

Reconciliation Social Campaign: Appreciate, Don't appropriate

Combatting Cultural Appropriation at Shambhala Music Festival
in Partnership with Reconciliation Canada



Logan David

Creative Brief

BACKGROUND

Indigenous people and people of colour are constantly faced with the harms of cultural appropriation, particularly at themed events and music festivals. Their culture is often donned as a “costume” and disrespected for the sake of mindless fun. Unfortunately, many of the perpetrators of Cultural Appropriation don’t even realize or acknowledge the harm in their actions, and whether it’s due to a lack of education or apathy, things need to change.

COMMUNICATIONS OBJECTIVE

To educate teens and young adults about the harm of cultural appropriation and how to recognize it in themselves and others.

TARGET MARKET

Teenagers and young adults attending music festivals.

MEDIA

Print campaign. Poster series and an informative zine.

PRIMARY MESSAGE

Cultural Appropriation is a common occurrence in North America, whether intended to be innocent or not, and can harm the respective cultures that are being appropriated. The Indigenous peoples of North America are constantly faced with appropriation, particularly from young people who might not know any better, and it’s important that white people learn how they’re appropriating and why it’s harmful.

tone

Since this campaign will be targeting towards young adults and teens, it’s best to adopt a tone that would grab their attention. The tone will be sarcastic and witty, because sometimes the best way to face facts is with the hard truth.

Shambhala Music Festival

Shambhala Music Festival is an annual electronic music festival that takes place in Kootenay, British Columbia. The event is a four day long festival of arts and culture which is primarily attended by young adults. The festival has faced some controversy in the past, including substance abuse, littering/damage to the land, and an abundance of cultural appropriation. The land was originally home to the Kutenai (Ktunaxa) and Sinixt (Senjextee) indigenous peoples before they were driven out during a gold rush throughout the 1850s and 60s. Today, those nations are dispersed and small in numbers; approximately 250 Sinixt people live in the USA today and around 1500 Kutenai people between Canada and the USA.

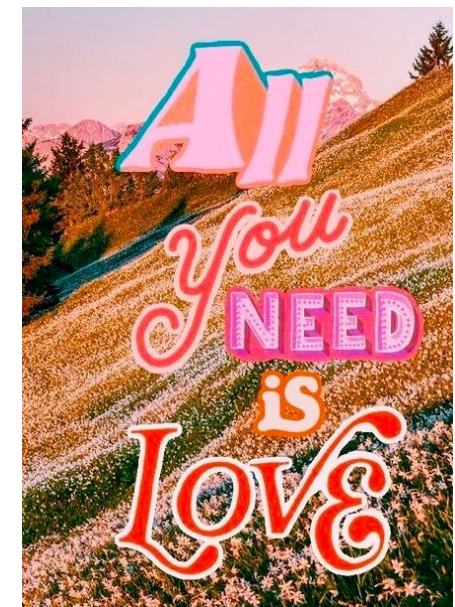
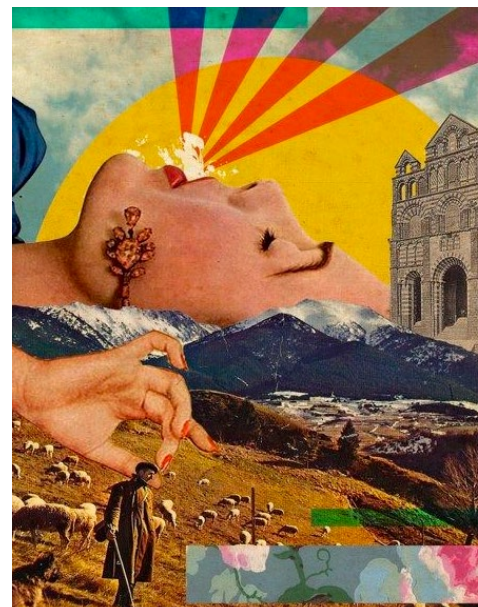
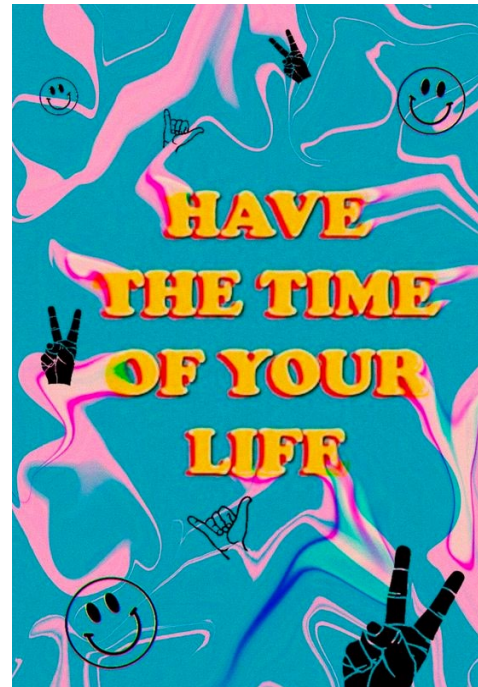
Unfortunately, many Shambhala attendees are unaware of the history of the unceded land in which the event takes place. As well, the event goers often partake in harmful acts of cultural appropriation without proper education or worse yet, they just don't care. Appropriation can take many forms, from costumes to clothing to makeup to jewelry, and it's easy for people to unknowingly act on it without the proper education.



