

Wednesday, October 12, 2016

#UnfairandLovely

Company: CCC

Compensation: Media: Photo, Video

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Inez Moro

#UnfairandLovely; A social campaign that celebrates dark skin. A transgression against the belief that fair skin is the most attractive. In response to the advertising around several South Asian countries that promote skin whitening products (s/a the Indian whitening product *Fair and Lovely*), leading to people who eventually bleach their skin.

#UnfairandLovely will be developed into a dance short film project. Calling out three - eight dark-skin Southeast Asian females that wish to celebrate their melanin. You will be asked two questions on your personal experiences of racism and you will respond through movement.

Only requirement will be that you come to the shooting on either dates:

10/16, Sunday 3pm - 5pm, venue TBA.

10/19, Wednesday 7pm - 9pm, venue TBA.

You will be provided professional photographs and a video for your personal dance digital portfolio. This dance short film will be shown in public in an intimate and informal showing on Oct 29. This project is collaborative based, conversation and dialogue will always continue, with the possibility of future performances on #UnfairandLovely.

Inspired by a campaign project by Mirusha Yogarajah whom posted a series of images of her South Asian sisters; "promoting colorism and the under-representation of people of color on the media." Her series "Unfair & Lovely" inspired the hashtag campaign #UnfairandLovely named after the Indian skin-lightening cream Fair and Lovely. Photographs were by Pax Jones: <http://paxjones.com/unfair-and-lovely>

Unfortunately, fair skin has blindly become a yearning for many South Asians. Rather than a focus on complexion; we should commit to blurring the lines of these boundaries that divide people. To dream of a world where people are judged not by color but by their character.

To apply: Please send your headshot, website/video link and resume to [chloechotrani@gmail.com](mailto:chloechotrani@gmail.com)

Warmly,  
CCC

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NA  
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