
Women + Design

cts ■ contextual and
theoretical studies
year 1
london college
of communication

Name a
genius...

Christine Battersby



Gender and Genius

TOWARDS A FEMINIST AESTHETICS

'Intense, thought-provoking, and always
compellingly readable.'

Philosophy

1989
Gender and Genius
published by
The Women's Press

'Genius used to
require a penis'

Christine Battersby

What a Woman may be, and yet not have the Vote

MAYOR



NURSE



MOTHER



DOCTOR or TEACHER



FACTORY HAND



What a Man may have been, & yet not lose the Vote



CONVICT



LUNATIC



Proprietor of white Slaves



Unfit for Service



DRUNKARD

THE ADVANTAGES OF BEING A WOMAN ARTIST:

- Working without the pressure of success
- Not having to be in shows with men
- Having an escape from the art world in your 4 free-lance jobs
- Knowing your career might pick up after you're eighty
- Being reassured that whatever kind of art you make it will be labeled feminine
- Not being stuck in a tenured teaching position
- Seeing your ideas live on in the work of others
- Having the opportunity to choose between career and motherhood
- Not having to choke on those big cigars or paint in Italian suits
- Having more time to work when your mate dumps you for someone younger
- Being included in revised versions of art history
- Not having to undergo the embarrassment of being called a genius
- Getting your picture in the art magazines wearing a gorilla suit

A PUBLIC SERVICE MESSAGE FROM **GUERRILLA GIRLS** CONSCIENCE OF THE ART WORLD
www.guerrillagirls.com

1988
*The Advantages of Being a
Woman Artist*

Guerrilla Girls



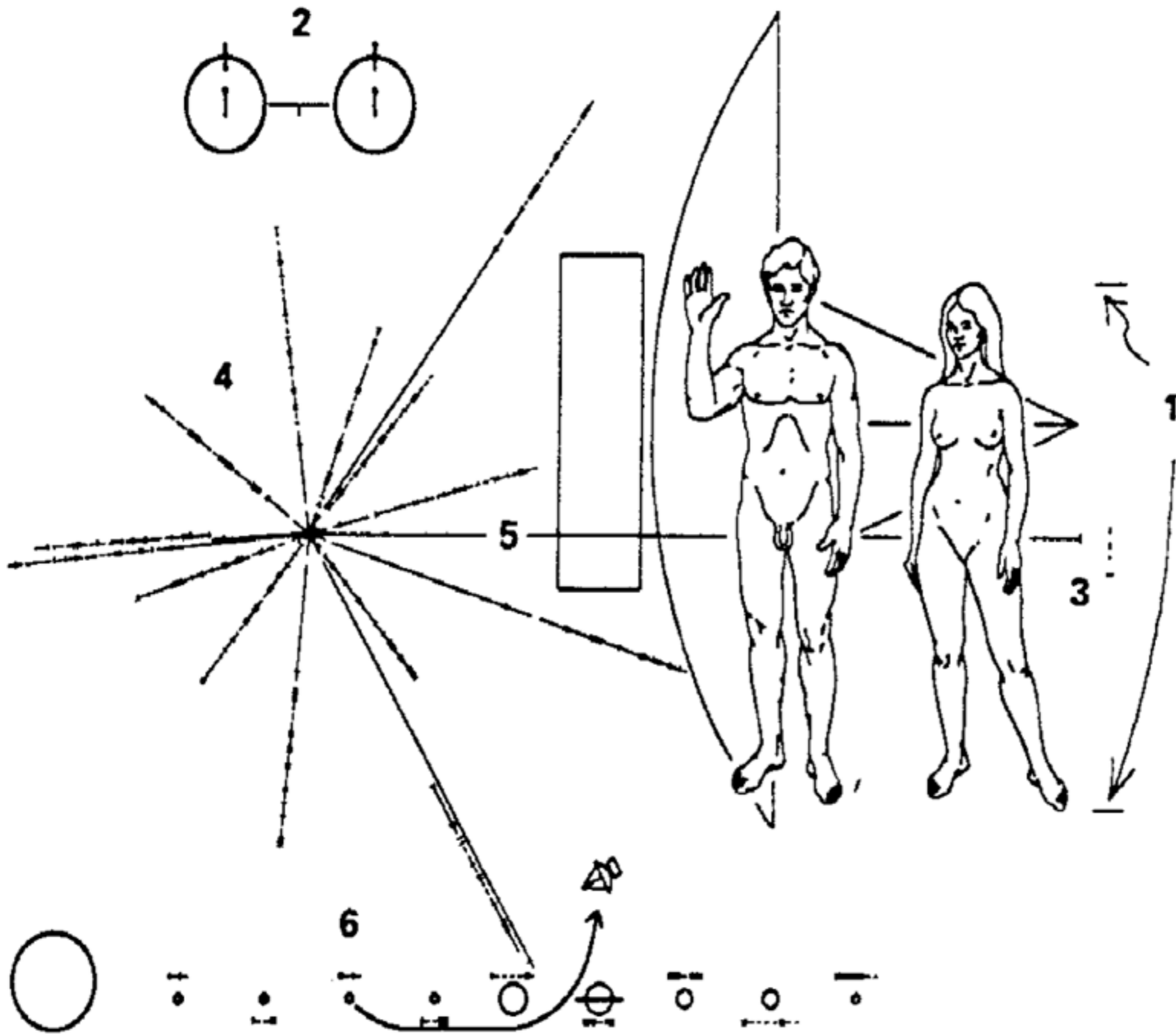
2014
Do Women Have to be Naked to get into Music Videos?

Guerrilla Girls

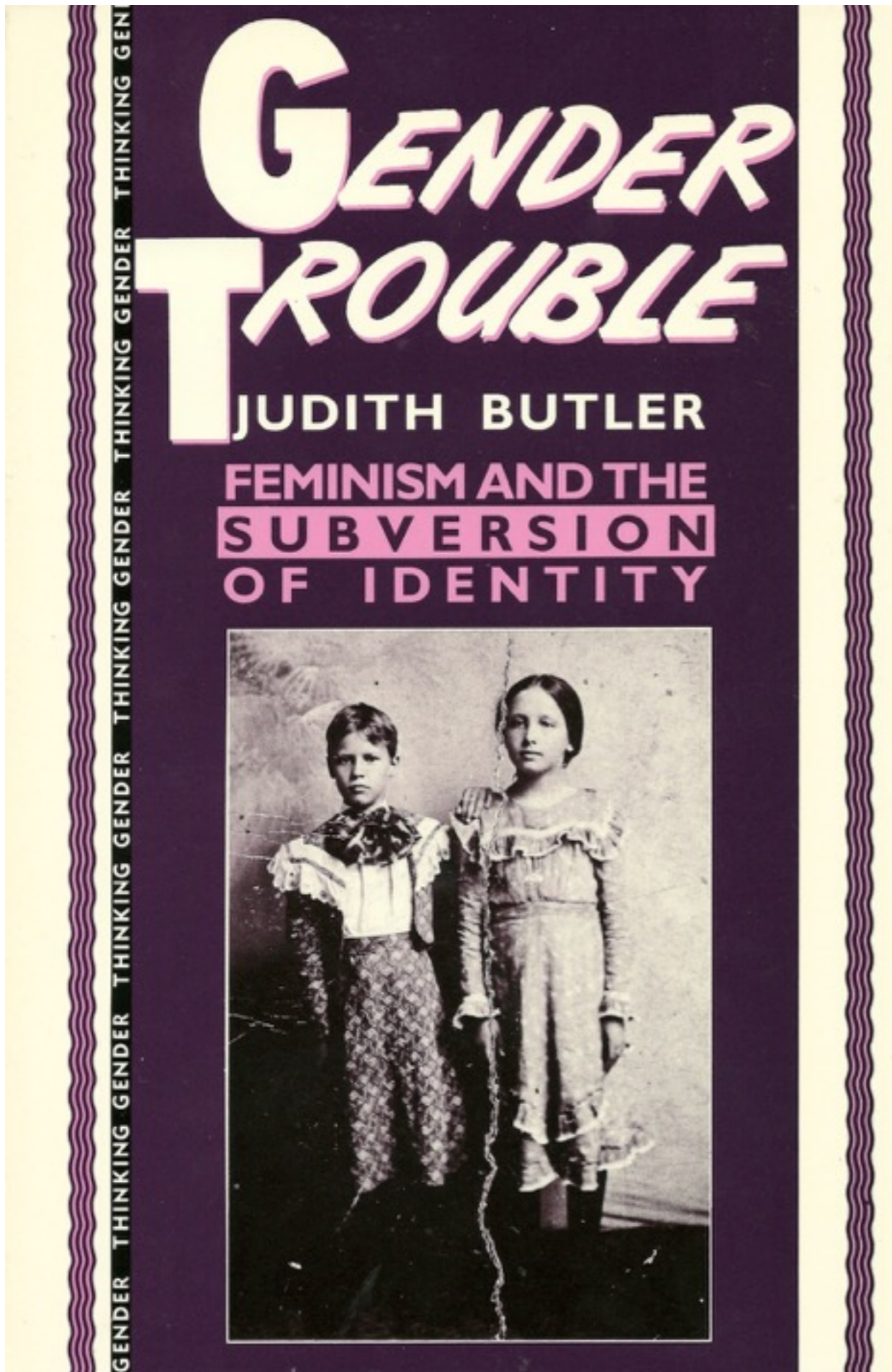


1989
Do Women Have to be Naked to get into the Met. Museum?

Guerrilla Girls



1972
 Devised by Carl Sagan and
 drawn by his wife Linda this
 plaque was attached to the
 NASA Pioneer 10 spacecraft.



1990
Gender Trouble

Regarded as one of the founding texts of Queer Theory and gender performativity

1956–
Judith Butler



‘Gender is the repeated stylization of the body, a set of repeated acts within a highly rigid regulatory frame that congeal over time to produce the appearance of substance, of a natural sort of being’

Judith Butler, Gender Trouble

In 1990 Judith Butler's *Gender Trouble* was published. Butler's critics denounce her opaque writing style, however her fans applaud her as one of the founders of Queer Theory. Queer Theory is purposely designed to transcend definition, arguably it can be said that it seeks to puncture and interrogate heteronormativity.

This term describes the inclination in the contemporary western sex-gender system (the male and female binary) to view heterosexual relations as the norm and all other types of sexual behaviour as deviations from this norm. The crux of Butler's argument was to suggest that gender is performative. Butler adapted the British philosopher J. L. Austin's Speech Act Theory. This theory says that certain utterances of ceremony perform an action and exercise a binding power, for example the marriage ceremony, a legal sentencing or the act of coming out of the closet as gay or lesbian. Butler said 'Gender is the repeated stylization of the body, a set of repeated acts within a highly rigid regulatory frame that congeal over time to produce the appearance of substance, of a natural sort of being'. This translates more simply as 'gender as a cultural construction', not something that is biological, or chromosomal. Through the repartition of the male and female binary, humans through the ages have culturally constructed the idea of gender, that in turn affects our psychology, behaviour and our objects.

