



**Live Life Freely**  
Kelly Parks Snider  
2007  
mixed media  
44" x 77"



ARTIST'S INSIGHT

The art piece **LIVE LIFE FREELY** challenges each of us to be an individual, to dress the way we want to dress, to live our lives making our own decisions about how we spend our time, our money, and whom we choose to spend our time with.

**In the past, our identities were based on our interests—the music we listened to, the sports we played, what we did with our free time, our families, and our accomplishments.** Today, advertisers want to create our identities for us based on a label we wear or a store we shop at.

Advertisers don't want us to be original. They want us to buy whatever they're selling based on a label. They also encourage us to judge others based on their labels.

It's almost impossible today to buy a shirt, a pair of pants, or a coat without a label dominantly displayed across the front or back. The majority of consumers buy according to brand. So it's important to ask some questions...

Are labels and brands affecting the way you judge others? Are they limiting your possibilities, your relationships, the way you live your life?

Be the designer of your own label! **Label products not people!**

**Live Life Freely** (detail)  
Kelly Parks Snider  
2007  
mixed media  
44" x 77"



**Steel Flowers**  
Kelly Parks Snider  
2007  
steel sculpture



ARTIST'S INSIGHT



The artist created these steel flower sculptures to symbolize the strength we have when united in purpose and the inherent beauty of our individuality.

We stand together, each a remarkable and unique individual, working towards change. Through Project Girl we support each other and widen our definition of who we are. Together we can become better observers of media messages, their effects, and influences.

Sometimes we have to cross the line.

It can seem impossible to push back against huge media forces that try to control us

But the fact is

We have the power.

We can decide.

We can resist.

We can cross the line

and think for ourselves.

We need to work community by community. We must look forward with confidence. We do not need official credentials to do good and mighty deeds in this world. We just need to believe, stand together and remain committed.

People say... "You're just spitting in the wind."

Yeah... maybe. But at least we're spitting!

We think that it's always important to spit!

It is always important to DO SOMETHING !



**Field of Tension**  
Kelly Parks Snider  
2006  
mixed media  
28" x 28"



Does Buying things really Make you Happy?

ARTIST'S INSIGHT

**FIELD OF TENSION** is the artist's response to today's unending pursuit of commercial happiness. Commercial media advertising tells us all day, every day, and in every way that happiness is something we buy. But buying more commercial goods, accumulating more, having more possessions in reality doesn't usually translate into the promised goal—happiness. Studies have show that for most consumers, the struggle and escalating pressure associated with the spiral of material accumulation ultimately results in an undesirable outcome. The perpetual pursuit of what our culture defines as happiness and success leaves most of us feeling empty and full of despair.

In America, we're taught to believe that if we work hard enough, any goal can be achieved. The problem with linking that achievement ideal with commercial products is that in our contemporary commercial culture the definition of the ultimate

goal and distance to the reward keeps changing, moving just out of reach. **Like a carrot dangled temptingly in front of a hungry mouth, always anticipated but never tasted.**

We are constantly pursuing material consumption, always chasing what is purposely placed just out of reach—expensive clothing, the fountain of youth, beautiful things we buy to demonstrate our success by demonstrating our ability to buy. The unending purchasing pursuit leaves us feeling tense, anxious and obsessed... always wanting more... always seeking to reinforce our differences. The consumer contest separates us by separating those who want, from those who have, from those who want more...

We need to depart from this fruitless un-winnable contest.

**Field of Tension**  
(detail)  
Kelly Parks Snider  
2006  
mixed media  
28" x 28"



**Corporate Curriculum**  
Kelly Parks Snider  
2006  
mixed media collage  
triptych panel measurements 36" x 77"

ARTIST'S INSIGHT

**Corporate Curriculum** is a modern triptych ("trip tick") which is a piece of art divided into three parts. It uses the 20<sup>th</sup> century technique of collage which allows artists to incorporate fragments of the real world into their artwork for a specific visual effect, to create a mood, make a point, or to get you to thinking about something. Behind each of the many physical items making up the artist's 'Corporate Curriculum' art collage there's a story. Using the hundreds of items on the three collage panels and their stories she's trying to help you to see the world she grew up in through her younger eyes and reflect on the corporate influences that affected her life as a child, as a teenager, as a young adult, and continue to shape our world today.

The panels progressively reveal the commercial influences in the world she grew up in. The artist believes that these influences shout, scream and overwhelm all of us with false claims and broken promises. By examining her own observations of our media-based culture through the years she came to realize that the world we live in today is far more polluted with harmful media messages than the world of her youth. That is why Project Girl was created.

The artist believes that the landscape of today's popular culture seems unbalanced and cluttered and the boundaries between what is appropriate only for adults and what is appropriate for children seem blurred.

