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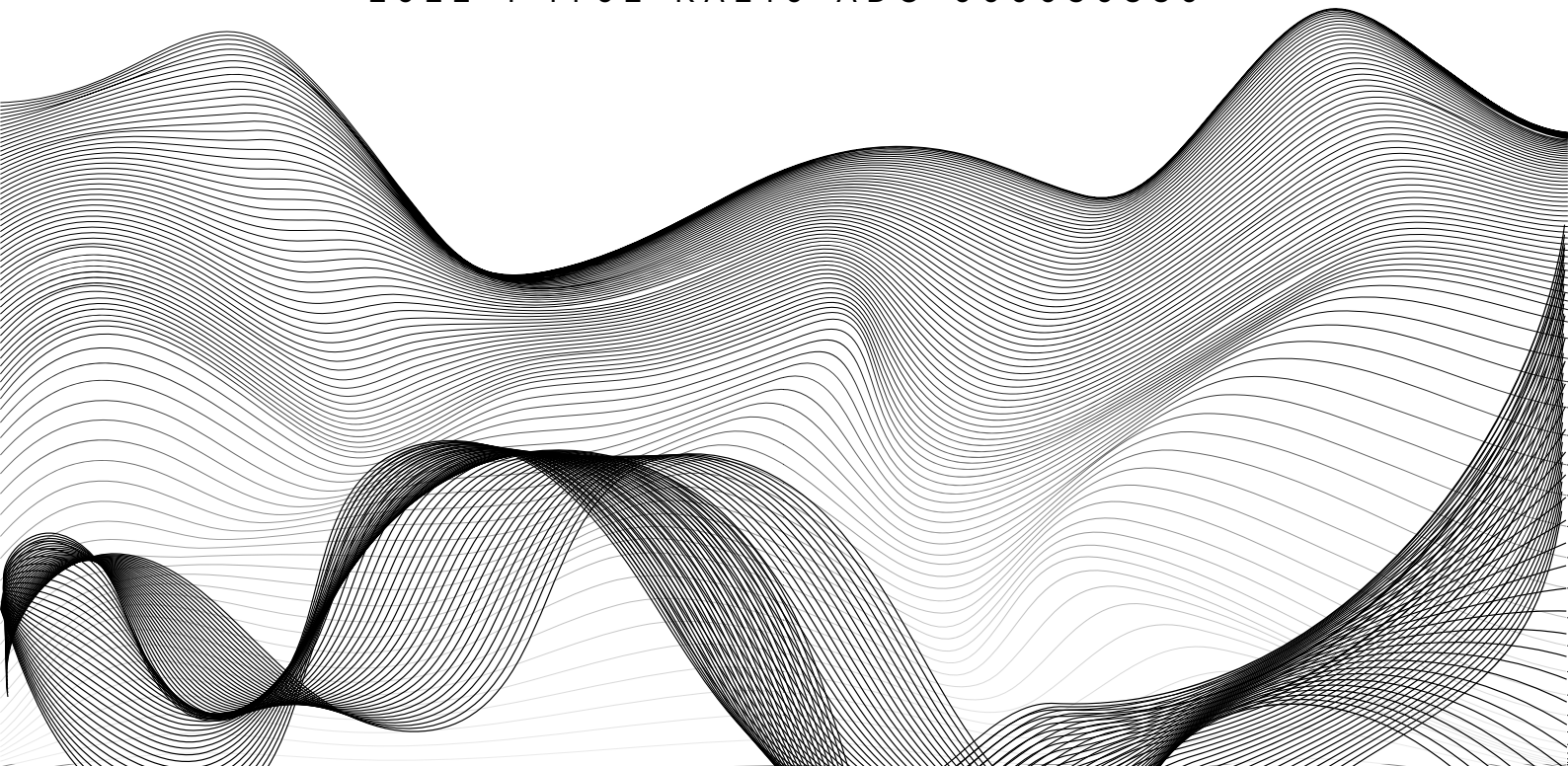
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P H O T O
E X H I B I T I O N
I N B A N S K O



F I R S T :
F I G H T G E N D E R S T E R E O T Y P E

2022-1-IT02-KA210-ADU-000080880





Fl.r.St. – Fight gender Stereotype
2022-1-IT02-KA210-ADU-000080880
Programme: Erasmus+
KA210-ADU – Small-scale partnerships
in adult education

Ob. General: Create and strengthen a network of non-profit organizations that fight to combat the gender stereotype through the visual communication of the art of painting, visual graphics, and photography.



Ob. Specific:

- Break the female stereotype with particular reference to motherhood and pregnancy.
- To define communication strategies, tools, and channels to promote networking activities and the activities developed
- Exchange experiences and best practices

Results:

- **Community** involvement and other women and mothers through the international survey
- **Manual of visual communication techniques** combined with non-formal methodology as a means of learning
- List and **visual narration** of the most common stereotypes on motherhood
- Closing Meeting with an **artistic exhibition** on the work done.





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THE EXHIBITION

In the contemporary landscape of European societies, the pervasive issue of sexism and female stereotyping, particularly in the context of motherhood, remains a formidable challenge. This enduring problem is rooted in unconscious prejudices that give rise to gender stereotypes, acting as a primary catalyst for widespread gender inequality across all sectors of society.



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FIGHT GENDER STEREOTYPES

Women find their choices, natural aspirations, and personal freedom limited by these ingrained stereotypes, which are deeply entrenched at the societal level and systematically propagated through media channels. Furthermore, a disproportionate burden falls upon women in domestic responsibilities, with men's contributions notably lagging behind global standards.

Pregnancy and motherhood, as integral facets of the female experience, become subject to a myriad of stereotypes and misconceptions, often perpetuated by taboos and false myths. This situation creates a dichotomy, portraying women either as radiant and angelic or as hormonal and unstable during these life stages. The prevailing discourse, marked by individuals eager to share their insights, contributes to a plethora of stereotypes that can be misleading and perpetuate societal biases.

Recognising the power of artistic expression in challenging societal norms, the project proposes the use of visual arts – communicative tools that employ images to convey messages. This approach seeks to dismantle existing stereotypes and generate a profound impact on those who engage with the visual narratives.

By prioritising awareness-raising actions at local, national, and EU levels, the project aims to address gender stereotypes comprehensively. Central to its mission is the promotion of positive messages and representations of equality, fostering behavioural change within society.





Through this initiative, the project not only aims to break down stereotypes but also to enhance the inclusivity of partnerships by sharing techniques and methodologies developed during its implementation. The ultimate aspiration is to create a ripple effect, contributing to a broader societal transformation towards gender equality and inclusivity.

Sexism and female stereotypes, especially regarding motherhood, are widespread throughout Europe, fuelling gender inequality. These stereotypes, rooted in unconscious prejudices, influence personal choices and aspirations, limiting individual freedom. They are also prevalent in the media, contributing to the perpetuation of traditional gender roles. Artistic images can be used to counter these stereotypes, creating a significant impact on social perception.

Thus, with our project FIRST we aim to raise awareness at local, national and European level, promoting a message of equality. As such, we organised a photography exhibition in Bulgaria, in order to encourage positive behavioural change in society.



Contact us



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<https://www.piattaformaprogetti.eu/fi-r-st-fight-gender-stereotype/>

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