

ARTS AND ENTERTAINMENT

## Artsy, Gucci focus on gender equality's past, present, future in art

November 15, 2017



*Artsy and Gucci partner together to focus on gender equality*

By BRIELLE JAEKEL

In a climate where sexual misconduct dominates the headlines, Artsy and Gucci are partnering to put a spotlight on gender equality in the art world and artists of inspiration.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

In a series of three films, the two brands are hoping to show the trials, tribulations and moments of importance in the past, present and future of gender equality in the art world. Important artists discuss these issues and the differences between men and women in the art industry.

"Gender equality is as much of an issue for female artists as it for women across industries," said Marina Cashdan, head of editorial and creative director at Artsy. "Our goal for the series was to address the art world's gender gap head-on by looking at the hurdles and advances made by women artists in the past, and define a vision for the future in which women artists have the same playing field as male artists.

"These films are meant to take a closer look at where we've come, where we are, and what we see as actionable steps to create gender equality in the art world," she said. "It's interesting to hear what the younger generation of artists says will shift what they currently view as tokenism to systemic change which you'll hear in the third part of the series."

### Past, present and future

The art industry has come a long way in just a few years in regards to gender equality. For instance, Artsy was able to compile a list of the most influential artists in 2002 and 2017.

2002 saw a ratio of only 17 percent female and 83 percent male, compared to 38 percent and 62 percent, respectively in 2017. While there still is a long way to go, that is a significant move forward for women.

Artsy and Gucci feature artists who have made a difference in the industry in the three films. They discuss the hardships women have had to endure in the past in the art world, what is happening today and what will likely happen in the future.

The three films are split up into past, present and future, with "Past" released currently as the first.

"Past" discusses how female artists of the 1970s pushed hard for equality and for their voices to be heard, which set in motion the strides the industry has taken today.

The first film features artists Barbara Zucker, Lynn Hershman Leeson, Faith Ringgold, Joan Semmel and Todd Levin, many of whom were crusaders themselves in the fight for equality.

The second film will be released on Nov. 20 and discusses the gap that still exists today and what can be done to fix it with important individuals in the art world such as Miranda July, Mr. Levin, Rachel Uffner and Marilyn Minter.

On Nov. 27, the final video will be released focusing on the future. In this film, Genevieve Gaignard, Narcissister, Anthony Spinello and Petra Collins will discuss what true gender equality in the art world would look like.

#### Gender equality

Many brands in the luxury realm are focusing on gender equality, as it becomes a heated issue in today's society.

For instance, German automaker Audi packed a powerful punch for its Super Bowl advertisement by bringing up a hot-button political topic, and leaning on interactive tools such as Snapchat for greater impact.

Playing on the automotive sector and using childhood as a theme, Audi's spot "Daughters" put the focus on equality in the workplace during a tumultuous political time. The spot aired during the third quarter of Sunday's Super Bowl LI, but was also be paired with a Snapchat filter to further drive the conversation ([see more](#)).

French luxury conglomerate Kering Group furthered its advocacy for women's rights with the introduction of a parental leave policy for all employees globally.

The length of maternity leave, and whether the period away from work is paid, fully or at a lower salary, has become a passionate issue for many women and their partners. With no true workplace standard and a lack of government mandates in many countries, companies with policies that support employees' desires to have children will be better received than those who do not implement leave programs ([see more](#)).

"I think what's most unique is the coming together of two unique brands focused on this vision of creating gender equality. Gucci is committed to addressing this issue globally founding Chime for Change and a founding partner in UNICEF's Girls' Empowerment Initiative and Arty aligns with this mission inherently as a company that values diversity and people as paramount to our foundation," Ms. Cashdan said. "This was critical in the partnership, as was our commitment to producing a series that is smart, informational, and entertaining, too."