This detail from **Corporate Curriculum** explores the issue of **VIOLENCE IN MEDIA**. The artist wants us to examine the question: **Does media shape the way we see ourselves and the world?** Some of us deny that we're affected by media. But almost everyone can easily recall a scary scene from a **movie** or violent scenes in a video game. Violent images we see as children remain imbedded in our minds, influencing our perceptions of the world and our behavior toward each other. Many studies have shown that frequent exposure to **VIOLENCE IN MEDIA** increases aggressive behavior, de-sensitivity to acts of violence, and increases fear of becoming a victim of violence resulting in mistrust of others. By the time kids are 18 years old, they have witnessed 200,000 acts of violence on TV including 40,000 murders. Violence in media is like second hand smoke. We're all affected by it.

The artist, in this detail from **Corporate Curriculum**, is looking at the **NARROW STEREOTYPES** media creates for girls and women. These stereotypes limit or box-in girls' definitions of what they can do, what they can be, how to use their creativity and imagination, what attitudes to have, and how to **behave**. Advertisers encourage us not to exercise our ability to think for ourselves and express our individuality because it's easier to sell us products if we choose to conform to their stereotypes.

Advertisers will do just about anything to get us to buy their products including sales techniques that rely on illusion, deception, and false claims. The artist believes that the landscape of today's popular culture seems unbalanced and cluttered and the boundaries between what is appropriate only for adults and what is appropriate for children seem blurred.



To explore **DECEPTION AND TRICKERY** IN **ADVERTISING**, the artist focuses on the image of the rat in the art collage. Are you familiar with the expression, **I SMELL A RAT?** What do you think it means. The image of the rat, and the phrase, "I smell a rat," is a reminder to always be suspicious of advertising—to always question what we see, hear, and the motives behind the messages. The rat reminds us all to be critical consumers of media messages and to look at the world of advertising through changed, more critical and suspicious eyes.

**i smell a rat! always be suspicious**

**Corporate Curriculum** (detail)  
Kelly Parks Snider  
2006  
mixed media collage  
triptych panel measurements 36" x 77"







**Image Free Zone**  
Kelly Parks Snider  
2006  
mixed media collage  
triptych panel measurements 36" x 77"

ARTIST'S INSIGHT

The artist intended that this **Image Free Zone** triptych be the visual and thematic inverse, or opposite of the Corporate Curriculum three- panel artwork. Her original intention was to paint the three panels completely white to symbolize a place of being or consciousness that was the opposite of Commercial Land—a place without commercial images and pressures. In reflecting upon her culture, however, this didn't seem to be a fair representation or an accurate, real expression. The creators of Project Girl do not believe that there really are "image free zones." Our fading memories, the past slogans and our stained impressions will always remain in our awareness. This is why we must take advertisements, the music lyrics and TV messages seriously. Many messages and images we're exposed to via media throughout our lives stay with us forever.

**Our Thinking Spaces are the places where we are disconnected from media and where we reconnect with the natural world and ourselves—our instincts, our imaginations, our feelings, our values, our principles, and future goals.**



Is there any thinking space left? Where do you do your best thinking?  
How is "Thinking Space" different from Commercial Land?

Is there any thinking space left? Where do you do your best thinking?  
How is "Thinking Space" different from Commercial Land?

Is there any thinking space left?

Where do you do your best thinking?

