



Be AWARE. A History of Women Artists

A TRAVELLING DOCUMENTARY EXHIBITION

As part of the Generation Equality Forum, AWARE: Archives of Artists, Research and Exhibitions has joined forces with the designer matali crasset to imagine together «Be AWARE. A History of Women Artists», a documentary exhibition on the recognition of women artists of the 20th century and the main actions taken to highlight their work within global art histories.

The AWARE project is an integral part of the cultural component of the Generation Equality Forum initiated by UN Women, co-chaired by France and Mexico and held in Paris from 30th June to 2nd July 2021. After a first presentation in Paris at the Bibliothèque nationale de France from 15th June to 4th July, Be AWARE will take up residence in Berlin from 14th July to 19th September 2021 to accompany the Diversity United exhibition dedicated to European artistic creation. It will afterwards move to Moscow at the end of 2021 before returning to Paris in 2022. The Be AWARE exhibition will then travel around France with the support of the Ministry of Equality between Women and Men, Diversity and Equal Opportunities, and will be exported internationally with the support of the French Institute.



Marcel Moore (1892-1972)
et Claude Cahun (1894-1954), Artists



Yayoi Kusama, Artist
(1929)



Frida Kahlo, Artist
(1907-1954)

Crédit : Louise Nelson

Content accessible to all

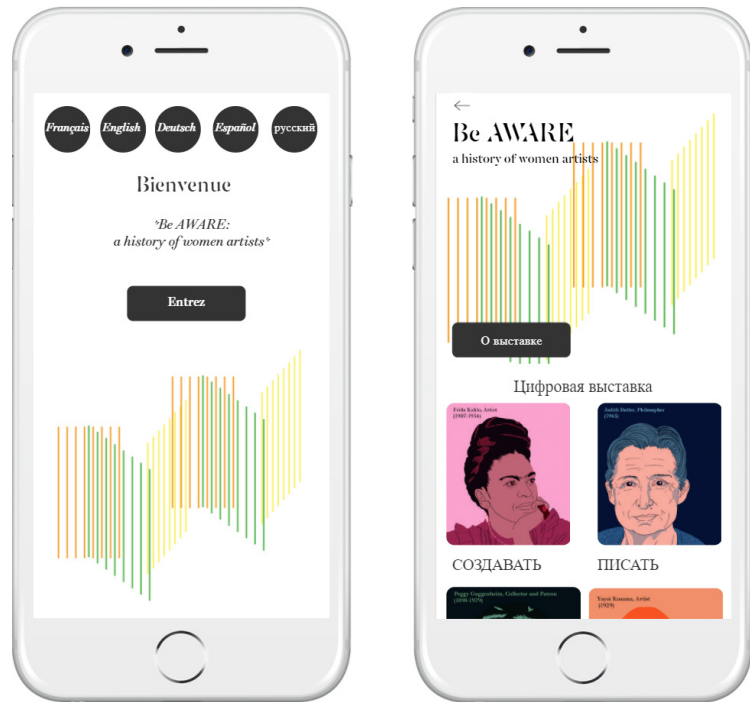
While being designed to be accessible to the greatest number of people, from the young to the elderly, from art lovers to the simply curious, the rigorous content is divided into four themes to address the major issues that women artist face:

- Creating: why, from their apprenticeship to the peak of their career, do women artists have to face gender-specific obstacles that influence their creative process?
- Showing: historically invisible in comparison to their male counterparts, how can the work of women artists be made known and inscribed in the art landscape and art history?
- Writing: how do we reintroduce women artists into the narratives of the biggest art historians?
- Joining forces: as a woman artist, how can one organize unite with others to make their voices heard and fight for better recognition of our work?

In addition, each section will focus on major female figures in the history of art (Louise Bourgeois, Frida Kahlo, Cindy Sherman, etc.) as well as those who have contributed to questioning their visibility and/or making them known (Virginia Woolf, Linda Nochlin, Peggy Guggenheim, etc.).

An educational and mobile design

The designers adopted a multimedia pedagogical approach combining texts, images and videos in order to meet three objectives: accessibility, adaptability and mobility. Designed from the outset to be mobile, the exhibition is structured in such a way that certain content can be renewed and adapted to the different geographical areas in which it will be presented: biographical notes on women artists from these regions, thematic focuses and the highlighting of issues specific to the host countries will thus be favoured.



To ensure the mobility of the project, AWARE entrusted the design to matali crasset, who created an original concept of modular and easily transportable furniture for the occasion. The light and colourful furniture bears the hallmark of the renowned French designer's universe of forms.

A digital version of the exhibition, available in five languages, reinforces its international distribution (to be consulted preferably on cell phone or on tablet): <https://be.awarewomenartists.com>

matali crasset trained as an industrial designer. In the early 2000s, she created her own structure, matali crasset productions. She sees design as research. Her methodology is based on observations of ordinary practices and on questioning the usual organisational principles. Her intervention territories are multiple, always linked to encounters. She brings together universes that are usually quite distinct, from crafts to contemporary art (Vent des Forêts), from the textile industry to fair trade, carrying out projects in scenography, furniture, architecture, graphic design, collaborations with artists (Peter Halley), with young furniture publishing companies, with municipalities (Bibliothèque de Genève, Ville d'Istres...) and local communities...

The exhibition «Be AWARE. A history of women artists» received the support of Stiftung für Kunst und Kultur e.V., the Ministry of Equality between Women and Men, Diversity and Equal Opportunities, the Ministry of Europe and Foreign Affairs for the Generation Equality Forum, as well as the French Institute.

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Practical information:

From July 14 to September 19, 2021
Tempelhof, Hangar 2+3
Alt-Mariendorf 43,
12107 Berlin, Germany

AWARE

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75015 Paris
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