In *Gender Trouble*, Judith Butler writes: 'As a strategy of survival within compulsory systems, gender is a performance with clearly punitive consequences. Discrete genders are part of what "humanises" individuals within contemporary culture; indeed we regularly punish those who fail to do their gender right'.

Butler, J. (1990) *Gender Trouble: Feminism and the Subversion of Identity*. 2nd Edition. London Routledge.

THE REVOLUTION

WILL BE LED BY A

12-YEAR-OLD GIRL

IF YOU WANT TO END POVERTY AND HELP THE DEVELOPING WORLD, THE BEST THING YOU CAN DO IS INVEST TIME, ENERGY, AND FUNDING INTO ADOLESCENT GIRLS. IT'S CALLED THE GIRL EFFECT, BECAUSE GIRLS ARE UNIQUELY CAPABLE OF INVESTING IN THEIR COMMUNITIES AND MAKING THE WORLD BETTER. BUT HERE ARE 10 THINGS THAT STAND IN THEIR WAY:

1 LET'S SEE SOME ID
Without a birth certificate or an ID, a girl in the developing world doesn't know and can't prove her age, protect herself from child marriage, open a bank account, vote, or eventually get a job. That makes it hard to save the world.

2 ILLITERACY DOES NOT LOOK GOOD ON A RESUME...
70% of the world's out-of-school children are girls. Girls deserve better. They deserve quality education and the safe environments and support that allow them to get to school on time and stay there through adolescence.

3 ...AND PREGNANCY DOESN'T LOOK GOOD ON A LITTLE GIRL
Child marriages are the norm in many cultures where girls' bodies aren't considered their own property. Pregnancy is the leading cause of death for girls 15-18 years old. Girls have a right to be able to protect their health and their bodies.

4 THE FACE OF HIV IS INCREASINGLY YOUNG AND FEMALE
When girls are educated about HIV, they stand a better chance of protecting themselves. But education is not enough. Girls need to be empowered and supported to make their own choices.

5 A NICE PLACE TO WORK WOULD BE NICE
If girls have the skills for safe and decent work, if they understand their rights, if they are financially literate and considered for nontraditional jobs at an appropriate age, if they get their fair share of training and internships, they will be armed and ready for economic independence.

6 THE CHECK IS IN THE MAIL, BUT IT'S GOING TO YOUR BROTHER
Only HALF A CENT of every aid dollar spent in the developing world is earmarked for girls. And yet when a girl has resources, she will reinvest them in her community at a much higher rate than a boy would. If the goal is health, wealth, and stability for all, a girl is the best investment.

7 ADOLESCENT GIRLS AREN'T JUST "FUTURE WOMEN"
They're girls. They deserve their own category. They need to be a distinct group when we talk about aid, education, sports, civic participation, health, and economics. Yes, they are future mothers. But they actually live in the present.

8 LAWS WERE MADE TO BE ENFORCED
Girls need advocates to write, speak up, lobby, and work to enforce good laws and change discriminatory policies.

9 SHE SHOULD BE A STATISTIC
We won't know how to help girls until we know what's going on with them. Hey, all you governments and NGOs and social scientists: You're accountable! We need an annual girl report card for every country so we can keep track of which girls are thriving and which girls are not.

10 EVERYONE GETS ON BOARD OR WE'RE ALL OVERBOARD
Boys, girls, moms, dads. If we don't all rally to support girls, nothing is going to change. Not for them, and not for us. Change starts with you. So get going.



girlleffect.org

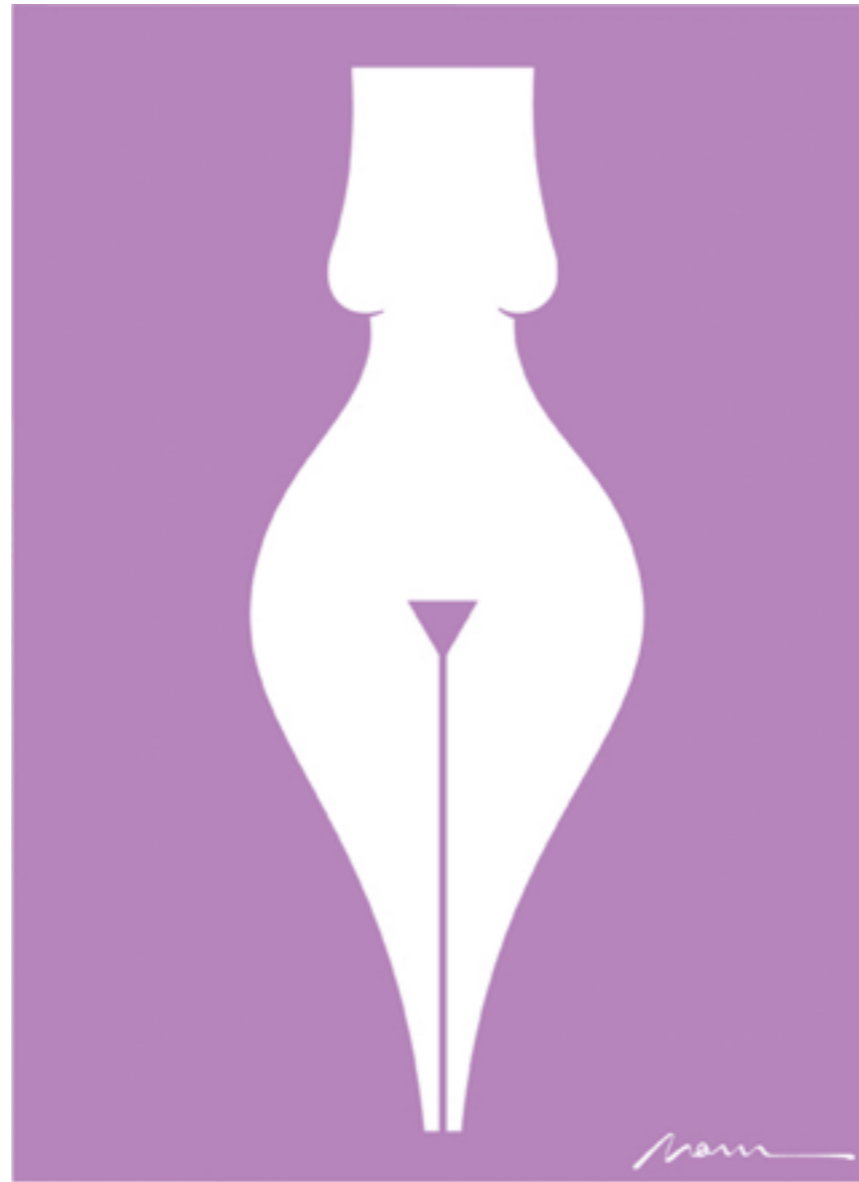
2004
Nike Foundation
nikefoundation.org

The Girl Effect

'The Nike Foundation was founded and began its exclusive focus on adolescent girls in the developing world in 2004. We saw enormous potential and knew that realizing this potential would take significant investment and that investment required proof of results. We started out investing in programs – bold, creative, ambitious programs – to understand what girls need. In that time, we've produced results and now aim to share with others, mobilizing additional resources to girls'



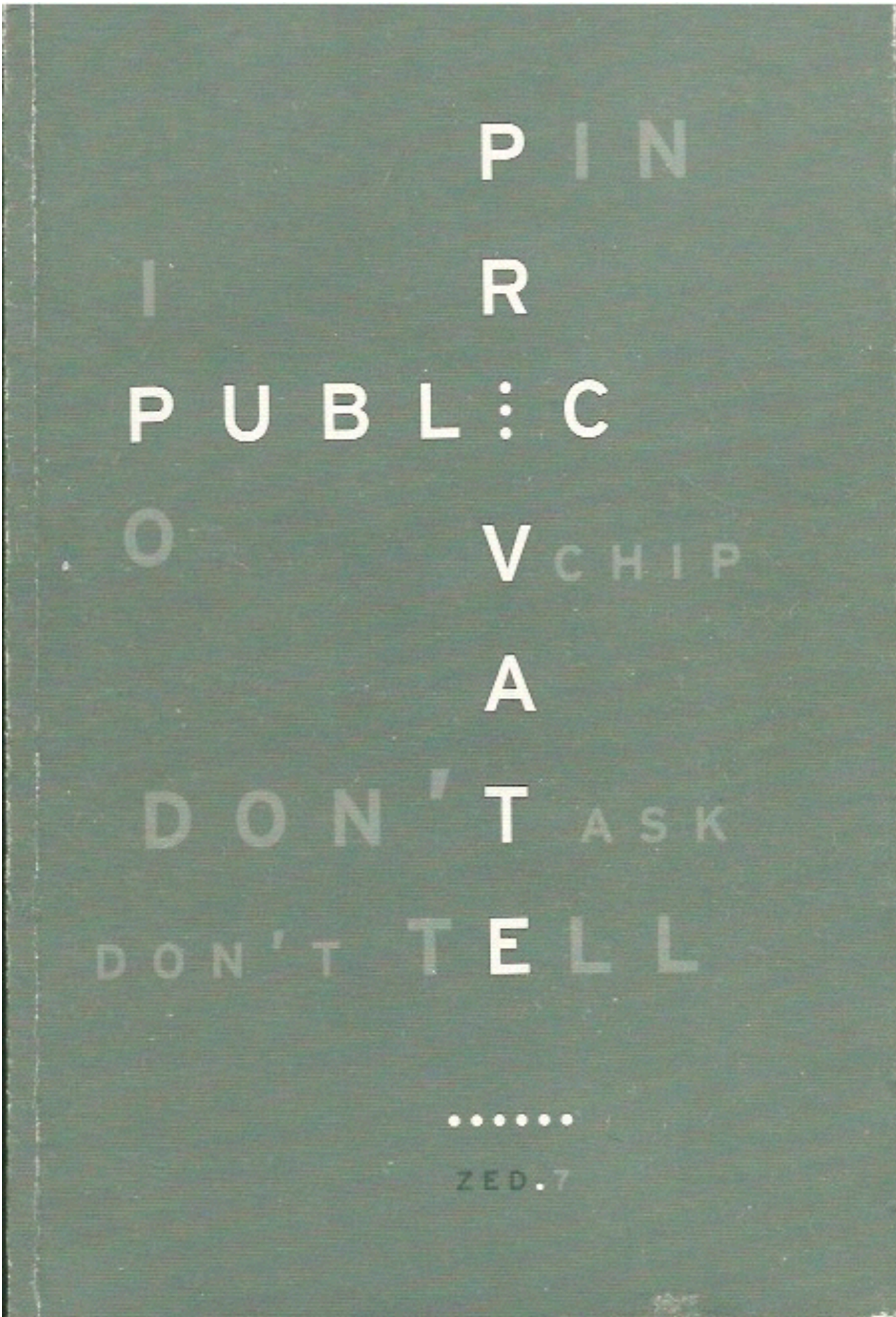
Optical Illusion #2
Olly Moss



Noma Bar

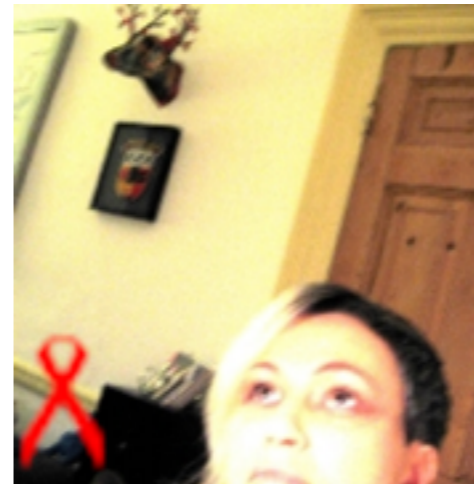


1912
The Woman's Press shop,
307 Charing Cross Road,
London – demolished in
1960s to make way for
Centre Point



2000
Zed.7
Guest editors: WD+RU
Siân Cook, Teal Triggs
Editor: Katie Salen
Centre of Design Studies,
Virginia Commonwealth
University