**Image Free Zone** (detail)  
Kelly Parks Snider  
2006  
mixed media collage  
triptych panel measurements 36" x 77"



**Evidence of Real Bodies**

Kelly Parks Snider

2007

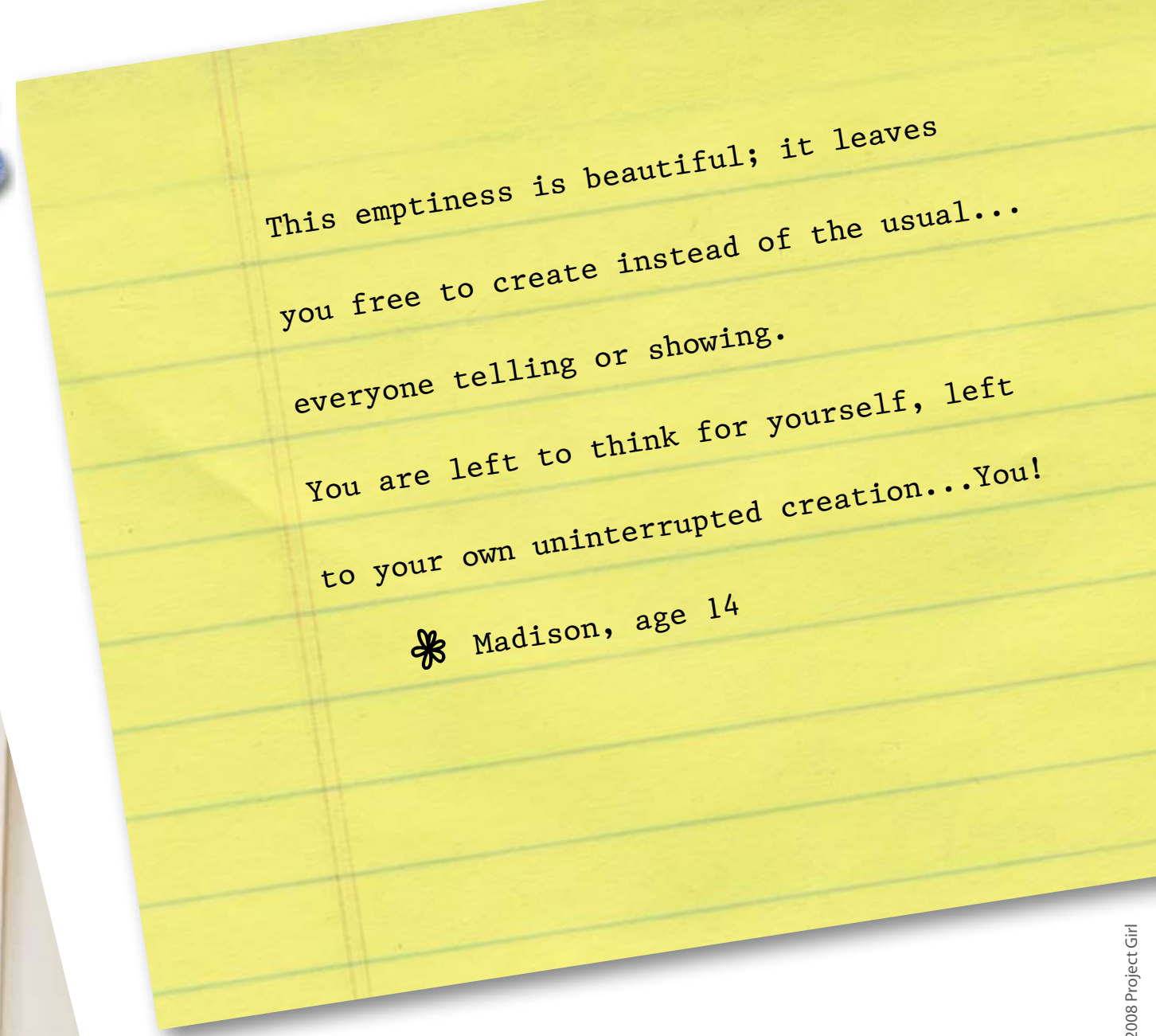
sculpture, handmade Napalese paper

ARTIST'S INSIGHT

Advertisers bombard us from a very early age with their image of ideal female beauty. **Advertising work hard to convince us that trying to be beautiful, thin, sexy and popular is what should be most important in our lives.** Companies that are selling us products want us to spend as much time, energy, and money as possible trying to look like the perfect images we see in magazines, on TV, and in the movies.

The creators of advertising want us to define and identify beauty only as it's depicted in the images they've created and bombarded us with. But are those images real? Even if we want to, can we ever look like the "beautiful" images we see in media advertising?

The people we see in the media represent only a small percentage of the different types of people in the world. When we look around at groups of real girls, we see a lot of diversity—different skin and hair colors, different heights and body sizes, and all kinds of personalities. Each of us is unrepeatable and a true original.



