

All Walks presents Diversity **NOW!** 2014/15 with i-D and Arts Thread.

Project Outline

NOW! is the time for **CREATIVES** to boldly vision a fashion future which steps beyond stereotypes, redefines boundaries and celebrates a wider range of beauty and body ideals in age, size, race and physical ability. A fashion future that empowers and emboldens the viewer and the wearer, envisioning impactful, emotionally considerate, commercially relevant practice in all areas of the industry.

Calling Future Creatives...

Can you collaborate on an alternative fashion future, where the individual is celebrated, where fashion works to emphasise the distinctive beauty of the unique human form? Since 2009 we have been encouraging DIVERSITY INNOVATION. Naomi Campbell is calling for change, visionaries like Nick Knight, Rick Owens and Donna Karen, are taking action. So go on, be inspired by the likes of Chen Man, Vivienne Westwood or any of the campaigns by All Walks Beyond the Catwalk to show us what YOUR UNIQUE FASHION FUTURE looks like.

“We believe Diversity can enhance Creativity not impede it. Like the multitude of silhouettes our industry creates, beauty is also individual. It's not restricted by age, shape, skin-tone, size or body difference. Let's celebrate inclusivity and normalise difference.”

**- Debra Bourne, Caryn Franklin and Erin O'Connor, Co Founders
All Walks Beyond the Catwalk.**

Diversity NOW2014/15

Help us build a library of fashion design, imagery and communication that celebrates difference of skin tone, age, size and body type, to encourage debate about the psychological impact of fashion on our lives.

Entries uploaded to Arts Thread by March 21st will be considered for Diversity NOW! 2015 Campaign and showcased on www.allwalks.org The co-founders will highlight chosen students who best portray the excitement of diversity. A single student will be announced as The Co-Founders Choice for 2015. Please note students can collaborate to create one entry.

Fashion Design and Illustration

You should design a fashion forward outfit that addresses and celebrates human diversity.

- This should be empathically constructed, finished, and photographed on a diverse model. Your entry should also be accompanied by a professional illustration, technical drawing and an explanation of how and why you came to your design. Most fashion drawings feature an exaggerated, stretched and narrow Caucasian body. Could curvaceous voluptuous bodies, the beauty of older or dark skinned women be showcased in your innovative illustration?

Fashion Communication

You should consider how to communicate diverse body and beauty ideals through innovative fashion communication – these may include:

- **Graphic Poster:** Punchy, provocative commentary on diversity. Typographic or with accompanying image that works as a call to action for All Walks beyond the Catwalk, content must offer a unique take on the subject of individuality and appearance.
- **Photography: 1 - 4** photographically styled images that celebrate and promote diversity for the human form. The images should be high impact, capturing the essence of the All Walks philosophy. To ensure they are suitable for possible use in All Walks campaigns, photographs should be shot in editorial high res.
- **Journalism:** One piece of energetic writing, charting a thoughtful and adventurous journey through or about image, to include a brief analysis of the current culture of beauty and body ideals from your perspective. No longer than 600 words but immaculately crafted!

Outcomes: Through each stage of production students will develop their understanding of the connection between body image, body confidence, fashion and diversity, and how creative practices can both influence, and be influenced by these issues. All Walks will receive the top 3 submissions in each category, from each college. These projects will show strong directional, editorial content and demonstrate original creativity and critical thinking.

Research: The All Walks website features this brief and examples of student work. Our blogs and films help illustrate the territory further. [Our specialist 40 minute Power Point lecturer film is for use by all students and tutors in preparation for entering.](#) Email us to receive the link: info@allwalks.org

Colleges should engage with this project – it's such a brilliant way for students to think about their market. It's all about learning empathy and it's the thinking and creative process that really counts.

- Mal Burkinshaw, Director Diversity Network

Student Feedback for Power Point Lecture.