Siân Cook



Teal Triggs



Pseudonyms by Any Other Name

'Real name' and pseudonym entry correspond numerically from 001–200. Simply pair numbers to reveal the public and private identity of each individual.

Sources

—Nom De Guerre website [formally Nom De Plume], www.walshnet.com/punster/realname.htm [The listing in this site was compiled by Mark Samwick, former movies forum manager on the now defunct National Videotext Network (NVN) ©1993–99.]
 —The Guardian Newspaper
 —The Independent Newspaper
 —The Observer Newspaper
 —Typography: When Who How, Fredrich Friedl, Nicolaus Ott, Bernard Stein, editors, Königmann Verlagsgesellschaft mbH, 1998
 —Bridget Wilkins, "Beatrice Warde and Nicolette Gray: Two Communicators" in *Women Designing*, Jill Seddon & Suzette Worden, editors, [University of Brighton Press, 1996], pp.127–8.
 —www.biography.com

What's in a name?

The pseudonym—staple of many pedestrian television quiz shows—is a device which provokes great intrigue. Not just a twentieth century phenomenon—the potential of the pseudonym to conceal has been recognised for centuries.

A pseudonym is the assumed name of an individual as opposed to their birth name. Everyone has a birth name, in British law within 42 days of a birth personal information must be given to the registrar of births and deaths of the sub-district in which the birth occurred. The child's name as prescribed by the parent(s) is duly placed on the birth certificate. From this point onwards, this name will identify the child until such time as the child reaches the age of consent to permit renaming.

Our rudimentary birth name stays with us until death. In English common law the adoption of a pseudonym does not have to be registered until such a time as the person may wish to change their name legally through the statutory process of deed poll or by royal licence.

There are numerous reasons for legally registering a change of name, a simple dissatisfaction with the birth name, transsexuals changing gender identity, a woman adopting her husband's name after marriage, divorce or for criminal purposes. Given that pseudonyms do not necessarily have legal implications, the legal system only recognises the birth name (that which appears on the birth certificate) in a court of law. A recent example would be the trial of the British pop star, Cary Glitter. A newspaper article reporting on the trial was written wholly with reference to the public identity of the

001 **Cassius Marcellus Clay, Jr** 1942 boxer
 002 **Allen Stewart Koningsberg** 1935 comedian
 003 **Julia Elizabeth Wells** 1935 actress
 004 **Stuart Leslie Goddard** 1954 musician
 005 **Dorothy Gladys Smith** 1896–1990 novelist
 006 **Florence Graham** 1878–1966 cosmetics executive
 007 **Rosanna Lauren** 1959 actress
 008 **Bernice Frankel** 1923 actress
 009 **Frederick Austerlitz** 1889–1987 dancer
 010 **Daniel Agraluscasacra** 1952 actor
 011 **Shahnour Varenagh Aznavourian** 1924 singer
 012 **Betty Joan Perske** 1924 actress
 013 **Steven Edwin King** 1947 writer
 014 **Rita Crudgington** 1954 singer/tv presenter
 015 **Anna Maria Luisa Italiano** 1931 actress
 016 **Camille Javal** 1934 actress/model
 017 **Beatrice Warde** 1900–69 type historian/writer
 018 **Don Van Vilet** 1941 singer
 019 **Acton Bell** 1820–49 novelist
 020 **Currer Bell** 1816–55 novelist
 021 **Ellis Bell** 1818–48 novelist
 022 **Patricia Andrejewski** 1953 singer
 023 **Thomas Michael Moore** 1950 actor
 024 **Israel Isidore Baline** 1888–1989 composer
 025 **Priscilla Maria Veronica White** 1943 singer/tv presenter
 026 **Cecil Day-Lewis** 1904–72 poet laureate
 027 **Mark Feld** 1947–77 singer
 028 **David Robert Hayward Stenton Jones** 1947 musician
 029 **Eugene Luther Jr** 1925 writer
 030 **Addie Bradley aka Janice Johnson** 1943 singer
 031 **Melvin Kaminsky** 1926 actor
 032 **Taidje Kahn** 1915–85 actor
 033 **Nathan Birnbaum** 1896–1996 comedian/actor
 034 **Maurice J Micklewhite** 1933 actor
 035 **Kathleen Sue Nail** 1953 actress
 036 **Belinda Jo Kerzcheski Mason** 1958 singer
 037 **Adolphe Jean-Marie Mouron** 1901–68 type designer
 038 **Giovanni Giacomo Girolamo de Seingalt** 1725–98 lover
 039 **George Robert LeRoy Parker** 1886–1909 outlaw
 040 **Chan Kong-Sang** 1954 martial arts stuntman/actor
 041 **Agatha Christie** 1890–1976 writer
 042 **Phillipe Pages** 1954 pianist
 043 **Virginia Patterson Hensley** 1932–63 singer
 044 **Vincent Damon Furnier** 1948 singer
 045 **Mikolaj Kopernik** 1473–1543 astronomer
 046 **David Seth Kotkin** 1956 magician
 047 **Declan Patrick McManus** 1955 musician
 048 **Lucille Fay LeSueur** 1908–77 actress
 049 **Dennis Pratt** 1908–99 individualist/naked civil servant
 050 **Marja Skłodowska** 1867–1934 chemist
 051 **Bernard Schwartz** 1925 actor
 052 **Doris Mary Ann Von Kappelhoff** 1924 actress/singer
 053 **James Byron** 1931–55 actor
 054 **Mary Cathleen Collins** 1957 actress
 055 **Diana Fluck** 1931–84 actress
 056 **Issur Danielovitch Demsky** 1916 actor
 057 **Robert Allen Zimmerman** 1941 musician
 058 **Mary Ann Evans Cross (aka Marian Evans)** 1819–80 novelist
 059 **Eithne Ni Bhraonain** 1961 singer/musician

200 **John Wayne**
 199 **Huszár Vilmos**
 198 **Mark Twain**
 197 **Tina Turner**
 196 **Leon Trotsky**
 195 **John Swithen**
 194 **Sundance Kid**
 193 **Donna Summer**
 192 **Tom Stoppard**
 191 **Sting**
 190 **Ringo Starr**
 189 **Dusty Springfield**
 188 **Mickey Spillane**
 187 **Sporty Spice**
 186 **Scary Spice**
 185 **Posh Spice**
 184 **Baby Spice**
 183 **Kevin Spacey**
 182 **Christian Slater**
 181 **Nina Simone**
 180 **Omar Sharif**
 179 **William Shakespeare**
 178 **Jane Seymour**
 177 **Dr Seuss**
 176 **Randolph Scott**
 175 **Leo Sayer**
 174 **Richard Saunders**
 173 **Susan Sarandon**
 172 **Saki**
 171 **Winona Ryder**
 170 **Meg Ryan**
 169 **Jane Russell**
 168 **Lord Bertrand Russell**
 167 **Mickey Rourke**
 166 **Johnny Rotten**
 165 **Mark Rothko**
 164 **Axl Rose**
 163 **Mickey Rooney**
 162 **Roy Rogers**
 161 **Ginger Rogers**
 160 **Sugar Ray Robinson**
 159 **Joan Rivers**
 158 **Little Richard**
 157 **Sir Cliff Richard**
 156 **Man Ray**
 155 **Rasputin**
 154 **Queen Margrethe II**
 153 **Queen Latifah**
 152 **Prince**
 151 **Stephanie Powers**
 150 **Mary Pickford**
 149 **Marti Pellow**
 148 **John Peel**
 147 **Pele**
 146 **Wilfred Owen**
 145 **George Orwell**
 144 **William Orbit**
 143 **Billy Ocean**
 142 **Motorhead**

141 **Mother Teresa**
 140 **Demi Moore**
 139 **Marilyn Monroe**
 138 **Helen Mirren**
 137 **Carmen Miranda**
 136 **George Michael**
 135 **Ethel Merman**
 134 **Freddie Mercury**
 133 **Felix Mendelssohn**
 132 **Robert Maxwell**
 131 **Walter Matthau**
 130 **Jackie Mason**
 129 **Dean Martin**
 128 **Maxwell March**
 127 **Marilyn Manson**
 126 **Jayne Mansfield**
 125 **Barry Manilow**
 124 **Lee Majors**
 123 **Lulu**
 122 **Victoria Lucas**
 121 **Liberace**
 120 **Huey Lewis**
 119 **Vivien Leigh**
 118 **Jennifer Jason Leigh**
 117 **Peggy Lee**
 116 **Harper Lee**
 115 **Bruce Lee**
 114 **Le Corbusier**
 113 **John Le Carre**
 112 **Ralph Lauren**
 111 **Stan Laurel**
 110 **Lillie Langtry**
 109 **Burt Lancaster**
 108 **Cleo Laine**
 107 **Calvin Klein**
 106 **Ben Kingsley**
 105 **Danny Kaye**
 104 **Boris Karloff**
 103 **Christine Jorgensen**
 102 **Al Jolson**
 101 **Elton John**
 100 **Calamity Jane**
 099 **L L Cool J**
 098 **Christopher Isherwood**
 097 **Billy Idol**
 096 **Rock Hudson**
 095 **Harry Houdini**
 094 **Hot Seattle**
 093 **Billie Holiday**
 092 **Adolf Hitler**
 091 **Charlton Heston**
 090 **James Herriot**
 089 **John Hertfield**
 088 **Herge**
 087 **Audrey Hepburn**
 086 **Helvetica**
 085 **Rita Hayworth**
 084 **Jean Harlow**
 083 **Mata Hari**