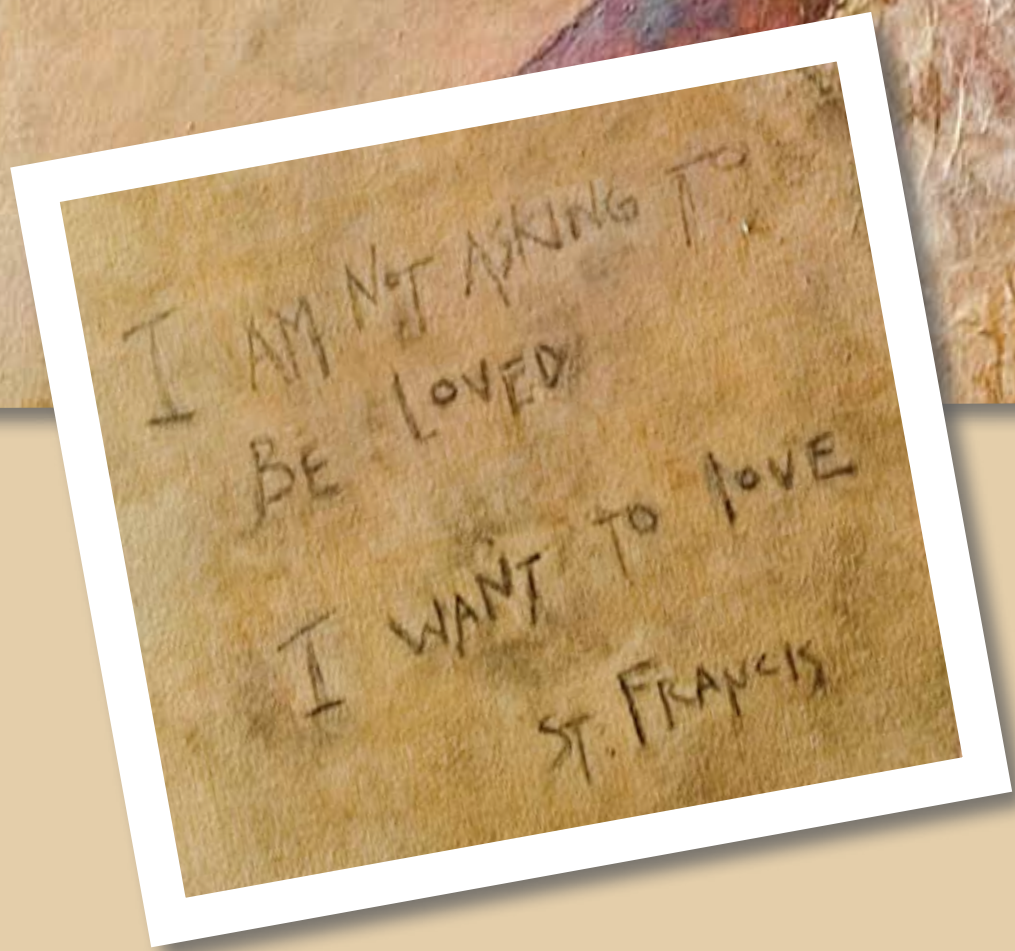
This emptiness is beautiful; it leaves  
you free to create instead of the usual...  
everyone telling or showing.  
You are left to think for yourself, left  
to your own uninterrupted creation...You!  
\* Madison, age 14



**Evidence of Real Bodies** (detail)  
Kelly Parks Snider  
2007  
sculpture, handmade Napalese paper



**Love**  
Kelly Parks Snider  
2006  
mixed media  
32" x 40"



**Love** (detail)  
Kelly Parks Snider  
2006  
mixed media  
32" x 40"

