

LAB 01:
FROM
CROSS-STITCH
TO PIXEL

www.mars.uevora.pt

LAB 01: FROM CROSS-STITCH TO PIXEL

INTRODUCTION

This session aims to work on the theme of gender violence inspired by artists such as Susan Kare (USA, 1954) and Barbara Kruger (USA, 1945). As well, we aim to establish a relationship between the cross stitch, a popular form of embroidery always associated with the feminine and the pixel. As Susan Kare, the pioneering pixel art designer who created many of the icons for the Apple Macintosh computer interface between 1983 and 1986: "Bitmap graphics are like "mosaics and cross-stitch and other pseudo-digital art forms." (Kare *apud* Pang, 2001), and "I used to say that if you like cross-stitch, you'll love bitmap design!'", because it's really analogous." (Kare *apud* Campbell, 2018) The artist Barbara Kruger serves as an example for creating simple and effective phrases in her message against gender violence.

OBJECTIVES

In this session participants learn how to:

- use creation and artistic expression as a way to express feelings;
- recognize that Art is accessible to everyone;
- deconstruct gender roles.

RESOURCES

- computers;
- projector;
- images of works of art in books or online;
- paper and markers;
- hip tissue, needles, scissors and threads.

REFLECT

Presentation to the participants of a phrase promoting and empowering women: "Women need a man, like a fish needs a bicycle" (Rohr, 2019, p. 20), and images of designer Susan Kare and artist Barbara Kruger.

ACT

- Participants write their own empowerment phrases based on their own life experience;
- Each reads aloud the sentence;
- Collective debate about the meaning of sentences and their power of empowerment and increased self-esteem;
- They link these phrases to the gender roles that are socially assigned to them.

CREATE

- Each participant writes the empowerment phrases on the computer using PIXEL letter and choosing different colors for each sentence;
- They then copy of the phrases to the cross-stitch embroidery fabric;
- Finally they select an object to apply the cloth with the phrase: shirt, bag, etc.