Easily the most inspirational presentation I've ever sat through. **Tem Water – 1st year Writing, Fashion & Culture, Southampton Solent University**

This talk spoke to me, it has shown me that the insecurities and uncertainties I feel when looking at magazines are normal, but not acceptable. It's shown me my responsibility as a maker. It is time to change. **Nichole Coxon, Fashion and Apparel Design, University of South Wales**

Brilliant! A real eye opener and so inspirational. 'All Walks' is a project that I would be proud to be a part of. **Lewis Firth – Level 2 Fashion Design, University of Leeds**

What you have done and how you have changed perceptions and ideology is extremely inspirational. Beautiful work." **Jenny Slater – 3rd Year Fashion Design, Ravensbourne**

"I found the presentation inspiring – the most appreciated presentation that has been given to me in my whole time at AUCB." **Rachel Brimacombe – Level 6 Fashion Studies, The Arts University College at Bournemouth**

'I wanted to leave my course, then I was introduced to the All Walks project. I saw they work to improve equality and diversity within fashion, which can only have a positive impact on our society. It restored my faith and trust in the fashion industry.' **Declan Higgins Fashion Journalism at London College of Fashion.**

'I will go away from this lecture feeling proud to be different. I feel inspired and it makes me happy to know that something is being done to persuade people it is ok to be who they are'. **Stephanie Harrod , age 19, Fashion Marketing, Northumbria.**

"All Walks is saying what I want to hear! We've needed something like this organization to come along for a long time." **Bryony Grant , Fashion – 3rd Year at Edinburgh**

"This presentation made me feel – inspired, evoked, fantastic, interested, curious, and excited for change... I don't want to be stuck in the fashion system's backwardness. Society is changing around us, we must follow!" **Imogen Snell 2nd Year Fashion Communication and Promotion, Central Saint Martins**

"Absolutely bloody brilliant. I genuinely felt emotional after hearing the talk. Even just seeing some of the images in the presentation alone made me feel happier about myself and hopeful for my friends and future daughters or family or whoever else... 100 % relevant. Something HAS to drastically change." **Grace Quinn, 2nd Year Fashion Marketing and Branding, Nottingham Trent University**

DIVERSITY NOW! 2014/15

Suggested Curriculum Project Timeline 2014-2015

- Oct – The project is embedded into the curriculum or is run as an enrichment topic choice. Students are given notice of timings.
- March 21st – All Walks Deadline. Tutors will have chosen 3 entries per category. Selected students (not tutors) must individually upload their campaign entry. via artstthread.com
- Collaborations must record all names.
- June - Diversity NOW! Selected work showcased on the All Walks website, on the artstthread.com website and potentially in i-D On line. Co-Founders will choose a project and the student or students work as ‘co founders choice,’ will be featured within i-D online and All Walks.
- Together through education, we’ll continue to build a unique gallery of images and ideas in pursuit of diversity, emotionally considerate and commercially relevant practice, with yearly updates from University Partners.
Students entering their work on the Arts Thread site agree to their work being featured in future All Walks projects to promote body confidence and diversity.

Frequently Asked Questions

1. Is there an age restriction?

No, the only requirement to take part in Diversity NOW! is that entrants are an enrolled student.

2. What courses are appropriate to participate?

All fashion courses, also graphic design, photography and illustration courses. The content produced must promote diversity in fashion and investigate an emotionally considerate approach through a range of disciplines. Entries should be of a high standard and embrace an innovative directional quality.

3. Can students enter a variety of disciplines?

Students may work across categories and disciplines if their work allows but they must state clearly on their submission form which category they have entered. E.g. One student or student team could enter... journalism and photography or more, if the work is good enough and the tutor has selected the student to go forward.

Remember the top 3 in each category go forward to be uploaded.

4. How do we submit our students' work for consideration by All Walks?

The work produced by top 3 students in each category can go forwards to be submitted to All Walks via artsthread.com at a maximum resolution of 300dpi. It must be uploaded by an individual student who has originated the work. **If it is a student collaboration then all relevant names must be recorded.**

Will you pass on student details to any third parties?

No, we will not pass any details to third parties without express permission. If in the event of press coverage of a student's work we will seek permission from the student in question. However we will require the student to submit their email and mobile phone number with their entry so we can reach them for interview if need be.

CASE HISTORY

College: Nottingham Trent University

Course: BA (Hons) Fashion Communication & Promotion

Project Leaders: Sarah Lewington, Michelle Hughes

Implementation: October – December

2nd Year: 93 Students

"A lot of our students commented that doing this All Walks cluster of projects was like having therapy! We will definitely embed Diversity NOW! every year as it really opened our eyes to what our students were thinking."