#### ARTIST'S INSIGHT

### **Our greatest human need is love.**

This painting focuses us to ask questions of ourselves in relation to each other. Art enables us to express what we feel rather than what we see.

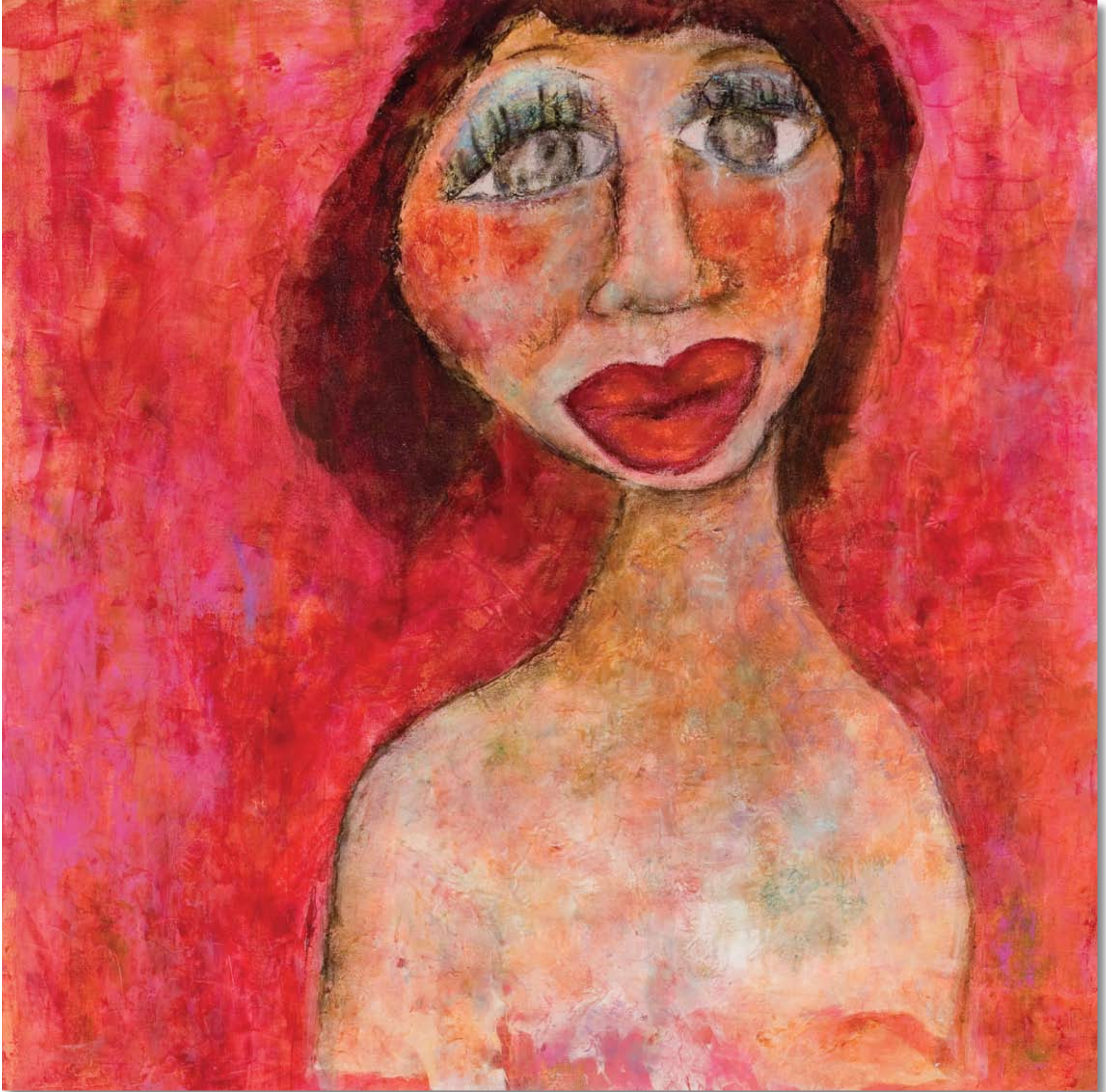
Like art, real joy always wants to share and communicate itself to others. This joy is not a self absorbed joy. This joy radiates towards others and is never misunderstood. It is a great privilege and opportunity to make a difference in someone else's life.