060 **Gerhard Gerhards** c1469–1536 scholar/theologian
 061 **Douglas Elton Ullman** 1883–1939 actor
 062 **Patsy Ann McClenny** 1950 actress
 063 **Terence Nelhams** 1940 actor
 064 **Grace Stansfield** 1898–1979 actress
 065 **Derek William Dick** 1958 musician
 066 **Leslie Thompson** 1909–59 actor
 067 **Peggy Margaret Hookham** 1919–91 ballet dancer
 068 **Alacia Christian Foster** 1962 actress
 069 **Cyril Kenneth Bird** 1887–1965 cartoonist/art editor
 070 **Ronald Wycherley** 1941 musician
 071 **Greta Lovisa Gustafsson** 1905–90 actress
 072 **Andres Arturo Garcia-Menendez** 1956 actor
 073 **Lucy Johnson** 1922–90 actress
 074 **Frances Ethel Gumm** 1922–69 actress/singer
 075 **Alan O'Dowd** 1961 singer/dj
 076 **Jean Georges Huyot** 1863–1938 type designer
 077 **Arther Eric Rowton Gill** 1882–1940 sculptor/typographer
 078 **Paul Francis Gadd** 1940 musician
 079 **Caryn Johnson** 1949 actress/comedienne
 080 **Kyriakos Theotokopoulos** 1541–1614 painter
 081 **Johannes Gensfleisch Zur Laden** c1400–68 painter/printer
 082 **Stanley Kirk Burrell** 1962 rap singer
 083 **Margaretha Geertruida Zelle** 1876–1917 code name h21
 084 **Harlean Carpenter** 1911–37 actress
 085 **Margarita Carmen Cansino** 1918–87 actress/dancer
 086 **Haas-Grotesk** 1957 font by Max Miedinger renamed in 1960
 087 **Edda van Heemstra Hepburn-Ruston** 1929–93 actress/dancer
 088 **Georges Remi** 1907–83 cartoonist
 089 **Helmut Herzfelde** 1891–1968 commercial artist/publisher
 090 **Dr James Alfred Wight** 1916–95 veterinarian/author
 091 **John Charles Carter** 1923 actor/director
 092 **Adolf Schickelgruber Hiedler** 1889–1945 mass murderer
 093 **Eleanora Fagan** 1915–59 singer
 094 **Patrick Naughton** 1965 computer programmer
 095 **Ehrich Weiss** 1874–1926 magician/escapologist
 096 **Roy Harold Scherer, Jr aka Roy Fitzgerald** 1925–85 actor
 097 **William Michael Albert Broad** 1955 musician
 098 **William Bradshaw** 1904–86 author
 099 **James Todd Smith** 1969 rap singer/actor
 100 **Martha Jane Canary Burke** c1852–1903 prostitute
 101 **Reginald Kenneth Dwight** 1947 singer/musician
 102 **Asa Hesselton Yoelson** 1886–1950 singer/actor
 103 **George Jorgensen** 1926–89 1st post-op transsexual
 104 **William Henry Pratt** c1888–1969 actor
 105 **David Daniel Kominski** 1913–87 comedian/actor
 106 **Krishna Bhanji** 1943 actor
 107 **Richard Klein** 1942 fashion designer
 108 **Clementina Dinah Campbell** 1927 singer/actress
 109 **Stephen Burton** 1913–94 actor
 110 **Emily Le Breton** 1853–1929 actress
 111 **Arther Stanley Jefferson** 1890–1965 actor
 112 **Ralph Lifshitz** 1939 fashion designer
 113 **David John Moore Cornwell** 1931 novelist
 114 **Charles Edouard Jenneret** 1887–1965 architect/writer
 115 **Lee Jun Fan** 1940–73 martial artist/actor
 116 **Nelle Harper** 1926 novelist
 117 **Norma Jean Engstrom** 1920 singer/songwriter
 118 **Jennifer Leigh Morrow** 1962 actress

star except for one paragraph ... "Glitter—charged under his real name of Paul Francis Gadd—had denied the eight sex assault charges, which related to alleged incidents in 1980–82." It is reasonable to assume that had the article been written with reference to birth name only, the story would not have been quite so sensational. In another article, the importance of Glitter's identity was intrinsic to the story—"A succession of stage personae followed, including the pseudonym Paul Raven... Choosing the name Gary Glitter from a range which included Terry Tinsel, Stanley Sparkle and Vicky Vomit..." Alliteration being the overt theme in this naming process.

Literary Sir-prizes

In 1926, aged 26, [Beatrice] Warde published an influential paper on the origin of Caramond Types in *The Flea*, under the pseudonym of Paul Beaujon. This led to M. Paul Beaujon being invited to work for the *Monotype Recorder* [as publicity manager]. Folklore has perpetuated the story that it was a surprise to some people at the Monotype Corporation when a woman arrived from America to take up the post.¹

Making her voice heard in an arena not traditionally sympathetic or tolerant of women's views, bore fruit for Warde:

"Warde has written, 'all my work had been done under the pseudonym Paul Beaujon ... partly because nobody at that time had any idea that a woman could possibly know anything about printing, typography, or such like. So the name Paul Beaujon was invented with great care to conceal the personality of the writer'."²

Warde remains in the history of typography and

- 082 M C Hammer
- 081 Johannes Gutenberg
- 080 El Greco
- 079 Whoopi Goldberg
- 078 Gary Glitter
- 077 Eric Gill
- 076 Auriol Georges
- 075 Boy George
- 074 Judy Garland
- 073 Ava Gardner
- 072 Andy Garcia
- 071 Greta Garbo
- 070 Billy Fury
- 069 Fougasse
- 068 Jodie Foster
- 067 Dame Margot Fonteyn
- 066 Errol Flynn
- 065 Fish
- 064 Dame Gracie Fields
- 063 Adam Faith
- 062 Morgan Fairchild
- 061 Douglas Fairbanks Sr
- 060 Desiderius Erasmus
- 059 Enya
- 058 George Eliot
- 057 Bob Dylan
- 056 Kirk Douglas
- 055 Diana Dors
- 054 Bo Derek
- 053 James Dean
- 052 Doris Day
- 051 Tony Curtis
- 050 Mme Marie Curie
- 049 Quentin Crisp
- 048 Joan Crawford
- 047 Elvis Costello
- 046 David Copperfield
- 045 Copernicus
- 044 Alice Cooper
- 043 Patsy Cline
- 042 Richard Clayderman
- 041 Mary Westmacott
- 040 Jackie Chan
- 039 Butch Cassidy
- 038 Cassanova
- 037 A M Cassandre
- 036 Belinda Carlisle
- 035 Kate Capshaw
- 034 Michael Caine
- 033 George Burns
- 032 Yul Brynner
- 031 Mel Brooks
- 030 Jan Bradley
- 029 Gore Vidal
- 028 David Bowie
- 027 Marc Bolan
- 026 Nicholas Blake
- 025 Cilla Black
- 024 Irving Berlin

- 119 Vivian Mary Hartley 1913–67 actress
- 120 Hugh Anthony Clegg III 1951 singer/musician
- 121 Wladziu Lee Valentino 1919–87 pianist/actor
- 122 Sylvia Plath 1932–63 poet/novelist
- 123 Marie Lawrie 1948 singer/actress
- 124 Harvey Lee Yeary 1940 actor
- 125 Barry Alan Pinkus 1946 singer/songwriter
- 126 Vera Jane Palmer 1933–67 actress
- 127 Brian Warner 1969 singer/musician
- 128 Margery Allingham 1904–66 detective novelist
- 129 Dino Paul Crocetti 1917–95 actor/singer/comedian
- 130 Yokoff Moshe Maza 1931 comedian/actor
- 131 Walter Matuschanskatasky 1920 actor/director
- 132 Jan Ludwick Hoch 1923–91 publisher/businessman
- 133 Jakob Ludwig Bartholdy 1809–47 composer
- 134 Fareokh Pluto Bulsara 1946–9 singer/musician
- 135 Ethel Agnus Zimmerman 1909–84 singer/actress
- 136 Georgios (Yorgus) Kyriacos Panayiotou 1963 singer/musician
- 137 Maria do Carmo Miranda De Cunha 1909–55 actress/singer
- 138 Yelena Lydia Mironova 1945 actress
- 139 Norma Jean Mortenson 1926–62 actress/model/singer
- 140 Demetria Guynes 1962 actress
- 141 Agnes Gonxha Bojaxhiu 1910–97 nun/missionary/humanist
- 142 Euclid James Sherwood 1942 musician
- 143 Leslie Sebastian Charles 1950 singer/songwriter
- 144 William Wainwright 1956 ambient sound sculptor/producer
- 145 Eric Arthur Blair 1903–50 novelist/futurist
- 146 Edward Salter 1893–1918 poet
- 147 Edson Arantes do Nascimento 1940 footballer
- 148 John Ravenscroft 1939 dj, tv/radio presenter
- 149 Mark McLoughlin 1965 singer/songwriter
- 150 Gladys Marie Smith 1892–1979 actress/producer
- 151 Stefania Zofia Federkiewicz 1942 actress
- 152 Prince Rogers Nelson 1958 singer/songwriter/actor
- 153 Dana Ellane Owens 1970 rap singer/actress
- 154 Alexandrine Thorhidur Ingrid Rex 1940 reigning danish queen
- 155 Grigory Yefimovich Novykh 1872–1916 russian courtier
- 156 Emmanuel Rudnitzky 1890–1976 photographer/painter/director
- 157 Harry Webb 1940 singer
- 158 Richard Penniman 1935 singer
- 159 Joan Alexandra Sandra Molinsky 1933 comedienne/actress
- 160 Walker Smith Jr 1921–89 boxer
- 161 Virginia Katherine McMath 1921–95 singer/dancer/actress
- 162 Leonard Franklin Slye 1911–98 actor/cowboy
- 163 Joe Yule Jr 1920 actor
- 164 William Rose Bailey singer
- 165 Marcus Rothkovich 1903–70 painter
- 166 John Lydon 1956 singer
- 167 Philip Andre Rourke Jr 1956 actor/boxer/poet
- 168 Arthur William Russell 1872–1970 philosopher/author
- 169 Ernestine Russell 1921 actress
- 170 Margaret Mary Emily Anne Hyra 1961 actress
- 171 Winona Laura Horowitz 1971 actress
- 172 Hector Hugh Munro 1870–1916 short story writer
- 173 Susan Abigail Tomalin 1946 actress
- 174 Benjamin Franklin 1706–90 diplomat/inventor/physician
- 175 Gerald Hugh Sayer 1948 singer/songwriter
- 176 George Randolph Crane 1898–1987 actor/producer
- 177 Theodor Seuss Geisel 1904–91 author/illustrator

printing one of the profession's most ardent and prolific writers. Warde's *nom de plume* enabled her to successfully permeate the male preserve of printing. By seeking anonymity and craving familiarity, the construction of a pseudonym allows an individual to have both a public and private identity. For example, in the case of an author's first novel the potential for failure or ridicule may be lessened if one's true identity remains in disguise. Public recognition in this instance predisposes private vulnerability.

