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Visual identity

# Zea Mays

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**BKC Gallery**

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# Bodyright

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Digital violence is violence. Social media platforms have become crime scenes. Women and girls, minorities and the marginalized are most vulnerable to having their images abused online, subjected to slurs and demeaning non-consensual sexual acts.

This rising tide of misogyny and violence is devastating for those who experience it, yet it is largely ignored by tech companies and policymakers who continue to place greater value and protections on copyright than they do on the rights of human beings online.

This is why in 2021, UNFPA, the United Nations sexual and reproductive health agency, launched bodyright, a new 'copyright' mark to assert and demand protection from online gender-based violence.

Bodyright is a social movement created to hold technology companies, policymakers and other leaders to account because they have the power to curb online abuse. People around the world are demanding real solutions and protections online.

The core of this online and social media campaign is the bodyright symbol. It can be added to any image of a human body that is shared online. People are invited to 'copyright' their images with the bodyright symbol and share the hashtag #bodyright on social media.

Claim your bodyright...and let's work together to end online abuse against women and girls!



## The Artist

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Ana-Marija Tomić was born in 1997 in Borken, Germany. After graduating high school, she studied at the Music Academy of the University of Sarajevo at the Department of Music Theory and Pedagogy in 2016. She moderated and participated in the creative workshop Let's Share Knowledge on the topic of Musical Theater in 2018 when she also participated in the second international Forum of Performing Arts Students of FSSU in Belgrade on the topic of Performing together through musicals as the practice of interactive application subjects of music theory and education. She performed in three musicals: Songs For A New World, as part of the May Music Festivities directed by Alma Ferović - Fazlić, and two professional productions under the US Embassy in Sarajevo The 25th Annual Putnam County Spelling Bee in the Sarajevo National Theatre and My Song, Chamber Theater 55.

Ana-Marija graduated from the Academy of Music with the subject: Significance and function of musical and stage activities in primary schools. She was awarded with the Golden Badge of the University of Sarajevo. After finishing the Music Academy she started her studies at the Academy of Performing Arts in Sarajevo and is currently a third-year student of Acting in the class of professor Senad Bašić. As a student of the academy, she's worked on the play Who am I this time?, Open Stage Obala, Phantom leg - a post-apocalyptic story directed by Thomas Steyaert and produced by Sarajevo War Theatre, Psychosis in 4'48" at Children's Theater of Republika Srpska, Banja Luka. She is the winner of the Professor Sanja Burić Award for the overall student engagement and results in the process for Masks - Clown, Academy of Performing Arts in Sarajevo. Ana Marija and her team were among winners of UNFPA Girl Advance Lab of 2022 - Not All Violence is Physical project, and they proposed Zea Mays installation performed at Bosnian Cultural Centre.

## About Zea Mays

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The concept of Zea Mays installation represents the interaction between the online and the physical world, including the observers, to the maximum possible extent. Silence is a fundamental aspect of the performance: it has a strong symbolic

meaning when related to violence, as the survivors of violence often feel isolated from the world. Online spaces enhance this isolation and a person closed in a virtual circle has fewer and fewer true friends: do our virtual friends react to violence? Do observers react to what they see?

The performance treats online violence and the presence of female bodies online through a multimedia approach using lights and sound.

The installation is based on the growth of digitalization and demands a legislative framework for the online space. The use of digital space is not clearly defined in real life, and its outcomes have a psychological impact on the individual. Often, violence is primarily understood as physical violence against women, but online violence is just the same: a violation of human rights and body autonomy, and it causes long-term psychological, emotional, and physical distress. While physical violence is a well-understood and condemned concept, all other forms of violence against women are erroneously considered less severe in the absence of visible physical harm.

The Zea Mays installation represents a new social reality that triggers social awareness and critical reflection on social phenomena created in the virtual world, with repercussions on the real world of an individual. Through a performative expression focused on the position of women online, with an emphasis on the female body, the observers are involved.



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UNFPA global bodyright campaign!



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