The Briefs

The year two students studying BA (Hons) Fashion Communication and Promotion undertook 6 weeks of study that focussed on behaviour change within Fashion, Communication and Promotion. The students had all attended Caryn Franklin's All Walks lecture in February 2012.

The students had three briefs all under the All Walks banner; the first was a photoshoot in teams of 5 responding to the question 'What is Beauty'. The shoot had to be an interpretation of, or inspired by, an appropriate taste maker which could include a piece of art, film, film director, music, fashion icon etc.

Students then had to write a 1000 word piece of image analysis discussing their inspiration, their interpretation and reflection on notions of beauty; itself contextualised historically and culturally. This section of the project culminated in an exhibition of their photographs in an exhibition space at Nottingham Trent which was publicised on the university website and was open to the public in December 2012.

The second part of the project was to enter the Diversity Now competition. In an individual 5-minute presentation students had to reflect on their learning over the six weeks in terms of behaviour change within Fashion, communication and Promotion. The presentation culminated in their idea for one of the Diversity Now competition brief categories.

The third part of their project was a 2000 word reflective essay considering what fashion communication and promotion actually is and what are the responsibilities of individuals working in this area of the industry, and to also suggest what could change the way in which notions of beauty/role models/identity are communicated.

Throughout the year they each kept a reflective journal that helped them to fully evaluate their learning and potential changes in behaviour. The students also used an ethics toolkit, which contained consent forms for primary research conducted. The students come from a range of backgrounds; some from A-levels, some from Art Foundation and as such many have not done life drawing or formalised photography before.

Methods

In the first three weeks of the semester we had covered areas such as empathy, in terms of relationships and team working, and looked at ethnographic research methods and data visualisation. We had also covered, in terms of their own identities and self-promotion, Erving Goffman's theory of the 'Presentation of the Self in Everyday Life' (1959). The weeks allocated for the All Walks project were loosely titled around areas covered as part of the degree in relation to the industry pathways students might enter upon graduating.

Week One (Commentary and Journalism)

Learning objectives:

- To enable the students to start to reflect on the lack of diversity in the media today and to think about how we currently describe and portray the notion of beauty and identity.
- To introduce them to key tastemakers, both historic and contemporary, who have explored these ideas

Content:

- Discussion surrounding the language of the body, beauty being about individuality and character verses homogenised supposed 'ideals' in the media.
- Students watched Bill Cunningham New York documentary and discussed what true style and individuality is and were reminded about areas to consider when composing a photograph such as the subject, style, mood etc. They were given a quick street photography exercise where they could potentially identify a model for the photoshoot and to really concentrate on identifying people who they thought were beautiful but to really consider what that adjective meant before they approached people.
- Workshop demonstrating the Photoshop tools relating to photographic manipulation and the ethical issues in relation to this. Discussion of the manipulation of identity and artists such as Cindy Sherman and Frida Kahlo and The Insane Clown posse. The students were also shown the Jenny Saville documentary 'Flesh and Blood'. The students also discussed their own identities using photographs of themselves and their parents at their age.
- The end of the first week and the beginning of the second were life-drawing workshops with guest lecturer James Norris, fashion illustrator. The workshops discussed areas such as the process of drawing itself and the creation of form and the objectification of the body verses the realities of knowing the individual.

Week two (Styling and Fashion Image)

Learning Objectives: (as per week one)

Content:

- Continuation of life-drawing workshops and feedback tutorials on initial group photoshoot ideas. The students were also shown Andrew Logan's 'The British guide to showing off' (2011) introduced with a discussion of 'fitting in' and alternative notions of beauty.
- Lecture showing clips from films such as 'Belle de Jour' (1967) 'The Cook, the Thief, his Wife and her Lover' (1989) Krzysztof Kieslowski's 'Three Colours Blue' (1993), 'Grey Gardens' (1975), and music videos such as Bjork's 'All is full of love' (Chris Cunningham) and Aphex Twin's Windowlicker (Chris Cunningham). Discussion surrounding objectification of black women in music, colour theory etc. The students were also reminded of the 2011 Post Modernism exhibition at the V&A and subverting the feminine norm e.g. interviews with Grace Jones and Annie Lennox.
- Photoshoots took place this week.