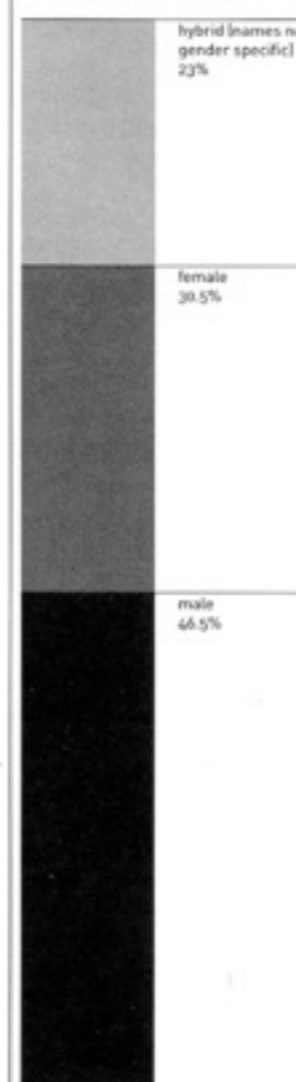
Pseudonyms change our perception of what is and what is not familiar. The two personalities mentioned here could not be more different, however, both have employed pseudonyms for the purpose of advancing their careers. As the statistics (right) illustrate, the literary and entertainment worlds feature prominently for their practitioner's application of pseudonyms. Interestingly Glitter and Warde's "private outings" surprised in different ways. Glitter—the public persona with an exposed private life—you can change your name, but you cannot hide from the press! Warde's private identity was exposed somewhat more positively although it surprised many in her profession. The power of the pseudonym to conceal and empower was exploited to the full and it would appear that her career break literally depended on it.

1 Jason Bennetto and Terri Judd. Glitter is jailed for 4,000 child pornography images London. *The Independent*, Saturday 13 November 1999, p1.
 2 Geoffrey Gibbs. The sordid downfall of a glam icon London. *The Guardian*, Saturday 13 November 1999, p3.
 3 Bridget Wilkins. "Beatrice Warde and Nicolette Gray. Two Communicators" in *Women Designing*. Jill Seddon and Suzette Worden, editors. (University of Brighton Press, 1994) pp127–28.
 4 *Ibid*.

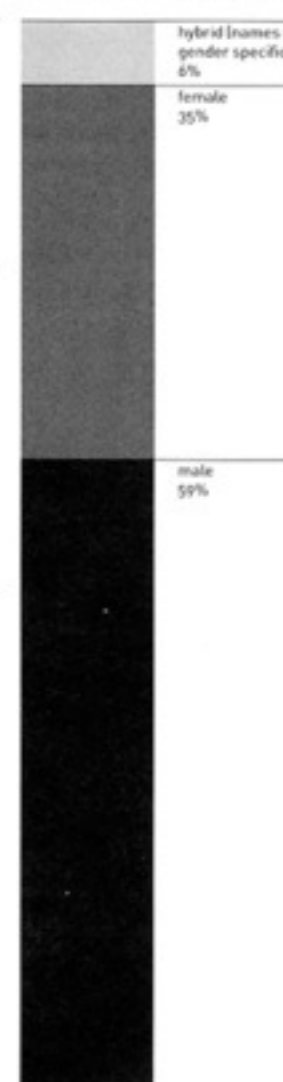
- 023 Tom Berenger
- 022 Pat Benatar
- 021 Emily Jane Bronte
- 020 Charlotte Bronte
- 019 Anne Bronte
- 018 Captain Beefheart
- 017 Paul Beaujon
- 016 Brigitte Bardot
- 015 Anne Bancroft
- 014 Cheryl Baker
- 013 Richard Bachman
- 012 Lauren Bacall
- 011 Charles Aznavour
- 010 Dan Aykroyd
- 009 Fred Astaire
- 008 Bea Arthur
- 007 Rosanna Arquette
- 006 Elizabeth Arden
- 005 C L Anthony
- 004 Adam Ant
- 003 Julie Andrews
- 002 Woody Allen
- 001 Mohammed Ali

- 178 Joyce Penelope Wilhelmina Frankenberg 1951 actress
- 179 Edward de Vere (aka 17th Earl of Oxford) 1564–1616 playwright
- 180 Michael Shalhoub Prizhivago 1932 actor
- 181 Enice Kathleen Waymon 1933 singer/musician
- 182 Christian Hawkins 1969 actor
- 183 Kevin Fowler 1959 actor/director
- 184 Emma Lee Bunton 1978 singer
- 185 Victoria Beckham (nee Adams) 1975 singer
- 186 Melanie Janine Brown (aka Mel G) 1975 singer
- 187 Melanie Jayne Chisholm (aka Mel C) 1974 singer
- 188 Frank Morrison Spillaine 1918 writer
- 189 Mary Isobel Catherine Bernadette O'Brien 1939–99 musician
- 190 Richard Starkey 1940 singer/musician/actor
- 191 Gordon Matthew Sumner 1951 musician
- 192 Thomas Straussler 1937 dramatist
- 193 LaDonna Andrea Gaines 1948 singer
- 194 Harry Longbaugh 1870–1909 western outlaw
- 195 Steven King 1947 writer
- 196 Lev Davidovitch Bronstein 1879–1940 writer/minister of war
- 197 Anna Mae Bullock 1938 singer/actress
- 198 Captain Isaiah Sellers 1835–1910 author
- 199 Vilmos Herz 1884–1960 founder member of De Stijl
- 200 Marion Michael Morrison 1907–79 actor/director/producer

Gender statistics—pseudonym

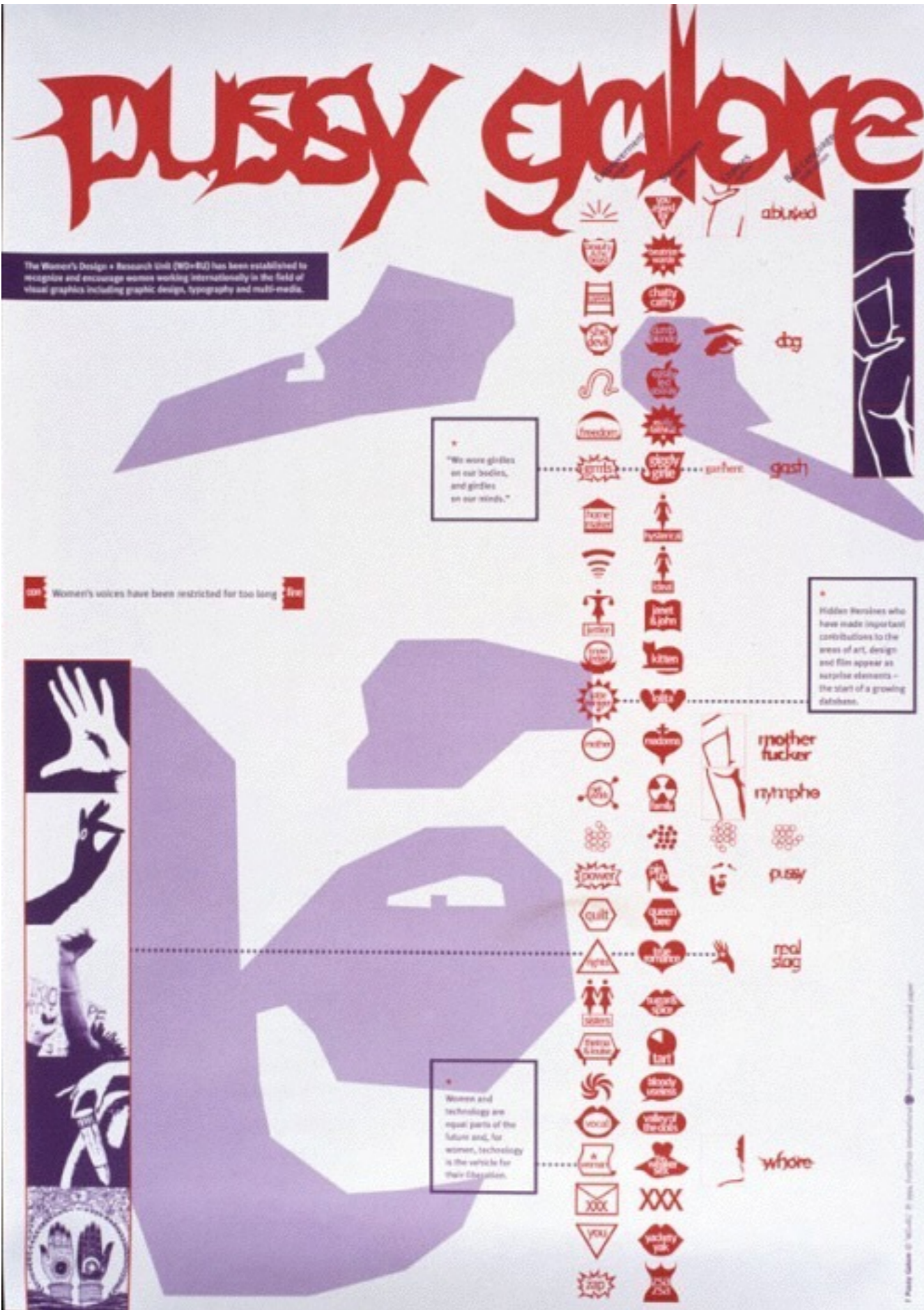


Gender statistics—real (first) name



Occupational statistics





1994
Pussy Galore –
experimental typeface for
FUSE 12: Propaganda

Project team:
Siân Cook,
Liz McQuiston,
Teal Triggs.




‘The Women’s Design +
Research Unit (WD+RU)
was founded in 1994 with
the intent of raising
awareness about women
working in the field of
visual communication
and design education.’

