

PHILLY: Care Not Control: How CNC arrived at Flight Jackets & Sculptural signs





Care not Control Goals:

- Grow base of engaged youth & collaboration w/ orgs across PA
- Pass 5 Bills

STRATEGY Priorities:

- Able to be rolled out at multiple locations
- Increase impact of new music album
- Serve as tool to call attention (media) to CNC events
- Art is able to be re-used to engage more youth in hands on art making as part of campaign base building

Creating a Strategic Spectacle: **checklist**

- Take up SPACE
- Create art that can be held/worn filled with CNC demands
- Ensure media captures campaign goals when they photograph organizers
- Increase overall crowd engagement
- Carries youthfulness / fun / movement / participation / campaign values
- Make art assets that can be used to create more swag / future engagement

Symbols / Imagery that embody CNC values / demands:

Stars

Megaphones

Hearts

Peace Signs

Fist of Solidarity / People Power

Hands

Broken Chains

Arrows

Keys

Butterflies

Themes in messaging: “A New World”

Second Chances

Opportunities

Freedom***

Change / A difference

Youth Justice & Justice for All

Healthy Housing

Unconditional Love

Fund the Future

Healing Communities

Bill Goals:
End Direct File

End Fines & Fees

**Raise the Age
(currently 14)**

**Reimburse Public
Defenders who hear cases
in Juvenile Justice**

What to wear? What to carry?

Now that we understand the goals of the art, the messaging, values and demands of the campaign and have a list of symbols.....it's time to start making decisions about the direction of this strategy.

- After looking at many strategy options, CNC decided they wanted to create **jackets** that feel like a hybrid art piece/uniform. Something they want to wear and call attention to the campaign but doesn't feel like a costume. When worn together as a group, they should be captivating.

&

- To emphasize the messaging on the jackets, they decided to create **signs** that can be playful, light to carry, feel like a series...they should feel more like sculpture/art, less like protest sign. Together they can be used to add movement and participation to a press conference, crowd, performance.

NEXT STEP: Choosing a Jacket style

What kind of Jacket is best for the story we're trying to tell?



- The Jean Jacket
- Bomber / flight jacket
- Utility / workwear jacket

OPTION 1

The Jean Jacket:



Worn by laymen, greasers, cowboys, hippies, rock stars, and rappers alike, the denim jacket has become a symbol of America's sartorial history - one that represents change, independence and freedom.

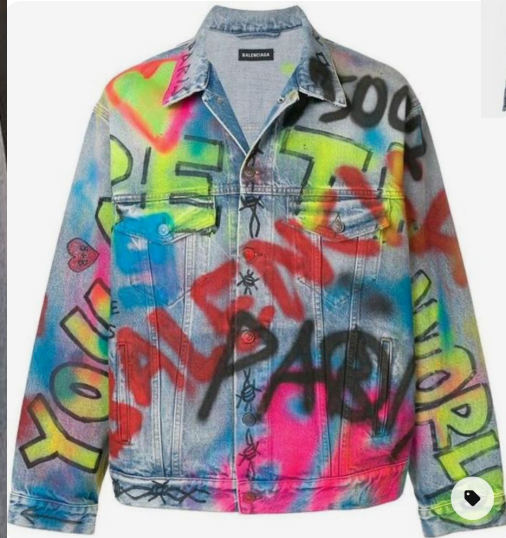




Do we work with jean jackets and use this garment to claim a moment in American history?

Jean Jacket adornment options:

- Ripping things off / Adding things on
- Studs!
- Fringe
- Airbrush
- Glitz
- Patches
- Pins



Bomber / Flight Jacket:

First created by the airforce for pilots in 1927, then adopted into civilian life. This garment has been a garment claimed and reclaimed by youth counter-culture for almost 100 years. Beginning with The Mods in London, then anti-racist Ska music loving groups like SHARP, then right wing skinheads, then taken back by the LGBTQ community and seen in rock, grunge and hip hop. Beginning in WWII soldiers stationed in Japan would have their jackets adorned with Japanese/American motifs and the style called Sukajan continues today.



