PURPLE NOISE
FEMINIST NOISIFICATION
OF SOCIAL MEDIA

DEMONSTRATION 28. SEPTEMBER 2018, 17.00 – 20.00 CET

Next week the festival *Stadt der Frauen* (City of Women) will take place in Esslingen, South Germany. We take this festival as an opportunity to launch our project *Purple Noise*.

Purple Noise is a new global feminist movement and at the same time *fake news*. Our manifesto addresses the confused post-political subject and plays with references to Dada and contemporary feminist theory. Inspired by Donna Haraway, we grow feelers! Times of confusion require a new sensorium: expanded perception leads to new forms of kinship and hopefully to a liveable future.

Purple Noise is an experiment that explores the dynamics of social media. *Fake news* has a reality-generating effect, and fictional popularity, generated by purchased likes and followers, influences the formation of political opinion.

The feeler meme and the iconographic signs of infinite gender variations inspire us to tell and share little stories. These mix as nonspecific disturbances with the noise of social media. What do you do with your feelers? What is the disturbing noise you produce? How can we join forces beyond the despotic rule of algorithms?

Read our manifesto,
spread it and modify it!

Make your own gender symbols
and take out into the streets of your city!

Create your own personal feelers
and share your photos or videos!

Tell your stories about feelers, imaginative gender variations
and about how you want to live in the future!

Use the hashtags:
#PURPLENOISE
#IUSEMYFEELERS
#IMAKENOISE
#ALGORITHMICDESPOTISM

Facebook: @purplenoiseup
Twitter: @purplenoise1
Instagram: @purplenoiseup

Let's produce Purple Noise together!

Preliminary climax of the campaign: 28 September 2018, 17.00–20.00 CET
Demonstration on the streets of Esslingen and online on our social media channels.

Come in droves!

Home: artwarez.org/projects/purplenoise
Esslingen: www.stadt-der-frauen.de
Stuttgart: www.kulturregion-stuttgart.de

Manifest: http://artwarez.org/projects/purplenoise/PurpleNoise_Manifesto.pdf
DIY Gender Symbol: http://artwarez.org/projects/purplenoise/PurpleNoise_DIY.pdf