Pussy Galore

Conceptual Typeface

* extension of letterform

 animated sequence

Empowerment
normal

Stereotypes
shift

Choices
option

Bad Language
shift option



abused

dog

gash

*

"We wore girdles
on our bodies,
and girdles
on our minds"

*

"We wore girdles
on our bodies,
and girdles
on our minds"



garment*

gash



mother fucker



nympho



pussy

*

Hidden Heroines who
have made important
contributions to the
areas of art, design
and film appear as
surprise elements –
the start of a growing
database

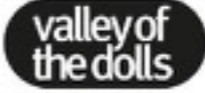




*
Women and
technology are
equal parts of the
future and, for
women, technology
is the vehicle for
their liberation



real
slag

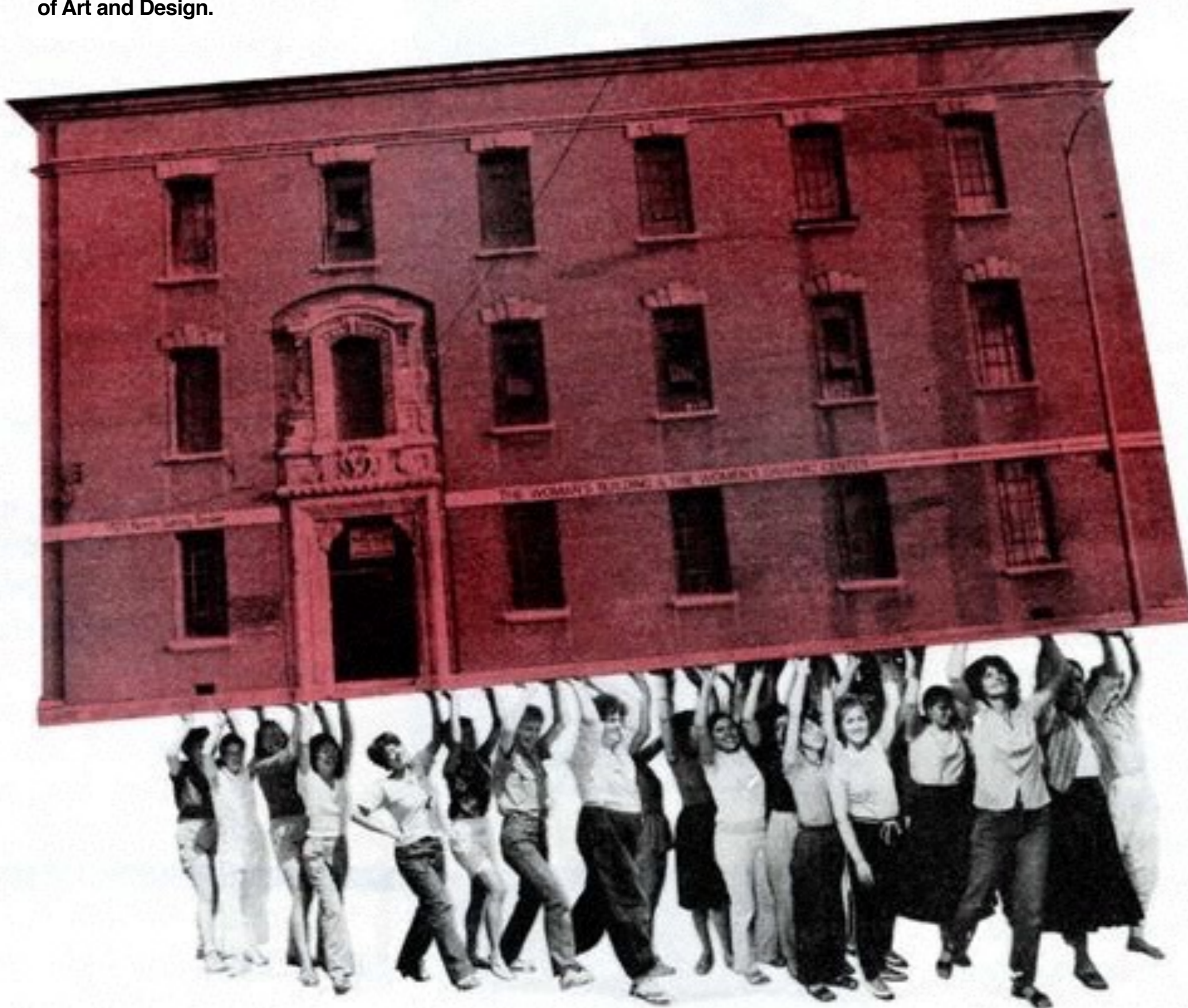


whore



Photo collage for the
Woman's Building
Newsletter by Anne
Gauldin. Woman's Building
Image Archive, Otis College
of Art and Design.

1973–1991
The Woman's Building
North Spring Street,
Los Angeles, California



Writing in Zed.7 Teal Triggs' article where public meets private, the Los Angeles Woman's Building, Triggs says that the building which existed from 1973 to 1991 was 'often overlooked in historical or cultural discussions about the rise of feminism in America ... The Woman's Building was one of the first cultural and educational organisations dedicated exclusively to the training and development of women artists and designers (Triggs, 2000). Set up to 'provide a public arena for sharing and honouring the artistic achievements of women' Triggs tells us that a range of organisations occupied the two sites that comprised the Woman's Building – the Feminist studio workshop, Women's Graphic Centre and the Extension Programme provided classes and workshops (Triggs, 2000). The building held conferences, held lectures from famous authors such as Alice Walker and Margaret Atwood. Other spaces were occupied by small businesses and professional women's organisations. These included offices for lawyers, a travel agency, the National Organisation for Women, Women Against Violence Against Women, the Sisterhood Bookstore, a thrift store, cafe and various rental Galleries. By combining a range of activities and services, the Woman's Building created an environment where women could freely explore the intersection between private and professional lives' (Triggs, 2000)

Triggs, T. (2000) Where Public Meets Private: The Los Angeles Woman's Building. Zed.7.



1978
Great Lady Rising event as part of the fifth Anniversary Celebration. Kate Millett and Barbara Amelia speaking with the press.

The feminist academic Kate Millet can be seen (in the previous slide), being interviewed with her sculpture being hoisted on to the roof of the Woman's Building. Her ground breaking book *Sexual Politics*, was based on her phd and published in 1969. Speaking to Vanessa Engle in the 2010 Women Libbers programme broadcast by the BBC, Millet said 'As feminists what we believe in is very simple and that is the social, economic and political equality of the sexes, so therefore we are in politics you see because the relationship between the sexes is in fact a political relationship' (Engle, 2010).

For Millet, feminism was egalitarian, she said: 'wouldn't it be awful if we had a women's movement with generals, lieutenants, colonels, captains and so on and so forth ...if you've got a head you can cut the head off right? If they're all of us there is no way to put us down or to put us out of business I saw this very clearly when they attempted having put me and my face upon a balloon on Time magazine's cover and so forth ...then they said oh my god we've just discovered she's a queer so everything she wrote is nonsense and scrambled thinking. When people are oppressed they get used to oppression and one of them sticks their head up and they say get your head down, shut up, so that went on for a while and then I tried another transgression it seems because I said I have slept with women, well that was a big sensation, if you say that in France the next day everyone congratulates you on the street, but in America they throw things at you! (Engle, 2010).

Engle, V. (2010) Women Libbers. BBC Two. 26 March 2010.

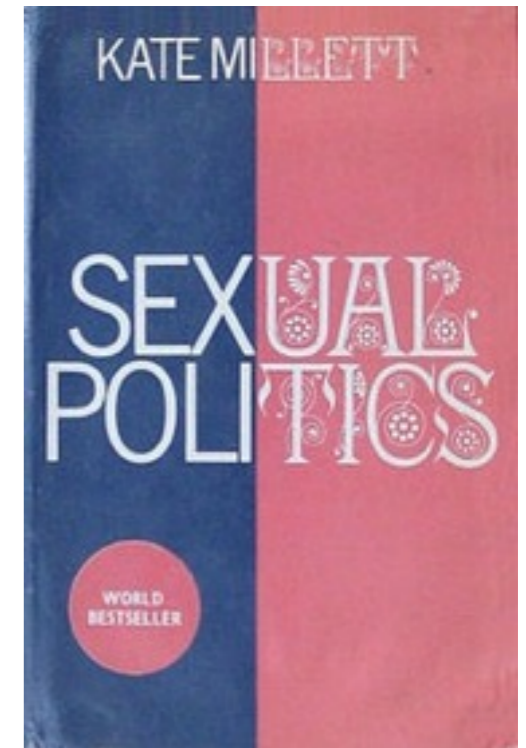
The biggest power struggle of all has begun. And Kate Millett has written its call to arms.



SEXUAL POLITICS

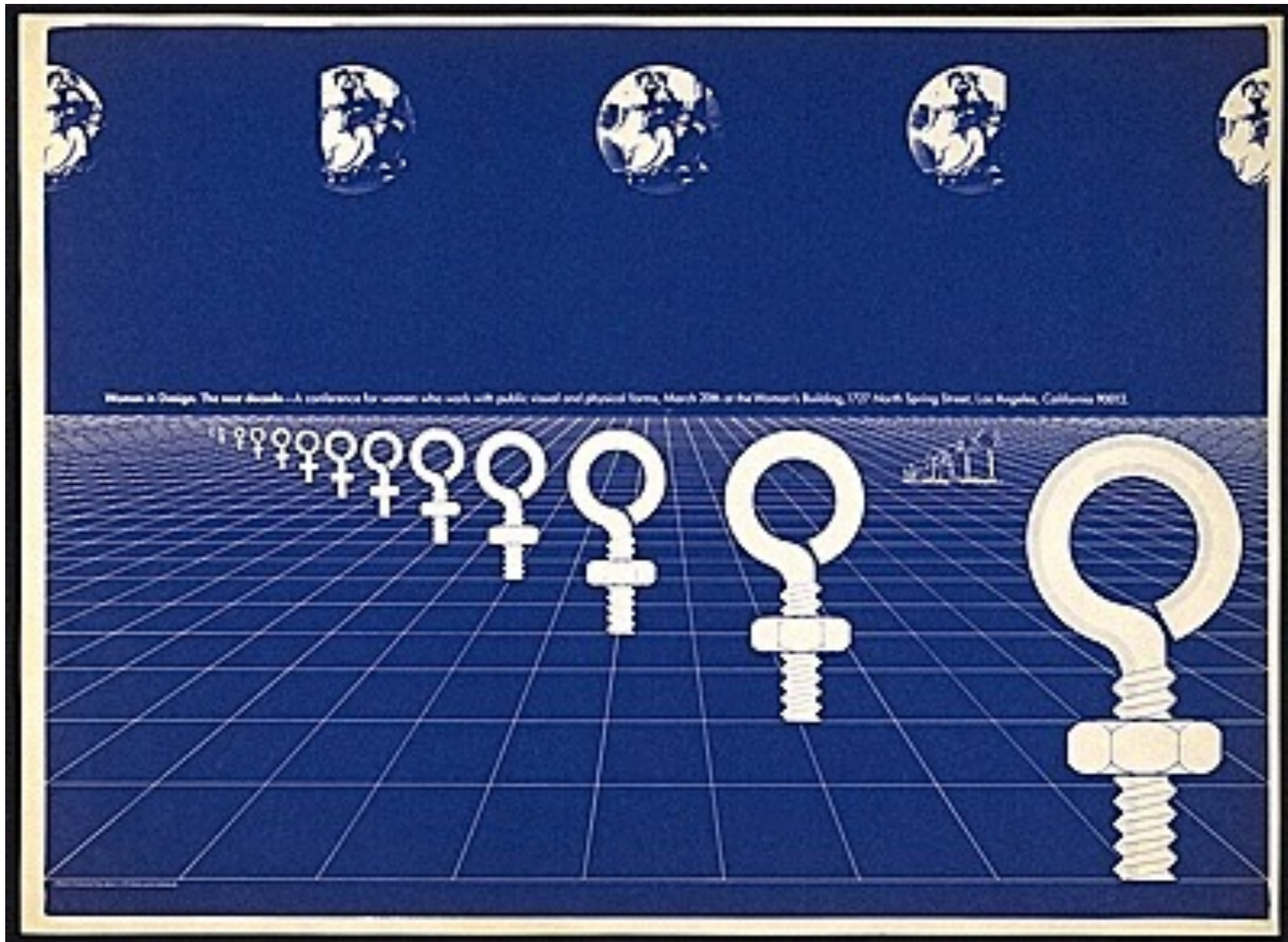
The devastating, definitive book of the Women's Liberation Movement — "as outrageous as truth spoken loud and clear at a politician's bier."
—*Publishers' Weekly*. Selected by The Book-of-the-Month Club and Psychology Today Book Club. Just published, and a new bestseller at booksellers now. \$7.95