Are you piloting us toward a free future using
A garment that has a subversive history,
Something that represents both fight
And social/cultural take backs?



Bomber Jacket adornment options:

- Vinyl
- Gemstone / bedazzling
- Screenprinting
- Patches
- Pins
- Zipper charms



Utility / Workwear Jacket or Vest:

Created on behalf of creating safety using high visibility colors and utilitarian design, we see these garments at construction sites and where infrastructure is under repair.



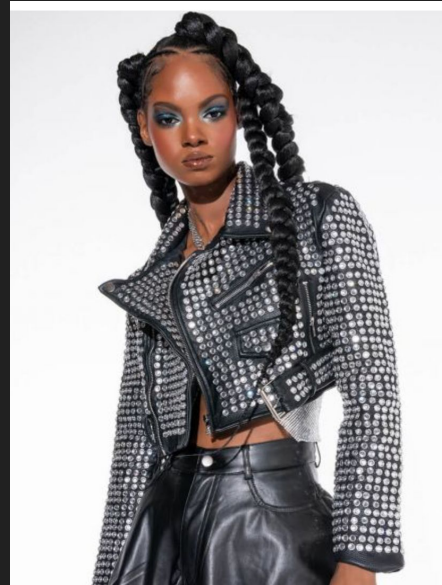
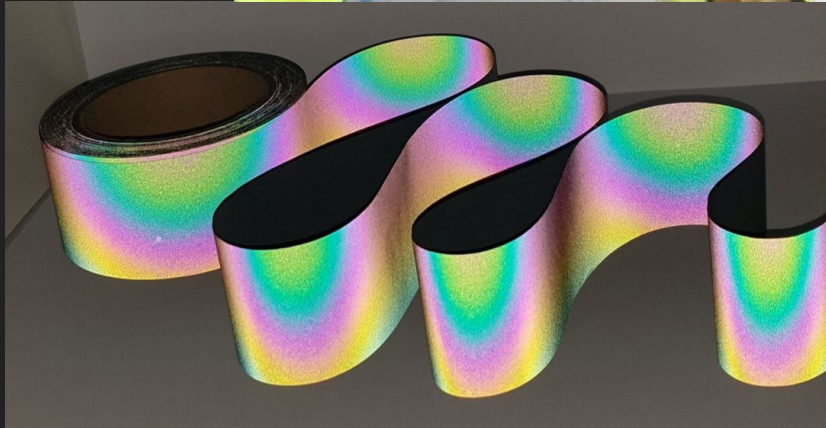
Are you building something new or repairing what exists and want to be highly visible...recognizable as the people doing the hard work?





Workwear adornment options:

- Reflective tape / mirrors
- Patches
- Pins



Which garment works best?

CNC chooses the Bomber Jacket!!!!

~~Using an American classic (jean jacket) to take hold of your moment in history?~~

**** Using a symbol of flight and subversive change-making to steer us toward a new reality? (Bomber/flight jacket) *****

~~Are you transforming garments that signal construction to flag that you're building a new future? (utility wear)~~

Design questions to consider:

Color!?!?!?

What CNC Message do you want everyone to see?

Where on jacket should it go?

What other important text do you want to see on jacket? Where?

How will we integrate the images/symbols that represent your leadership and demands onto the jacket?

What textures & pattern symbolize a feeling of the future you're trying to create?

Accessories: patches, pins, hardware, jewels???

Remember the goals!

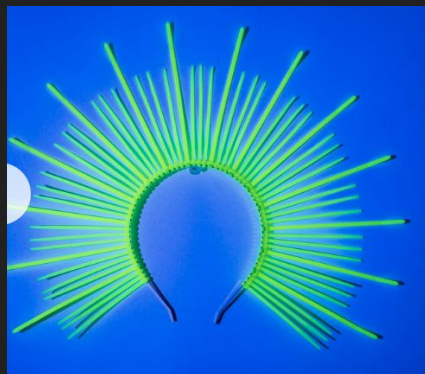
How can the jackets carry your vision?