### ***I am not asking to be loved... I want to love.***

These are the words of Saint Francis. He devoted his life to others. He realized that it was through giving that he received a kind of radiating joy.

We all are drowning in "me first " and "I'm worth it" media-fed messages promoting the pointlessness of doing something unless it is first and foremost for ourselves. This absurdity has become the living reality and expectation in our contemporary culture, leaving forgotten and unexpressed the great joy that doing for others brings to us.

The creators of Project Girl believe we can change this—that we can make change happen if we believe we can make change happen. The cure for cynicism, hopelessness and narcissism is social action. This solves two problems. It connects us all to each other and community, and it gives us a sense of meaning and purpose. Project Girl believes that all of us, young and not as young must be part of this process.



**Respect Me**  
Kelly Parks Snider  
2007  
mixed media  
28" x 28"







**Will The Real You Stand Up!**  
Girl Artists  
2007  
mixed media body tracings  
36" x 72"

ARTIST'S INSIGHT

**Will the Real You Please Stand Up!**

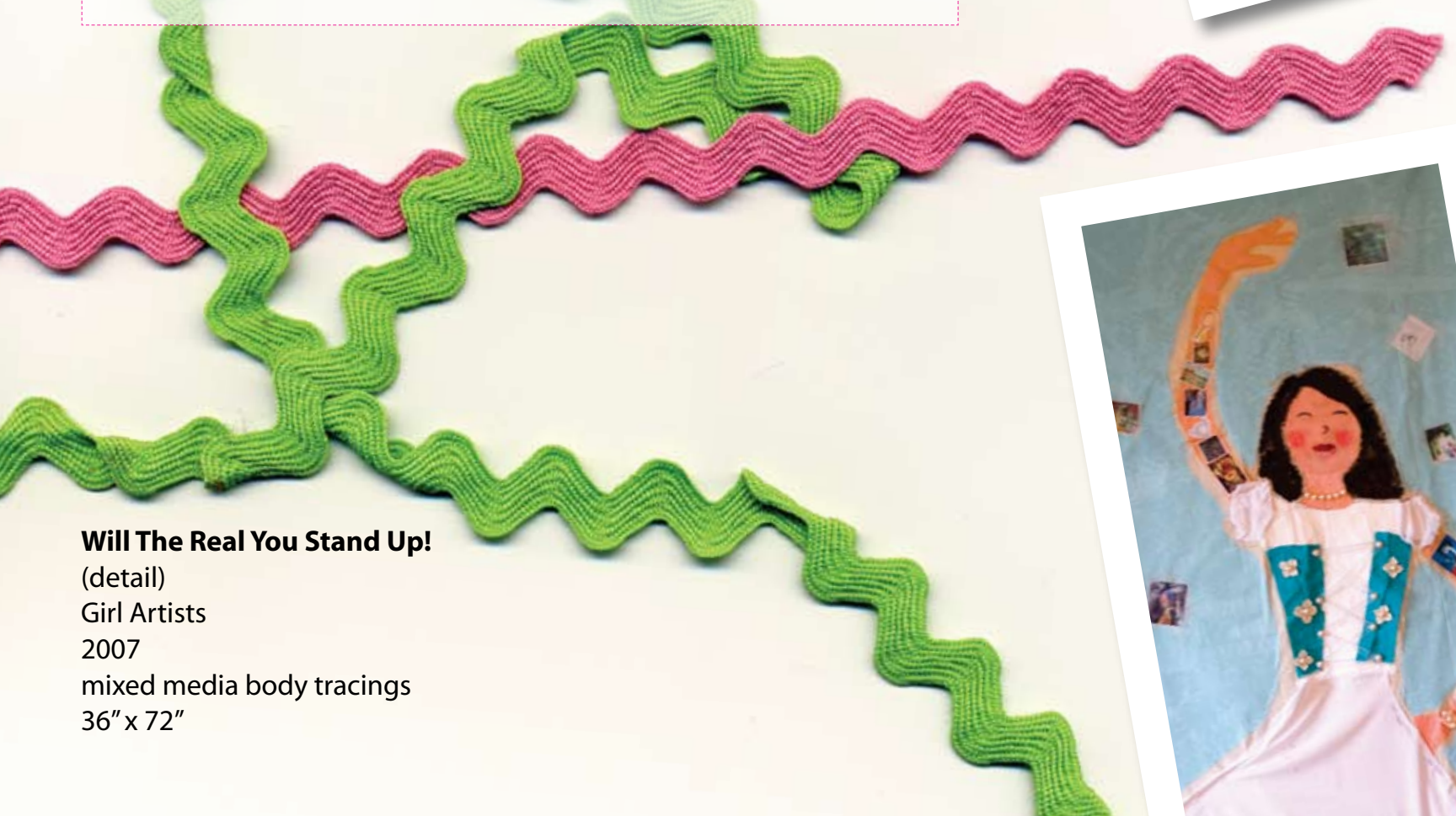
You are unrepeatable. You are a true and amazing original.

How much of the "real you" do you show to the world? And how do you show it?

Does the way you look and dress really convey everything about who you are, or is it just one part?

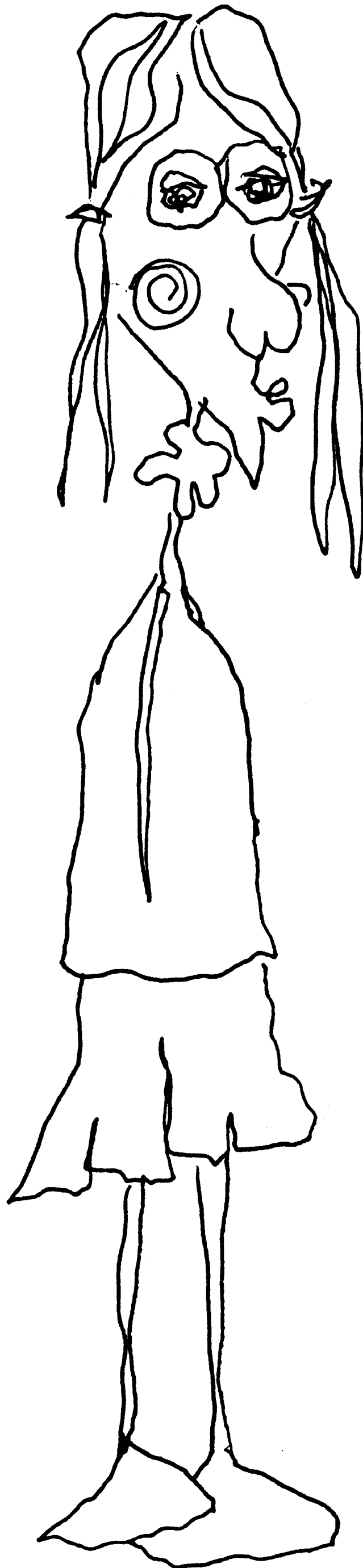
What else is there to share, like your inner self—your ideas, your interests, your feelings, your dreams and talents. What are some of the attributes that are yours and yours alone that extend beyond your physical appearance? What are you proud of?

The life-size body tracings were created on fabric banners by girl artists during a Project Girl workshop. The girls were invited to explore their inner lives and values, and appreciate their many attributes extending beyond their physical appearance.



