



## **RawTag**

### **Art and education for sustainability**

#### **RawTag Vision and Objectives:**

RawTag is committed to the enrichment of the cultural experience of our participants and the wider community through the provision of a diverse educational programme which is contemporary, instructed, engaging and progressive.

#### **RawTag aims and objectives are to:**

- Present a contemporary and engaging workshop suitable for younger audiences
- Encourage inter-disciplinary collaboration and social engagement practice
- Engaging the local community with educational topics on sustainability
- To raise awareness about over consumption and waste.
- To learn about ethical consumption and create alternatives
- Engaging with art processes and techniques such as drawing installation, creative writing etc.

#### **About RawTag:**

RawTag is a collaborative art-educational initiative aiming at exploring the encounter of narratives of production and consumption. RawTag enquires about the stories weaved into a fashion garment: first, the wearer of the garment has memories and (Raw) emotions about that garment; and second, the garment itself can tell a story about its life cycle and supply chain: tales of production, normally associated to sweatshops where women and children usually sew the garments and about transportation, consumption and disposal (Tag).

**RawTag (Methodology):**

RawTag invites participants to enquire about the stories weaved into their favourite clothes and it works as a 'living-triptych': first, participants exchange memories and emotions about their garments; second, they find out about the life cycle of such garments: [raw] materials, labour involved, transportation, consumption and disposal, hence realising the social, political and environmental impact of their choices [tag]; finally, participants are encouraged to propose alternatives and get empowered for making a difference in their lives and local communities.

**RawTag (Theoretical Foundations):**

In our conceptual foundations, we interrogate the links between aesthetics and education for sustainability, we will examine the epistemological considerations of "the aesthetics" following Ladkin (2015) classification on the potential of aesthetics on: catalysing emotional sensitivity, contributing to imaginative capacity, promoting integrative apprehension and fostering critical reflexivity. We will also respond to the learning outcomes during the module 'Art and Politics 1: History, Theory, Event' such as Globalisation, Agency and Affect (Biopolitics) and Art Activism (Artist) with an emphasis to Jacques Rancière's concept of the 'distribution of the sensible' and the potential for the aesthetics as a tool to 'dissent' and 'emancipate'. Indeed, for our project, clothing as our second skin or in its contact with our flesh, have the potential to unveil some of the realities of our fashion options and consumption habits, while provoking (hopefully) some empowering and sustainable responses.

**Workshop and exhibition proposal for New Cross Learning Centre Lewisham London-2017**

<b>Project Title</b>	RawTag/ Art and Education for Sustainability/2017
<b>Outline of the type of work in which you are engaged</b>	<p>RawTag is a cross-disciplinary project aiming at bridging art with education for sustainability. It is an innovative experiment in action learning and creative methodologies in education, and art and politics, promoting public engagement and debate on responsibility and consumption habits.</p> <p>PO71018C ART &amp; POLITICS - INDIVIDUAL PROJECT</p> <p>For the individual project, RawTag aims to present two workshops to a group of 60 school children at the New Cross Learning-Lewisham.</p> <p>Children will be encouraging to create an art piece to donate to the library and interactive artworks that will be collectively display to create an exhibition.</p> <p>The workshop and exhibition is a creative partnership between RawTag and the New Cross Learning Lewisham. It is coordinated by the artist Carmen Lamberti and artist/educator Dr. Beatriz Acevedo (SL LAIBS and University Teaching Fellow ARU)</p> <p>Website: <a href="http://www.rawtagblog.wordpress.com">www.rawtagblog.wordpress.com</a> Twitter: @RawTag</p>
<b>Aims and Objectives</b>	<ol style="list-style-type: none"> <li>1. To bridge the realms of contemporary art with education for sustainability in a creative and interactive manner.</li> <li>2. To outreach and engage communities and audiences in the potential of art in education, in particular about sustainable fashion.</li> <li>4. To promote an active discussion on personal responsibility, ethics, &amp; aesthetics, concerning the political economy of the global cycle of fashion production and consumption.</li> </ol>
<b>Workshop stages and outcomes</b>	<ol style="list-style-type: none"> <li>1 To exchange clothing and discuss the personal story behind the clothes.</li> <li>2- To watch RawTag's film</li> <li>3- To debate about the film</li> <li>4- To investigate about the origin of the clothes (materials and labour)</li> <li>5- To discuss alternatives</li> <li>6- To create individual artworks (paper tags- W.5cmx H.12cm)</li> <li>7- To create artwork to donate to the library (large paper tag-A2)</li> <li>8-To create a collaborative exhibition to be presented at the library (installation of paper tags created at the workshop)</li> </ol>
<b>Materials and equipment</b>	Large Projector, paper tags, pegs, washing line, frame, colouring pens, paper

