

PRESS RELEASE

Presentation of FREE WEE PROJECT

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FREE WEE PROJECT

To wee as an act of aware freedom



FREE WEE PROJECT is born: aiming through Art to eliminate the current binary gender separation at the restrooms.

AN URGENT MATTER

The concept of this project arises from the imperious necessity of a social transformation. Historical Women/Men segregation at the restrooms is nowadays feeding discriminatory practices to all those who don't feel identified with normative / binary gender separation. In addition to this, current signposting frequently perpetuates cisheteropatriarchal models and the gender breach. Today's society needs to break the inertia, renew its structures and face diversity in a plural and opened way. **Free Wee Project** suggests reflecting about the restrooms utility trough their icons, their signs.

THE SIGN SIGNIFIES

Signage is a behaviour system because determines human conduct. To intervene on it allows influencing human action. This is the reason why signage is so relevant for **Free Wee Project**. This project pretends to transform usual icons - gender segregators - into neutral ones able to promote equality in tune with the citizenship diversity. The new signage target will lead us to reflect about the current situation and also to facilitate a universal use of the restrooms regardless of the gender of the user.

TO ACT WITH ART

Free Wee Project's team, composed by professionals coming from Cultural Management, Art Curating and Communication, have selected around twenty artists inviting them to imagine and design a new kind of signage for the restrooms doors: neutral images and icons not referring to expired gender considerations.

Participating artists are: Pedro Almeida, Jorge Cuadal, Dos Jotas, Aurora Duque, El Dibujo, Félix Fernández, Olalla Gómez, Roberto López, Alberto Martínez Centenera, Roberta Marrero, Patricia Mateo, Laura Mema, Ruru Mipanochia, Javier Navarro, Andrea Persissinotto, Andrés Senra, Bran Solo, David Trullo, José Antonio Vallejo, Xuan Villabrille and Eva Viera. Artworks will be shown digitally at the web: www.freeweeproject.org.

From this platform every business, bar or establishment interested to be a part of the project could request a sticker copy (choosing the preferred artwork) to use and exhibit at their own restrooms, enabling universal and inclusive usage. On the occasion of the 2017 World Gay Pride in Madrid, original artworks will be exhibited at [Swinton & Grant](#) Art Gallery from June, the 23rd to July, the 29th. The inauguration day will also include a conference and a discussion forum, the 4th of July at [Swinton & Grant](#), to share ideas and lines of action with different artists, activist and LGBTIQ representatives.

RESTROOMS HISTORICAL BACKGROUND

As "places", restrooms have experienced deep changes along history, being those changes mostly always derived to their functionality. Roman or Arabic baths were built as meeting and relaxing places; at the XVI century, restrooms were declared "loose morals" places. At the XIX century the integration women workers in the factories originated the beginning of the "separate sphere" ideology as a part of the Victorian moral code. Conceiving Female bodies inferior and weaker than Men bodies "female protection" laws were settled. Truth was that women were being simply excluded and discriminated under the weight of the patriarchal sphere. [Since those times, no review about the restrooms configuration, usage and markers has been done.](#)

NORTH CAROLINA HB2 LAW

In March 26, 2016 at North Carolina (USA) governor Pat McCrory, approve HB2 law (Hose Bill 2 – Safety and privacy law for the public facilities) setting that born sex is the condition to segregate access to restrooms, considering only female or masculine as valid genders.

Since that moment, a huge rejection has been shown all around the world. Spontaneously, many establishments have chosen to not use the traditional signage of the bathrooms. [Free Wee Project](#) wants to join this initiative from the sincere wish to start a movement able to spread out internationally.

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