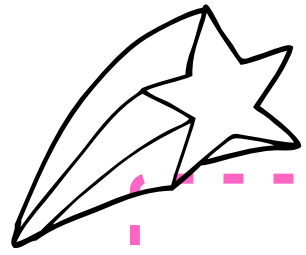


"The role of the artist is to make the revolution irresistible.."

- Toni Cade Bambara



This fact sheet outlines 9 key features of artistic activism and how it's effective at generating change. Artistic activism is a broad term that refers to any creative piece or project made with the intention to positively influence societal ideals and institutions.

Inclusive

Anyone can engage in artistic activism, no matter what background, ability or identity. Creativity is a skill that all people possess, including those who are often excluded, marginalised or underprivileged in a society. Artistic activism opens up opportunities for everyone to get involved in creating change.

Innovative

Artistic activism stimulates creativity and fosters a culture of innovation. It challenges people to think about the issues affecting them and come up with creative ways to raise awareness and problem-solve. Being innovative enables people to be open-minded and adapt to changing times.

Peaceful

Though there are many ways to engage in artistic activism, it is always a non-violent process. Artistic activism can express angry, controversial or radical views, but it does not violate any other person's rights. Peaceful activism is important for creating just and peaceful outcomes.

Accessible

Artistic activism does not require participants to be professionally trained or highly skilled at art, and does not necessarily need tons of time, effort, funding and resources. This makes it an easily accessible form of activism, where people can be resourceful with their skills, assets and tactics.

Persuasive

Artistic activism speaks to people's hearts and minds. It helps people conceptualise new ideas while appealing to their emotions. Art's ability to influence people's feelings, beliefs and understanding through images, symbols and metaphors makes artistic activism particularly persuasive.

Empowering

Participating in artistic activism is an act of self-empowerment. Through engaging in self-expression and creative work, participants are able to mobilise their innate power and influence the world around them. Empowering people to create positive changes to society benefits us all.

Engaging

Engaging in artistic activism is fun and exciting. It challenges participants to be creative and motivates them to get involved in tackling issues they're passionate about. It can also open windows for people who are otherwise disengaged from a particular issue to become interested.

Collaborative

Although not always a necessity, artistic activism often involves collaborative work. Collaboration requires team work, and can help people build networks and develop a sense of belonging and community. Collaborative activism can therefore bring people together and create strong, cohesive communities.

Sustainable

Artistic activism does not only target one particular issue at one particular time: it creates sustaining impacts through influencing people's values, beliefs and behaviours. Though its impacts are often hard to measure, artistic activism can make small and large changes that help society evolve in the long-run.



Artistic activism aims to stimulate positive social and/or political change using creative and artistic means. It has been used throughout human history to express people's views and opinions, protest or raise awareness of social and environmental issues and influence cultural norms and values.