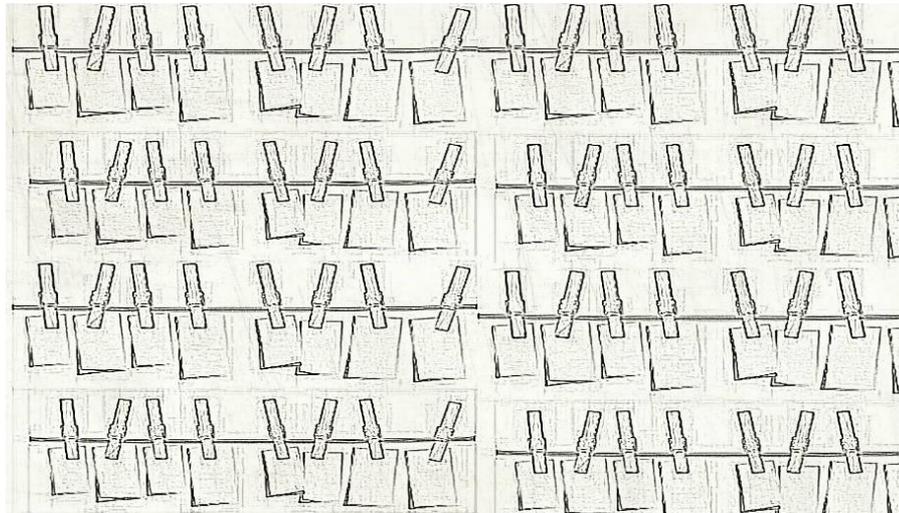
<p><b>Work closely with participants, utilizing the library space and its programs as a resource, showcasing their final outcomes</b></p>	<p>This exhibition is part of a pedagogical experience in which children and their parents will be reflecting on their consumptions and their responsibility. The idea is to create a collaborative exhibition in response of the workshop. We will award the children for their participation with badges and a certificate.</p>
<p><b>Establish creative partnerships, engage and collaborate at regional, national and international levels.</b></p>	<p>RawTag is liaising with TRAIID, a leader institution on sustainable fashion. The material collected from the workshop and exhibition at the Learning Centre is programmed to be part of RawTag's participation at the exhibition Threads of Life (Espacio Gallery-London/ March 2017) that coincides with TRAD Sustainable Fashion Week and other international events on Sustainable Fashion, London Fashion Week, etc. These responses will be further examined and presented in a series of national and international conferences during 2017:</p> <p>University of Utrecht, Netherlands. Workshop RawTag. Presentation of theoretical basis for the development of RawTag</p> <p>(NUS) the National Union of Students London. RawTag- workshop</p> <p>Anglia Ruskin University. Cambridge. 9<sup>th</sup> International Conference on Climate Change: Impacts &amp; Responses. Special Presentation. Workshop. 21/04/2017.</p> <p>Standing Conference on Organizational Symbolism. Rome. July 8/2017. Presentation of theoretical basis for the development of RawTag. Exhibition</p>
<p><b>Sustainability and environmental issues(*)</b></p>	<p>We will utilise reclaimed materials, used clothes and other low-impact materials for this exhibition. We hope to do most of the publicity on-line, with some few printing and we expect to have a rational use of the screen to minimise energy use.</p>

<p><b>Support documentation for workshops and exhibition</b></p>	
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**Materials for workshop**



**Drawings for interactive exhibition**



Exhibition- Collaborative Installation made of paper tags, pegs on a washing line

**Artwork to donate to library (A2)**



Artwork for library Paper Tag framed- made in collaboration with participants

**Rewards for participants with certificates (A4) and badges (25mm)**