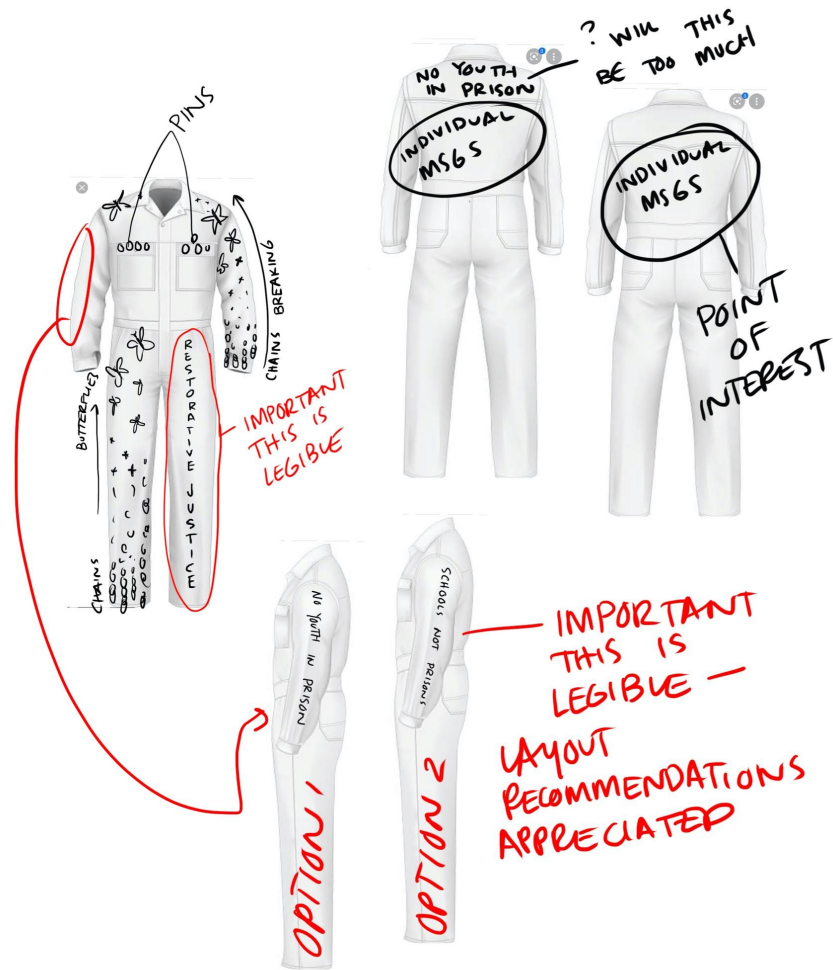
- Take up SPACE, look like a team
- Look like they are from the future or headed to the future
- Can they carry the values of campaign that's under demands?
- Add a feeling of youthfulness / fun / movement / participation