DOUBLEDAY



1969
Print Ad for Kate Millett's
Sexual Politics

Kate Millet
(1934–)



1974
Poster for a *conference for women who work with public visual and physical forms, Mar. 20 at the Woman's Building, 1727 North Spring Street, Los Angeles*

Sheila Levrant de Bretteville

Judy Chicago, Sheila Levrant de Bretteville and Arlene Raven of The Los Angeles Woman's Building



The Design writer Ellen Lupton says of Sheila Levrant de Bretteville: 'She worked as a successful commercial designer in the 1980s (redesigning, for example, the Los Angeles Times), as well as an educator and public artist through the 1990s, she continued to assert her identity as a feminist. Few women designers have willingly used the 'f-word,' fearful, perhaps, of alienating their colleagues or of casting doubt on the legitimacy of their own success. De Bretteville articulated a set of design strategies in the early 1980s that reflected feminist principles, such as the attempt to represent a subject from multiple perspectives, to allow words and images to contradict each other, or to allow viewers to complete the meaning of a communication. Such strategies coincided with the theories of experimental typography and postmodernism that were emerging around the same time. 'Sheila de Bretteville's 1974 poster 'Women in Design: The Next Decade' promoted one of the many public events organised there. Marching across a gridded landscape are eye screws fitted with bolts – translations into hardware of the female symbol that had become the movement's icon' (Lupton, 2004).

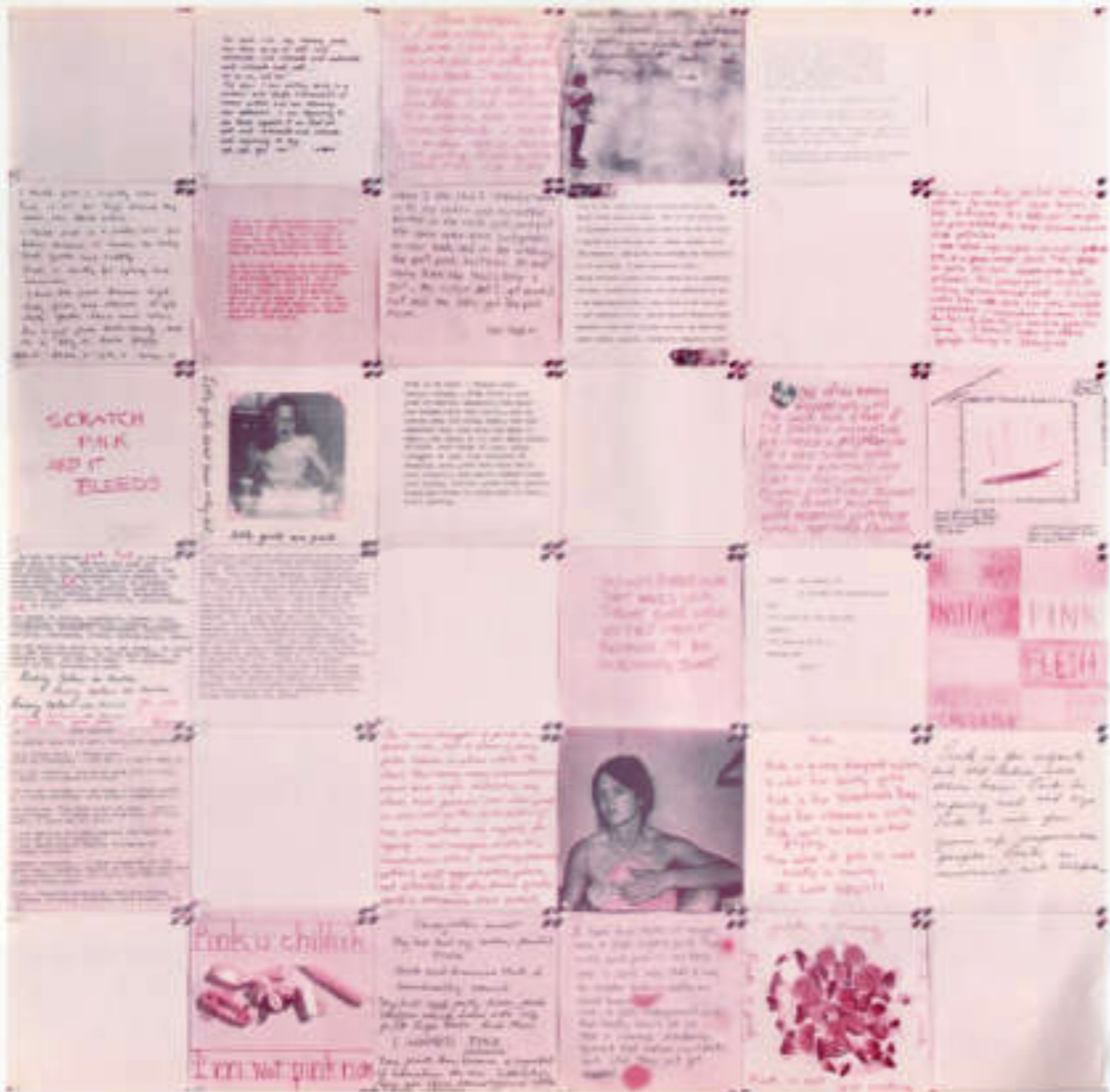
Lupton, E. (2004) Women Graphic Designers. Typotheque. https://www.typotheque.com/articles/women_graphic_designers



1989
Betye Saar. *Biddy Mason's Place: A Passage of Time*
The Power of Place
 project. General view of
 the monument. Broadway
 and 3rd Street,
 Los Angeles.

Sheila Levrant de
 Bretteville.



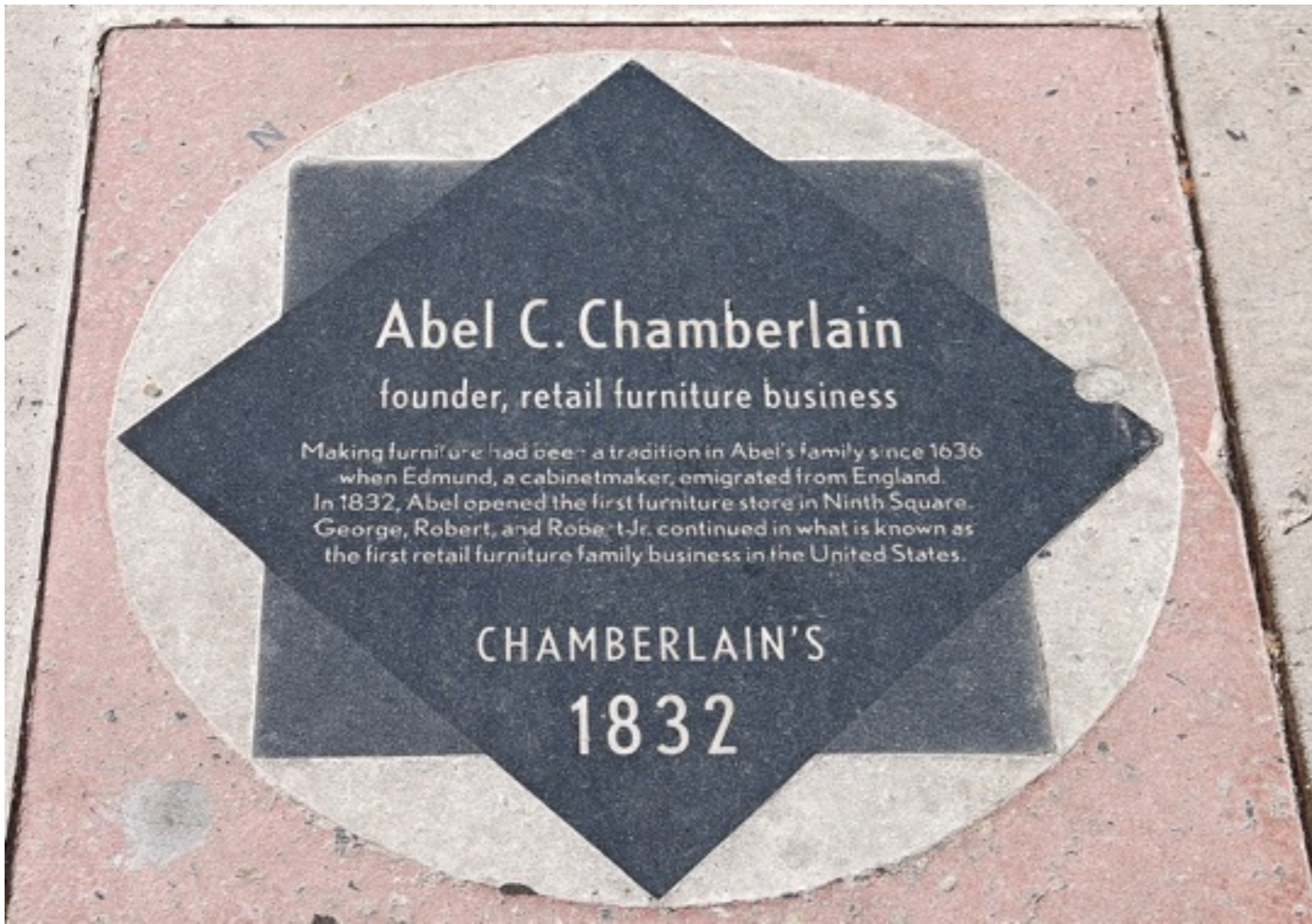


1975
Hanging her "Pink" poster
in the streets.

Sheila Levrant de Bretteville

1974
Pink poster – members of the
Feminist Studio Workshop to
made a "quilt square" about
what they associated with the
color pink.