LAB 01: FROM CROSS-STITCH TO PIXEL

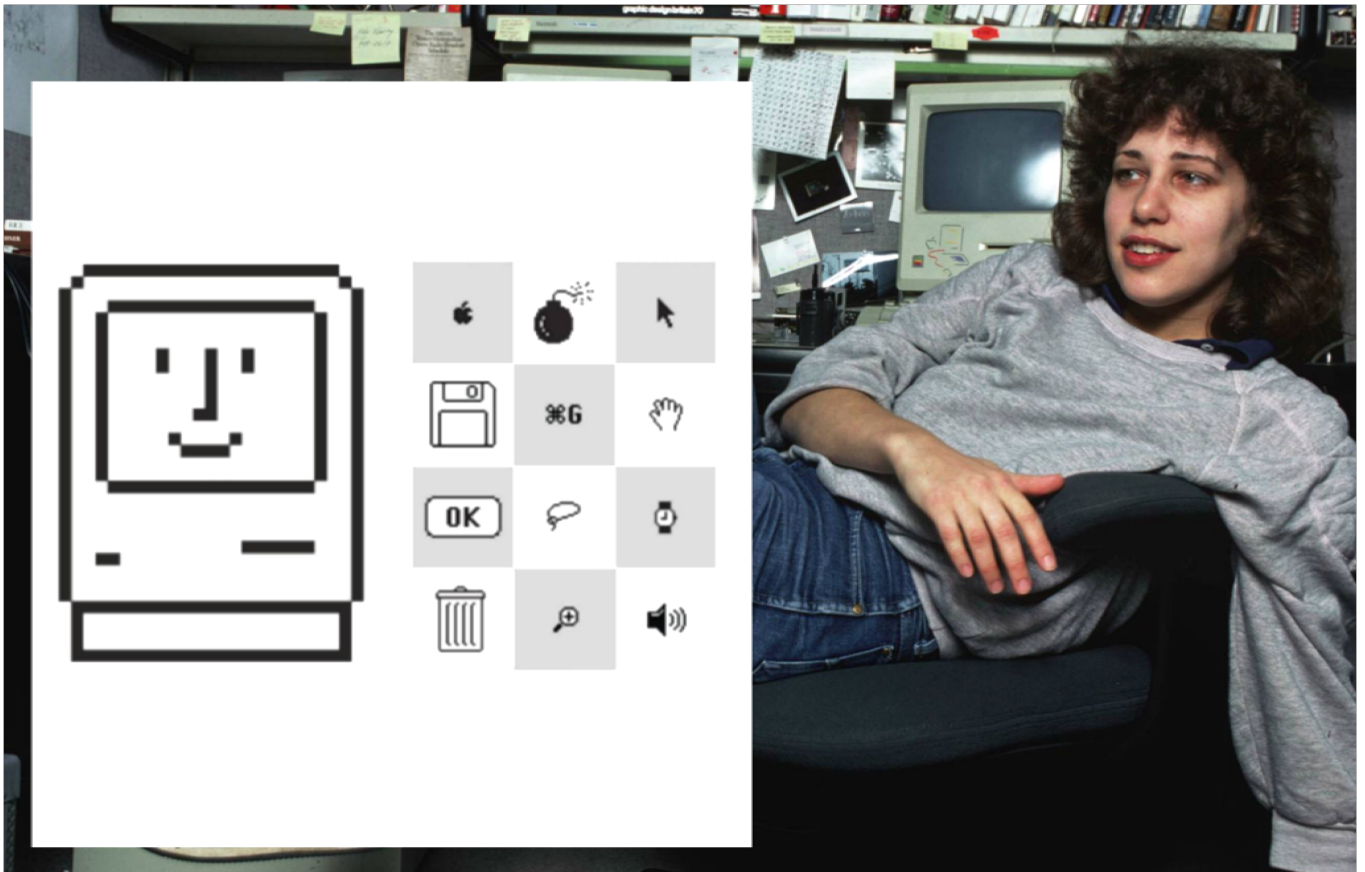


Fig. 1 - Susan Kare, the creator of the Apple Macintosh icons, 1984, USA. Photo montage by Estefanía Grijota. El Pais.

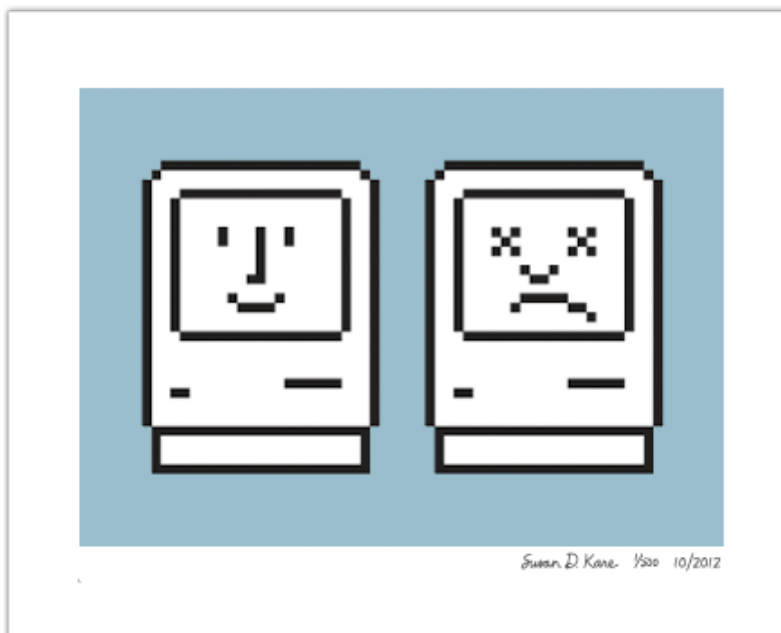


Fig. 2 - Susan Kare, *Happy + Unhappy on blue*, 2012. Print. 8,5 x 11".

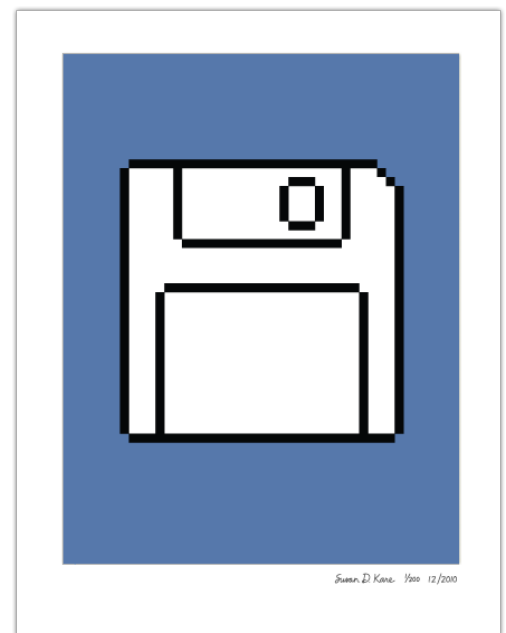


Fig. 3 - Susan Kare, *Floppy Disk*, 2010. Print. 8,5 x 11".