Target Audience



Mood Board



Deliverable #1: Poster Series

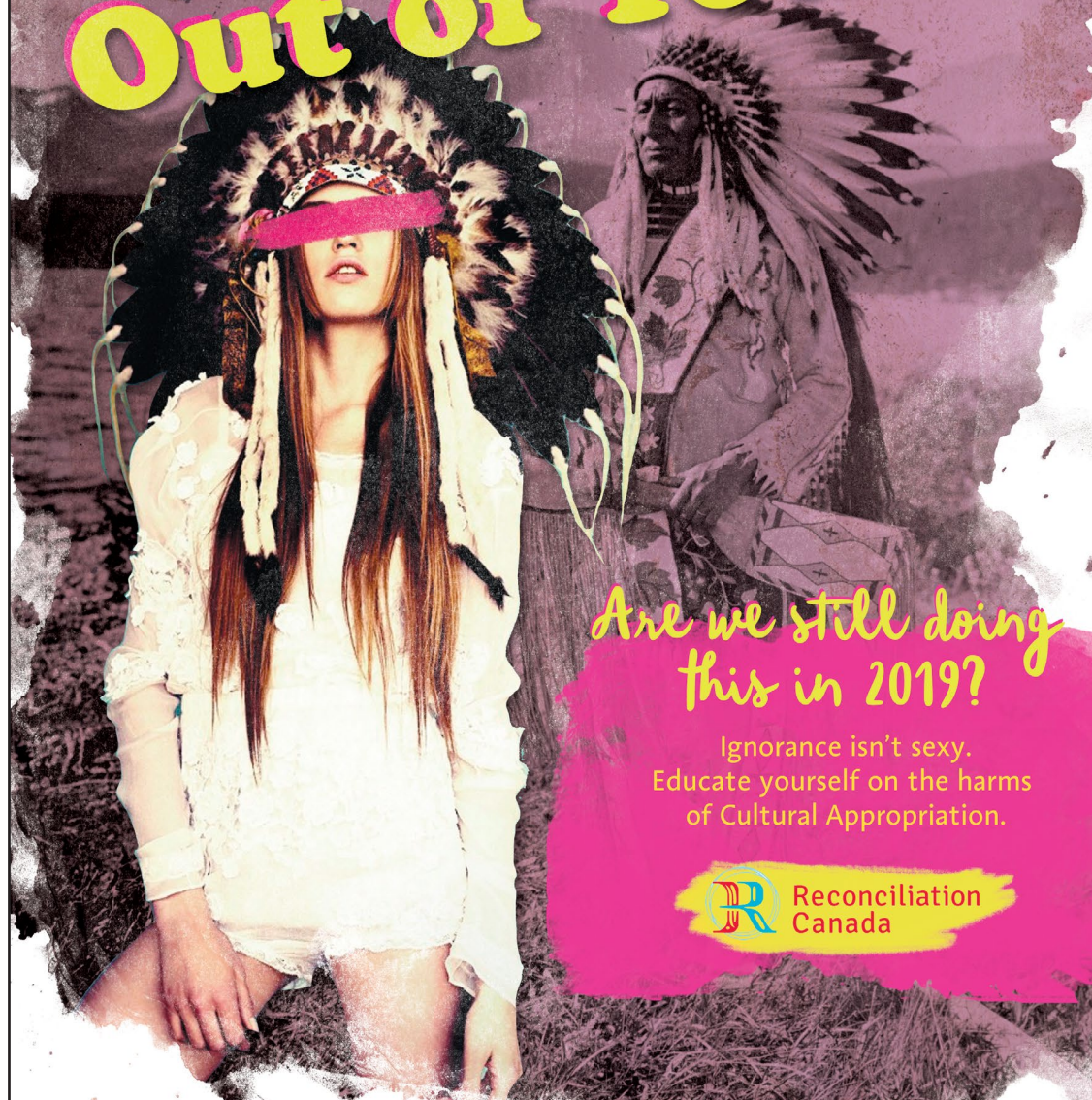
To be displayed throughout Shambhala music festival. At first glance, they're eye catching and appear to be typical music festival posters, but despite the cheery font and bright colours, the message and subject matter clearly question the decisions of those that wear culturally appropriated clothing. The tone is bordering on condescending and forces the viewer to consider the harms of appropriation. The posters will feature people in appropriated clothing, like what you'd see attendees wear at music festivals, and they'd be "collaged" onto a classic backdrop of First Nations people. The posters are intended to look awkward and are meant to give the viewer a sense of discomfort as they acknowledge the inherent discomfort of cultural appropriation.