**INSPIRATION for Choosing
PATTERNS/COLORS/TEXTURES that Emphasize
Futuristic YOUTH POWER**



COLOR / VIBE



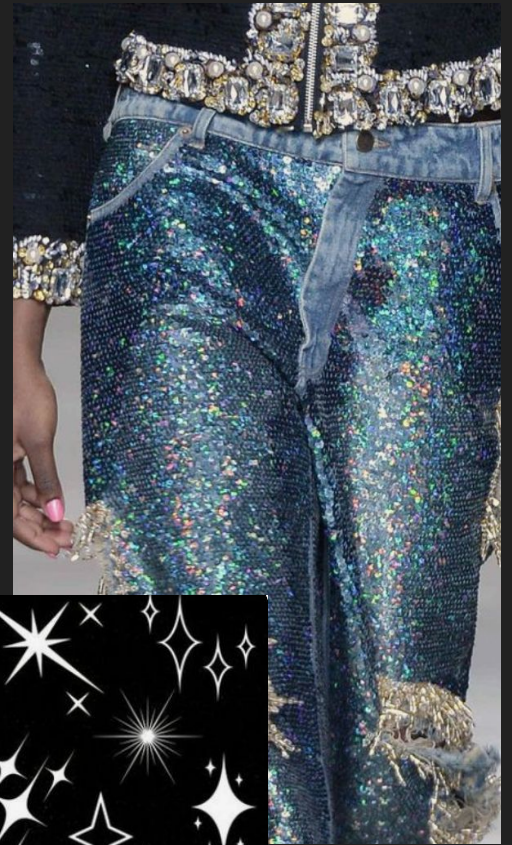
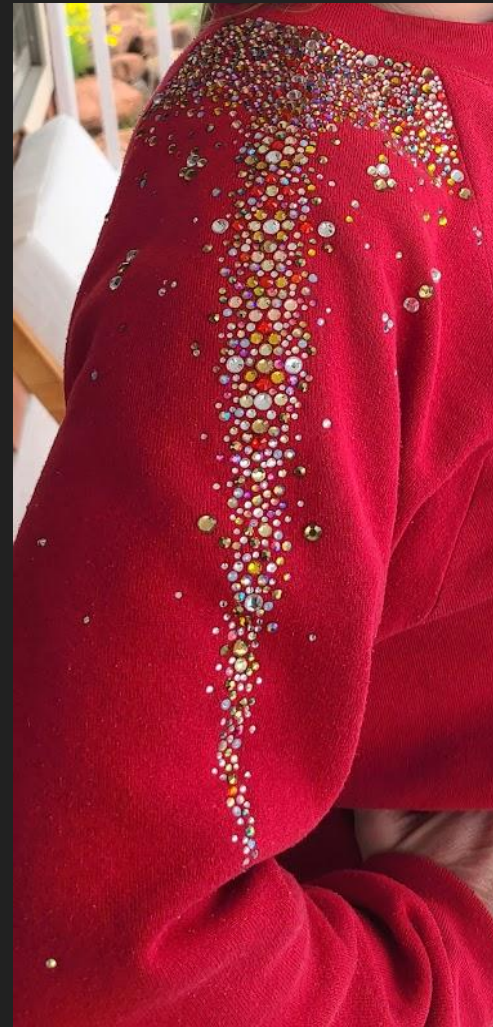


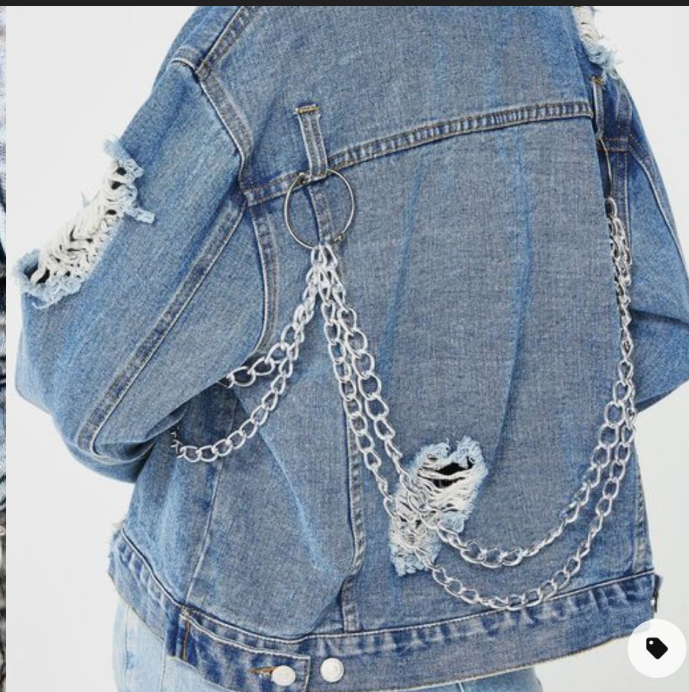
Considering Placement: what can go where?



TEXTURES

STARS - CHAINS
GALAXY OF YOUTH
POWER







What textures and images on jackets should we bring alive in real life?

- Stars/metallic shine not glitter
- Fist of Solidarity/ People Power: neon/black
- Fingerprints: HUGE “We’re taking them back”
- Broken Chains / gold
- Arrows pointing toward the future, toward us!
- Keys: like we have power to unlock freedom

The Vision Comes to Life!!!