**Will The Real You Stand Up!**

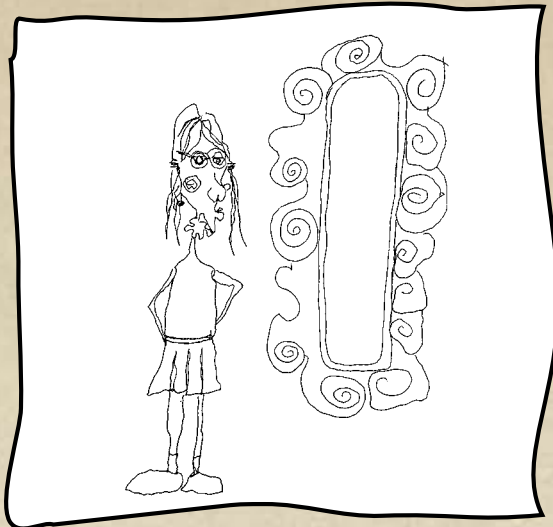
(detail)  
Girl Artists  
2007  
mixed media body tracings  
36" x 72"



**Brand Brainwashing**  
Kelly Parks Snider  
2006  
ink drawing  
8" x 11"



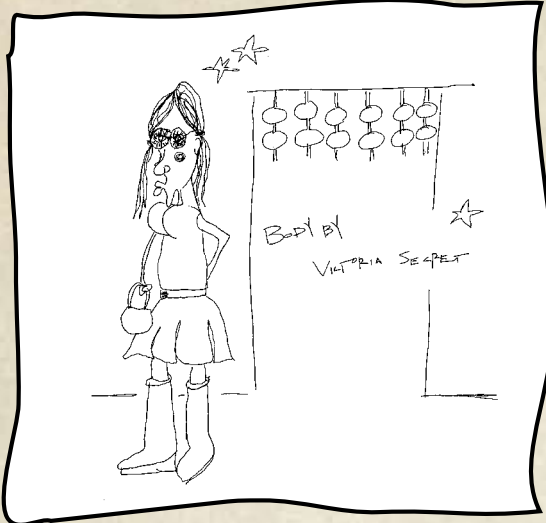
ONE DAY AT SCHOOL I FOUND MYSELF IN THE LUNCHROOM EATING ALONE.



SO I WENT HOME AND LOOKED IN THE MIRROR AND I REALIZED THAT I WASN'T A REAL TREND-SETTER. I NEEDED SOME LASTING SOLUTIONS...



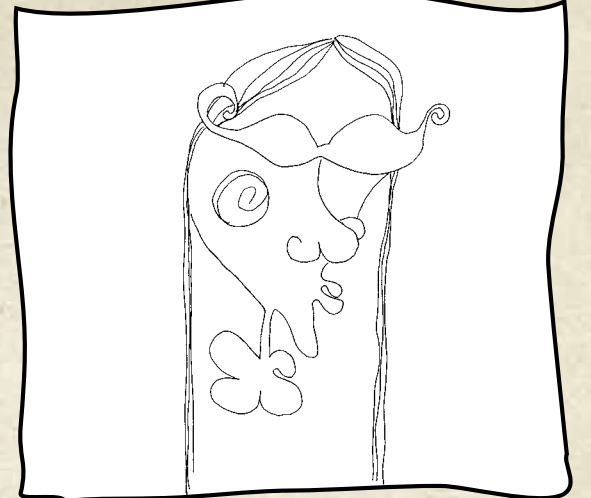
I SAW THAT MY LASHES DIDN'T FLUTTER AND MY LIPS HAD NO PUCKER. SO I BUILT AND SEPARATED SOME SERIOUSLY FABULOUS LASHES WITHOUT A CLUMP IN SIGHT BY USING REVLON'S BE FABULASH MASCARA. PLUS, I CREATED INSTANTLY PLUMP LIPS WITH SALLY HANSEN'S LIP INFLATION TINTS. NOW MY EYES AND SMILE ARE SMOKIN'!



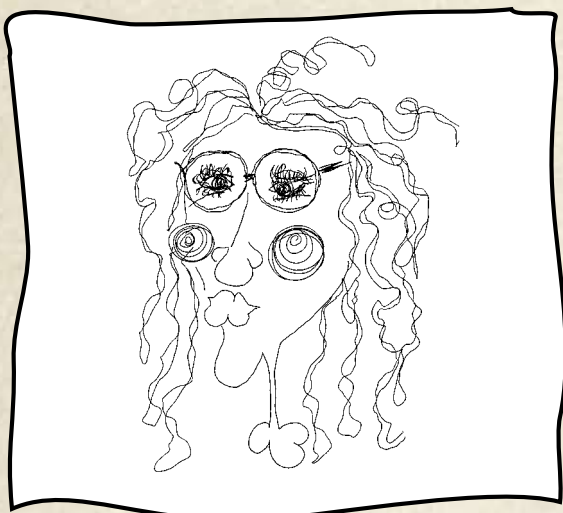
AND BECAUSE MY FIGURE SEEMED IRREGULAR AND SHAPELESS, I WENT TO VICTORIA'S SECRET AND BOUGHT A NEW EXTREME PUSH-UP BRA TO GET ONE OF THE SUMMER'S HOTTEST LOOKS!