Taglines:

"Appreciation, Not Appropriation."
"Educate Before You appropriate."
"Out of Place, Out of Touch."
"Are We Still Doing This in 2019?"
"Ignorance Isn't Sexy."



Out of Place, Out of Touch



*Are we still doing
this in 2019?*

Ignorance isn't sexy.
Educate yourself on the harms
of Cultural Appropriation.



Reconciliation
Canada

Deliverable #2: Zine

A short booklet that is delivered along with the music festival tickets. Inside is information and examples of Cultural Appropriation and how to avoid it at music festivals. The writing is youthful and cheeky—humorous, though still very aware of the serious implications. The goal is to spread awareness and encourage respect towards minority cultures who are often taken advantage of and fetishized at music festivals and events.





Is This Appropriation?

(The Answer is Probably "Yes")

A handbook on the harms of Cultural Appropriation,

because ignorance doesn't look good on anyone.



Cover

Educate Before You Appropriate!



The Ktunaxa People of BC

So... What is Cultural Appropriation?

"The act of taking or using things from a culture that is not your own, especially without showing that you understand or respect this culture."

-Cambridge Dictionary



Sample Spread



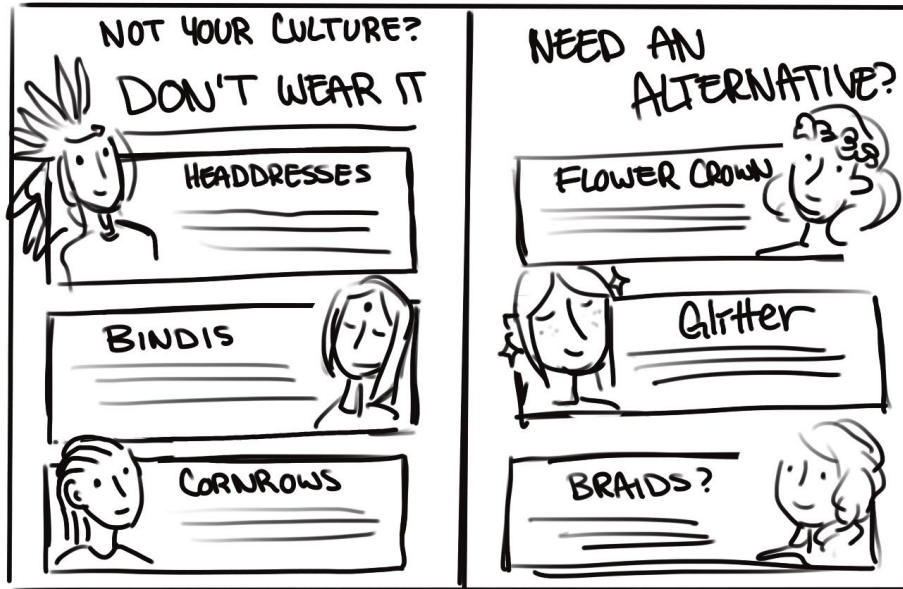
Home of the Sinixt and Ktunaxa

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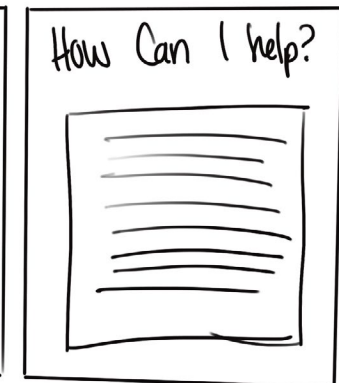
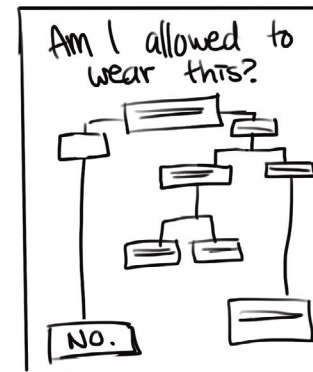
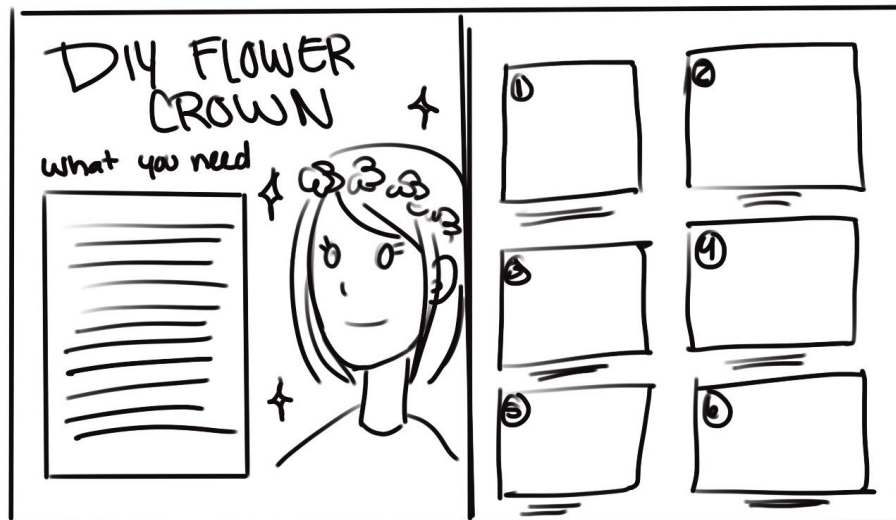
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Sample Spread

Additional Spread Concepts



Some additional spreads for the Zine might include a "Dos" and "Don'ts" of music festivals, a DIY tutorial for flower crowns, a humorous flowchart titled "Am I allowed to Wear This?" where most answers point to "no", as well as more information on First Nations, Reconciliation Canada, and what you can do to help.



Rationale

The purpose of this campaign was to spread awareness and attempt to abolish the act of Cultural Appropriation at Shambhala Music Festival. By delivering a zine along with the tickets, attendees of the festival are warned preemptively before the festival. At the festival, posters will further target wearers of appropriated clothing, identifying and calling out their harmful wardrobes. The aesthetic of the campaign is colourful, eye catching, and youthful. The eyes of the models featured (wearing appropriated clothing) are covered, which erases their persona and allows the viewer to put themselves in their position—you're meant to see the harm in your own actions, and move on from there. The tone of voice is sarcastic and witty, blatantly calling out offenders in an unforgiving tone. By taking a less "formal" educational approach, young viewers are more inclined to consider the message.

Sources

<https://www.teenvogue.com/story/coachella-cultural-appropriation>

<https://shambhalamusicfestival.com/>

<http://lowerkootenay.com/our-community/our-history/>

<http://sinixtnation.org/>