Week three (Image Analysis)

Learning Objectives:

- To enable the students to start to consider how to change attitudes and how to convey a message effectively
- To introduce the students to the idea that body image is a social construct

Content:

- Lectures and workshops on how to change attitudes, semiotics and image analysis. A look at how photographers, designers & brands play their part in the industry. Looking at photographs by Helmut Newton, Greyson Perry & Juergen Teller, and collections such as Comme des Garçons Lumps and Bumps and brands' use of models such as Aimee Mullins. The students were also introduced to Naomi Wolf's The Beauty Myth.
- Feedback tutorials on draft photoshoot images and whether they have been able to convey their message relating to 'What is beauty?' Photoshop workshops on cropping and enhancing images and the implications of these decisions.
- Lecture on body image as a social construct, an understanding of body dissatisfaction and stereotyping within marketing and retail.
- London residential trip briefing, where students had to consider behaviour change and diversity in relation to Visual Merchandising and exhibitions visited etc. Students also introduced to the themes behind the exhibitions they should visit.

Week four (Retail Theatre)

Learning objectives:

- To enable the students to observe how messages are conveyed in relation to body image and diversity within all forms of visual merchandising: window displays, labelling, store layout etc.
- To provide the students with an opportunity to think about how consumers are engaged effectively within retail and exhibition spaces

Content:

- Three-day London residential trip, exhibitions visited included:
 'Trojan, works on paper', ICA
 'William Klein and Daido Moriyama', Tate Modern
 'Tim Walker, Storyteller', Somerset House
 'The Taylor Wessing photographic portrait prize', National Portrait gallery
 'Pre-Raphaelites: Victorian Avant-Garde', Tate Britain
 'Digital Crystal', Design museum
 'Everything Was Moving: Photography from the 60s and 70s', Barbican
 'Rain room', Barbican

Students also went to retail spaces such as LNCC, Boxpark, Bubbleology

- Lecture concerning Nudging and behaviour change theories and application in relation to visual merchandising at different levels of the high street from Primark to Dover Street market
- Guest lecturer, freelance stylist, Jemma Sawyer, ran a workshop about working in VM, cataloguing of research, creating window displays, responsibilities of a stylist.

Week five (Changing perceptions and empathic design)

Learning objectives:

- To introduce the idea that self-acceptance is different from self esteem and how to adopt flexible thinking
- To ensure the students understand that empathic behaviour relates to all areas of their learning, creativity and personal relationships, not just within this project

Content

- Guest lecturer, Professor of Behavioural Psychology, Bob Hurling from Unilever talked about the difference between Self Esteem and Self Acceptance and rigid and flexible thinking.
- Showing of 'Am I Normal: Body Image' (BBC documentary, 2008). Workshop where students used Body Aspect's software to visualise perceptions of 'normal'/'abnormal' body types. 3D visualisations were saved demonstrating perceptions Vs. realities of body sizes and weight and heights.
- Lecture discussing emotional, empathic and consumer-centred design
- Lecture on the human condition: mirror neurons and mimicking, traditional marketing models of persuasion (AIDA) verses Emotional: Think, Feel, Do

Week six (Writing)

Learning Objectives:

- To ensure the students understand the role of fashion journalism and the responsibilities writers have

Content:

- Lecture with Lucy Norris, Fashion Journalist, 'Pret a Rever' and subsequent workshop surrounding Fashion Image within advertising and editorial and the related social responsibilities. How to write for a specific audience.
- Lecture and workshop on Advertising and related copy in terms of male and female stereotypical archetypes.

Week seven (final week of All Walks project focus)

- Competition idea presentations focusing on the students' reflections on the last 6 weeks and key areas of learning e.g. behaviour change, lack of diversity, empathic behaviour etc. How this learning and reflection can be applied to the Diversity Now competition idea in an appropriate format relating to the competition categories.
- 'What is Beauty' exhibition of the students' photographs

After Christmas (week eight) the students had a two-day zine workshop run by Jon Hannan and Sarah Stapleton of 'OWT Creative' so that they understood the nature of a zine as many of them chose to enter this competition category.