

# ART AND ADVOCACY

## How Defend Them All can incorporate Art into its Advocacy Toolkit

### Summary

Defend Them All would benefit from successfully integrating art in its activism, both in terms of collaborations with artists for the creation of educational exhibitions or artworks and through thoughtful imagery and branding for a variety of merchandise.

### Background

There's a long history of artists engaging with activist movements as well as activists successfully using imagery to advance their causes.

"Art" can mean a variety of things to different people, whether formal art in a museum, academic or public space by capital "A" Artists, or people who create art in their spare time, both can be useful to further DTA's goals.

### Logistics

How we apply various types of art-making to DTA's work will depend on the individual nature of a project. Whether we are targeting the "local" to the issue audience or aiming for broader public awareness will also be an important factor to consider.



## Art, Image-making, and Marketing

*Potential ideas for how to apply them to DTA's work*

### Caged Bird Project/Rodenticide Campaign

- **Art competition** with a thematic prompt with participation from all age groups/skill levels, potentially partnering with local nature or art centers (maybe even schools?) that are close to an area we're currently working in
- **Partnering with local artists** to put on educational exhibitions and/or create art prints, posters, or yard signs to inform the public about DTA's work and how people can get involved
- **T-shirts, tote-bags, and stickers** for sale on DTA's website with succinct information on what DTA is trying to accomplish and how!

### Defending Kimsacocho

- Partnering with local artists, volunteers, and/or Mining Watch to create **large scale public art works, flyers, or graffiti tagging** that informs the public of DTA's defending and protecting Kimsacocho



## Successful Branding for Social Interest Causes



**Feed Bags**, which for ~\$30 provided 100 meals for children in need <https://www.feedprojects.com/>



**Livestrong Bracelet**, cancer awareness, popularized by cyclist and cancer survivor Lance Armstrong <https://www.livestrong.org/what-we-do>



**Kony 2012 poster**, documentary about the child soldiers under Joseph Kony <https://invisiblechildren.com/kony-2012/>

## The Intersection between Art and Activism



**Guerrilla Girls**, a feminist activist group taking on sexism and racism in the art world since 1985 <https://www.guerrillagirls.com/>



**Birds Watching** (2018) by Jenny Kendler, each eye depicts a bird species considered threatened or endangered by climate change in the United States. <https://jennykender.com/artwork/4402718-Birds-Watching.html>



**Plastic Ocean** (2016), Tan Zi Xi collected 500kg of ocean plastic (~26,000 pieces) to showcase ocean pollution <https://oceanic.global/tan-zi-xi/>