Sheila Levrant de Bretteville



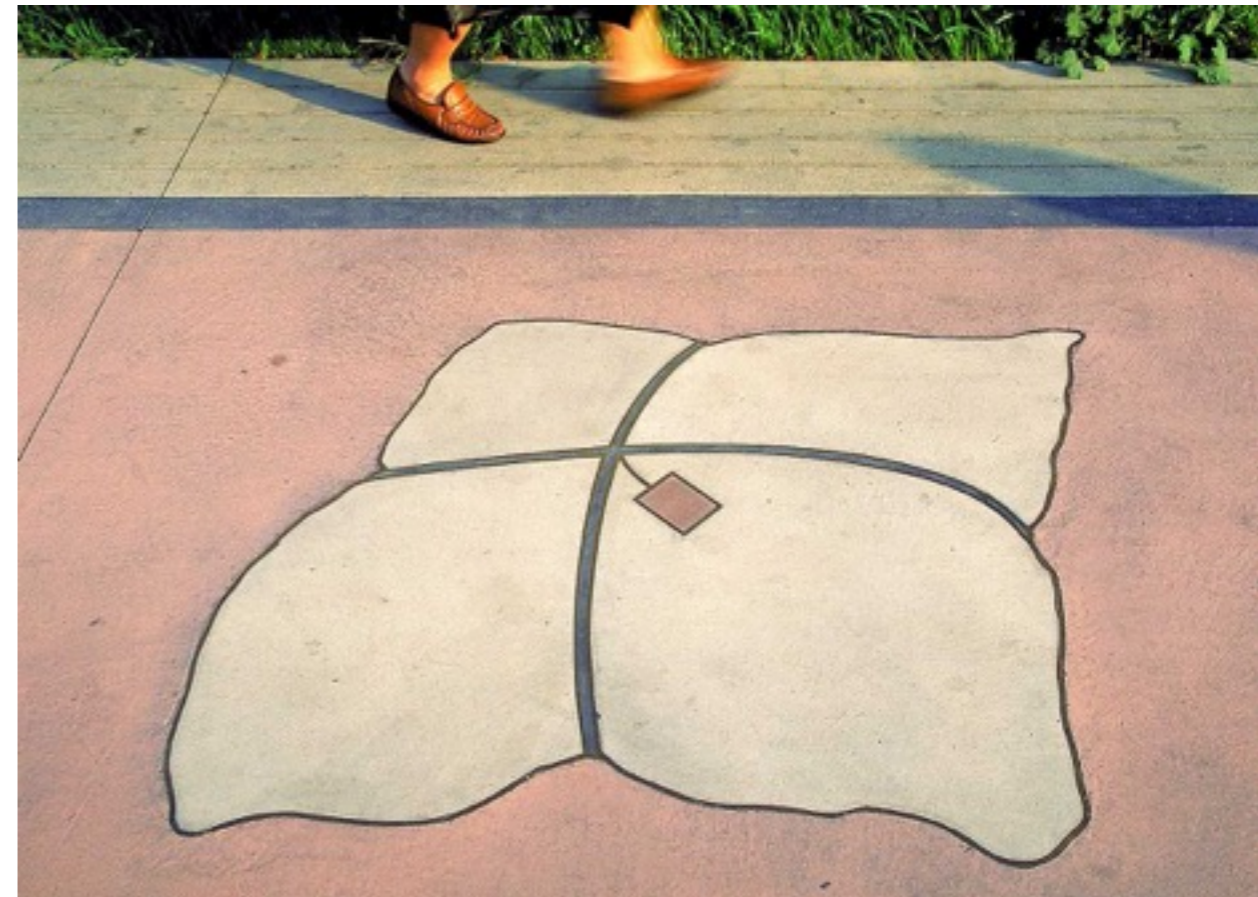
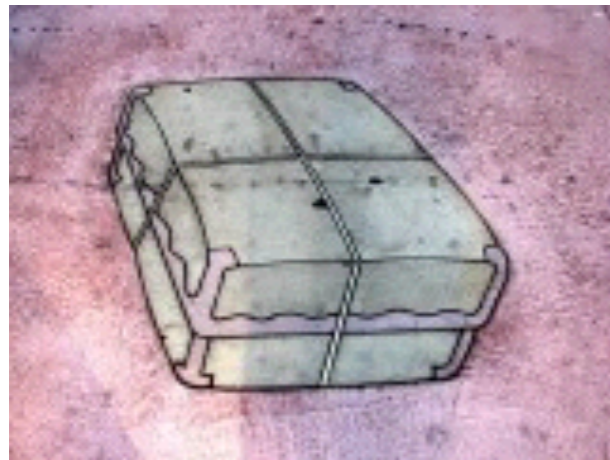
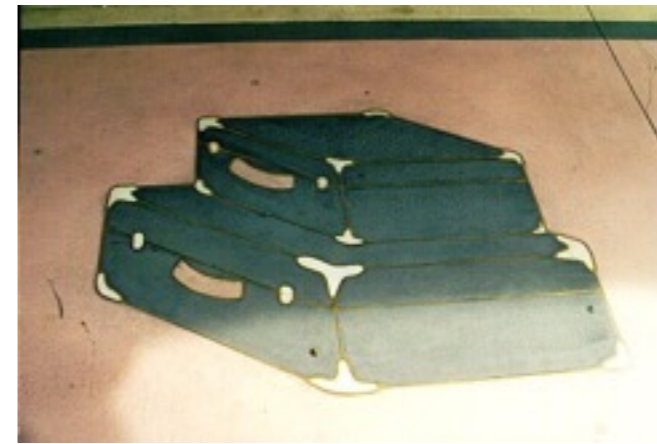
1994
*Path of Stars, New Haven
neighbourhood.*

Sheila Levrant de
Bretteville



1996
*Remembering Little Tokyo,
Los Angeles.*

Sheila Levrant de Bretteville.





1999
At the Start... At Long Last...
Inwood, New York.

Sheila Levrant de Bretteville



THIS IS A PRINTING OFFICE

Crossroads of civilization · Refuge of
all the arts against the ravages of time ·
Armory of fearless truth against whis-
pering rumor · Incessant trumpet of
trade · From this place words may fly
abroad, not to perish on waves of sound,
not to vary with the writer's hand but
fixed in time, having been verified by
proof · *Friend, you stand on sacred ground,*
This is a Printing Office

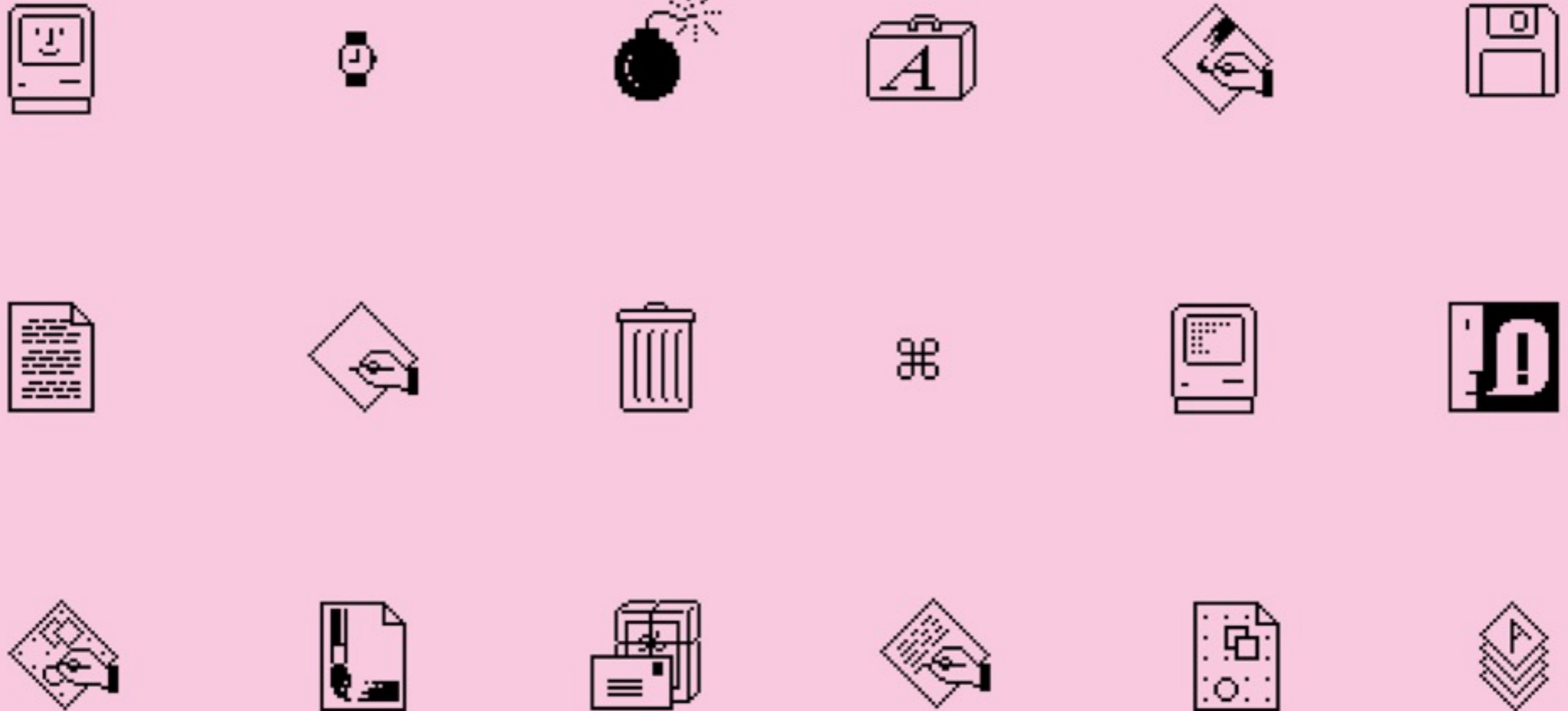
BEATRICE WARDE



1900–69
Beatrice Warde

Typographer, printer, writer,
she wrote under the
pseudonym Paul Beaujon

Famous for her book
'The Crystal Goblet: Sixteen
Essays on Typography', 1955



Susan Kare (1954-)

kare.com
kareprints.com

To ensure all my students are conscious of the achievements of women in the history of design, including icon(ic) designer Susan Kare. Watch her talk through her career:

<https://vimeo.com/97583369>

Andrew Slatter