NEXT: Design Signs

Building from Jacket & Fist Designs:



INSPIRATION:



School Not Prison Pencils designed by Performing Statistics & Youth4Justice NJ, BLM fists from 2020 Uprisings created by Kate DeCiccio



Womens March
Interactive laser-cut signs
designed by Jennifer
White-Johnson & Tracie Ching

Sculptures: Keys

- What shapes do you want on keys?
Fingerprints, butterflies, stars
- Where do you want the text?
Inside keys, as letters to play with
- Which words?
 - JUSTICE***
 - CARE***
 - FREEDOM***
 - ~~SUPPORT~~
 - ~~COMMUNITY~~
 - UNLOCK***



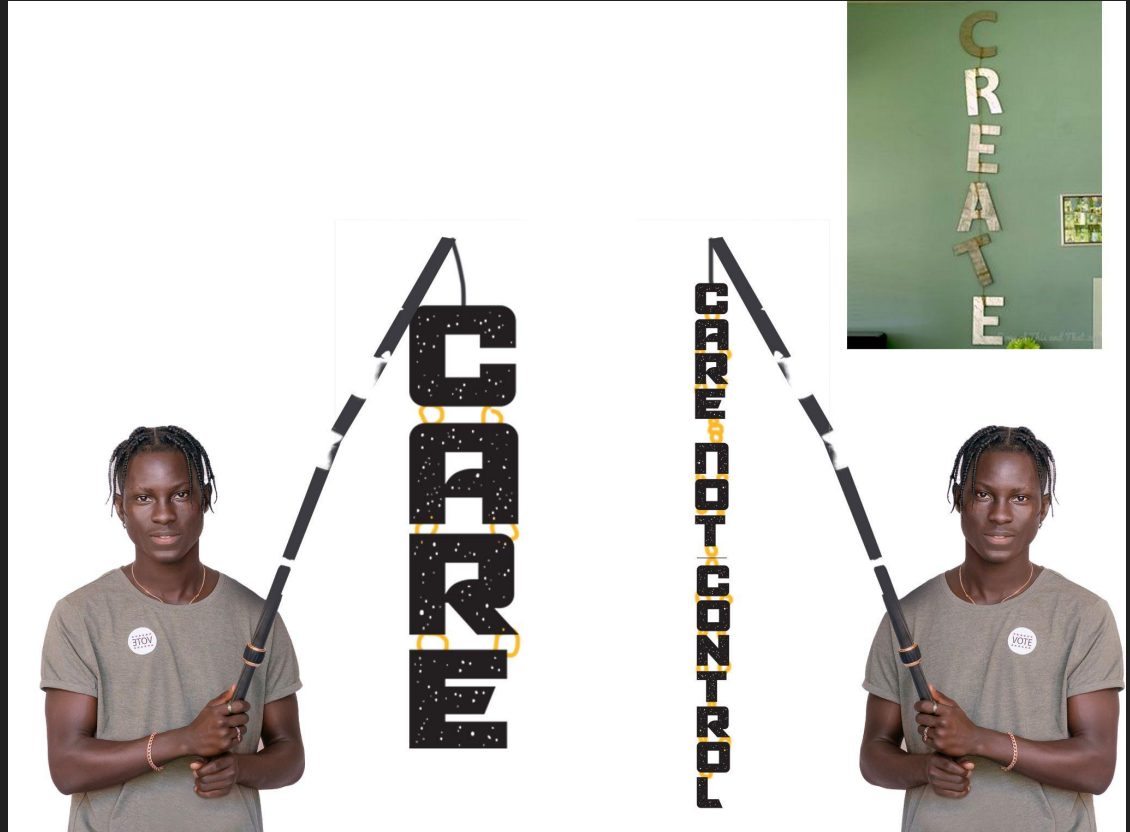
Megaphones w banners: How many & which messages?



Vertical hanging words: which words? Colors?

Text:

- Unlock
- Youth Voices Matter
- Justice ***
- Free Our Youth
- Care***
- Freedom***





Vision Realized!