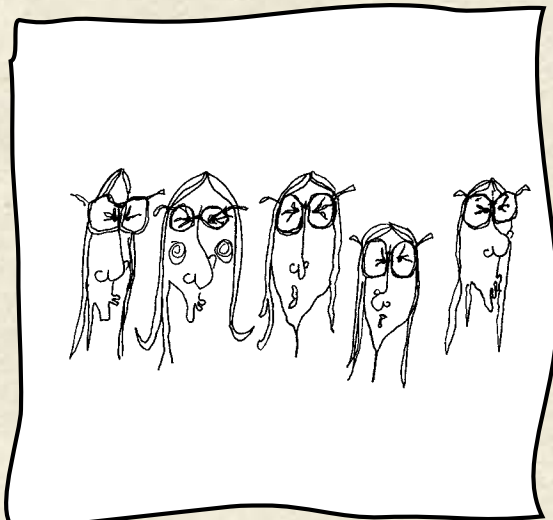
AND AFTER I BECAME THE CENTER OF ATTENTION WITH MY NEW PUSHED UP FIGURE I BOUGHT A TEENY-TINY PACSUN SWIMSUIT WITH FLIRTY-SKIRT, AND UPPED THE GLAM FACTOR WITH A BLINGED-OUT BEACH BAG BY JUICY COUTURE TO WEAR AT THE BEACH AND PARTY LIKE A CELEBRITY WITH ALL MY NEW FRIENDS.



AND WHILE I WAS AT THE BEACH I SCOPED GUYS ON THE QT AND LOOKED FOR MY LASTING LOVE WEARING MY NEW GUESS SHADES DESIGNED TO START A FLIRT ALERT.



AND ON THE DAYS THAT I COULDN'T MAKE IT TO THE BEACH, I COULD STILL GET MY SEXY BEACH HAIR WITH MY BUMBLE & BUMBLE SURF SPRAY WHICH ADDS WEIGHT TO HAIR THE WAY SALT WATER DOES—JUST SPRAY AND SCRUNCH. THAT WAY EVERYONE THOUGHT I'D BEEN HANGING WITH THE COOLEST BEACH KIDS EVEN WHEN MY PARENTS WERE MAKING ME DO SOMETHING BORING.



AND BECAUSE SOME OF THE OTHER GIRLS WERE STARTING TO DRESS LIKE ME AND IMITATE MY LATEST LOOKS—SLEEK AND CHIC, OR SEXY AND DISHEVELED, PERFECT FOR NIGHT OR DAY—



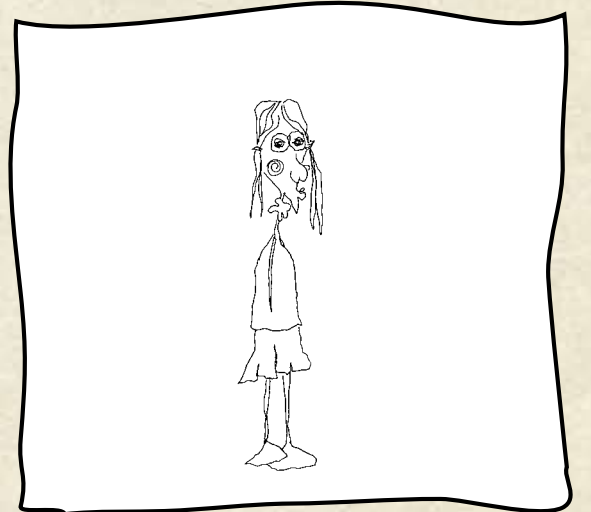
I WANTED TO EXPRESS MY ORIGINALITY, SO I GOT A SET OF BODY CLIPS FROM CLAIRE'S IN SUMMER'S MOST SIZZLING SHADES.



AND WHEN I WEAR THE LOREAL EYE-COLOR THAT MAKES ME LOOK LIKE A MERMAID EMERGING FROM THE OCEAN...



AND SPEND ALL MY FREE TIME CALLING FRIENDS ON MY REVOLUTIONARY IPHONE WITH BUILT-IN IPOD, VISUAL VOICEMAIL, I HAVE A MUCH MORE POSITIVE ATTITUDE ABOUT LIFE.



AND NOW I AM A MUCH HAPPIER PERSON.

Brand Brainwashing, Kelly Parks Snider, 2006, ink drawings, 8" x 11"

i smell a rat! always be suspicious...

