Art* and *Sister Fusion*, intend to bring this fusion of Women, Water and the Arts through handwork to Brazil (18<sup>th</sup> till 23<sup>rd</sup> of March, 2018) at the *World Water Forum 8*. To bring our concept to the citizens' area where, with the citizens of Brazil, we create an art installation made of handmade ceramic vases and video projections of water crisis areas on these vases. Our idea is to show the theme women, water and the arts – as a refreshing approach to memory, experience and art.

Eventually, we are looking forward to having a secure platform for our project, – to remain present at *World Water Week in Stockholm*. Where we will chair seminars, give workshops and work with affected areas, – making a difference through art.