LAB 01: FROM CROSS-STITCH TO PIXEL



Fig. 4 - Barbara Kruger, *Untitled*, (*Your body is a battleground*), 1989.

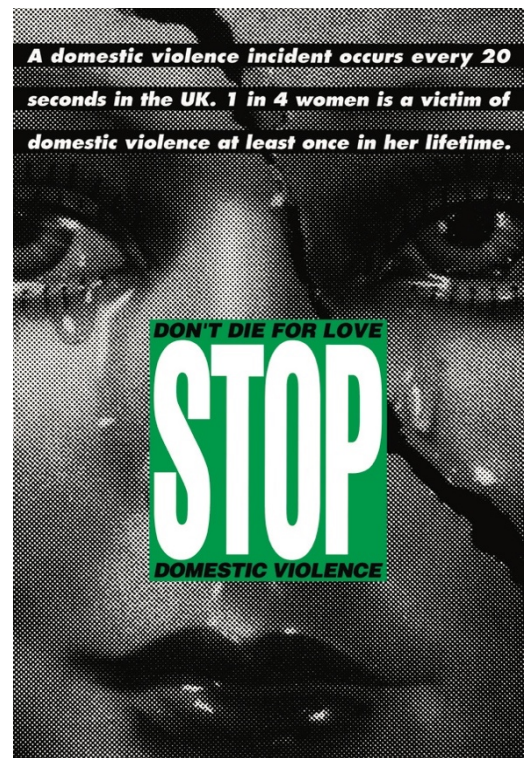


Fig. 5 - Barbara Kruger, *Don't Die for Love*, 2005. GoMA-Gallery of Modern Art, Glasgow.

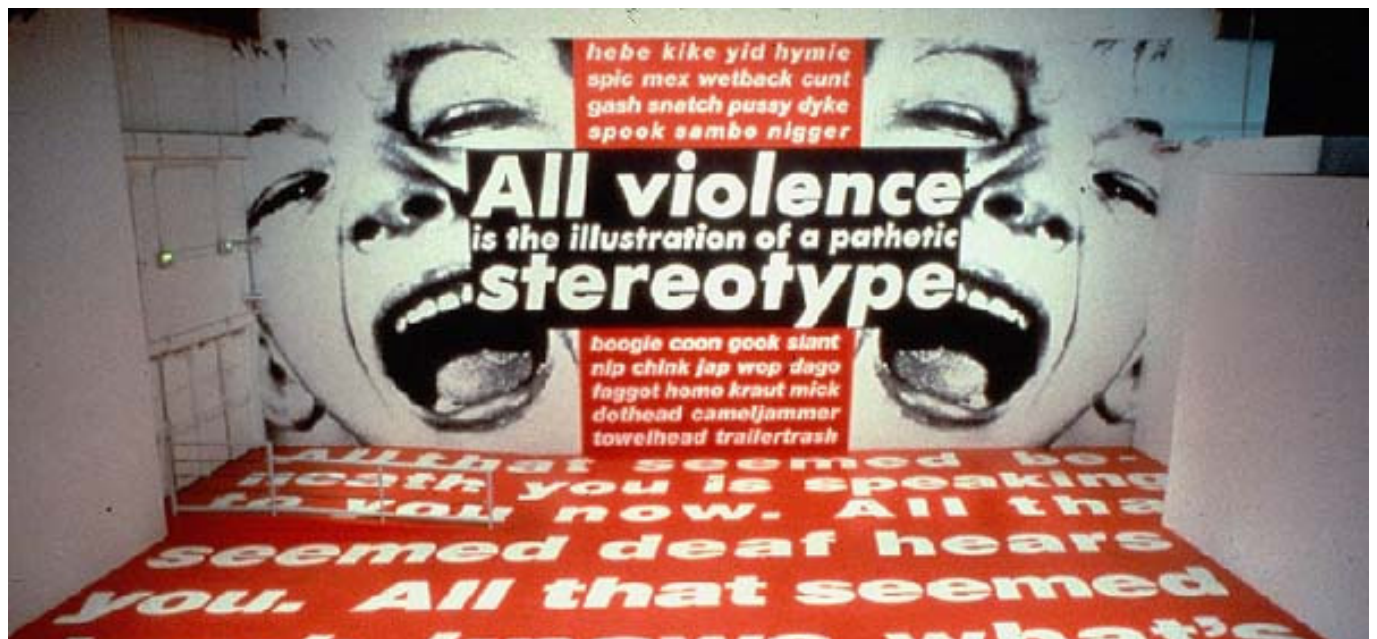


Fig. 6 - Barbara Kruger, *All violence is the illustration of a pathetic stereotype*, 2005, GoMA-Gallery of Modern Art, Glasgow.

LAB 01: FROM CROSS-STITCH TO PIXEL

**Violence against women kills or incapacitates more women aged
15-40 worldwide than cancer, malaria, accidents, and war combined.**



Fig. 7 - Barbara Kruger, *Violence against women kills or incapacitates more women aged 15-40 than cancer, malaria, accidents, and war combined*, 2005, GoMA-Gallery of Modern Art, Glasgow.

LAB 01: FROM CROSS-STITCH TO PIXEL

BIBLIOGRAPHY

- CAMPBELL, O. (2018). The Story Behind Susan Kare's Iconic Design Work for Apple. Accessed at <https://milanote.com/the-work/the-story-behind-susan-kares-iconic-design-work-for-apple>
- GRIJOTA, E. (17 Fev. 2020). Susan Kare: a mulher que criou os ícones do Mac a partir do ponto de cruz. *El País*. Accessed at https://elpais.com/elpais/2020/02/15/icon_design/1581759216_920577.html
- ROHR, S. (2019). *Feminist Cross-Stich. 40 Bold & Fierce Patterns*. New York: Lark.
- FLEISS, A., & MANCUSO, L. (2017). *Feminist Icon Cross-Stich. 30 Daring Designs to Celebrate Strong Women*. New York: Running Press.
- HOLZER, J. (1995). *Please Change Beliefs*. Acedido a 20.02.2020 em <http://www.adaweb.com/project/holzer/cgi/pcb.cgi?change>
- Ponto-Cruz. In *infopédia* - Accessed at <https://www.infopedia.pt/dicionarios/lingua-portuguesa/ponto-cruz>
- NEVES, N. (2008). *Minho*. Algés: Publicações Serrote.
- PANG, A. (2001). Interview with Susan Kare. Accessed at <https://web.stanford.edu/dept/SUL/library/mac/primary/interviews/kare/trans.html>
- GLASGOW MUSEUMS (2005). *Barbara Kruger. Don't Die for Love. Stop Domestic Violence*. Glasgow: Glasgow City Council (Museums).

OPERATING TEAM

Aida Rechená, social museologist/researcher, Center for Art History and Artistic Research, University of Évora (CHAIA/UÉ); Ana Beatriz Cardoso, jurist, Associação Ser Mulher (ASM); Ana Lúcia Teixeira, sociologist/researcher, ONVG/CICS.NOVA/NOVA FCSH; Ana Russo, social worker, ASM; Ana Simões, psychologist, ASM; Helena Barahona, psychologist, ASM; Manuel Lisboa, sociologist/researcher, ONVG/CICS.NOVA/NOVA FCSH; Women Artists from the Shelter House, ASM; Nídia Pimenta, social worker, ASM; Paulo Simões Rodrigues, art historian/researcher, CHAIA/UÉ; Teresa Veiga Furtado multimedia artist/researcher, CHAIA/UÉ.

RESEARCH PROJECT

Gender in Art - [2016-] - Ref.º CHAIA-UID/EAT/00112/2013/2016/AVD/GA. Project coordinated by Aida Rechená, and Teresa Veiga Furtado in the scientific area of Multimedia Arts and Fine Arts, Social Museology and Gender Studies. CHAIA/UÉ [2020] - Ref.º UID /00112/2020 - [Project financed by National Funds through the FCT/Fundação para a Ciência e a Tecnologia/Foundation for Science and Technology].