

The brief was to create teaser material for an interactive exhibition. The theme had to be an old folk story, so I chose Snow White. My intention was to bring the story of Snow White up to date. I could already see links between the story and modern-day life, so my idea was to highlight these links. The way I did this was by making the link between how the evil queen from the story was obsessed over her appearance and being "the fairest of them all", and how social media is making people think in an alarmingly similar way.

Social media is major reason so many people feel insecure about themselves and their appearance, this because people are comparing themselves with the photographs of others that they see online. Many of which have been manipulated, and this has led to unrealistic and toxic beauty standards.

The Exhibition contains art, live music, installations, sculptures and dramatical performances inspired by the effects of social media on mental health, social pressures to look a certain way, toxic beauty standards, social anxiety...

The exhibition shines a light on the dark side to comparing ourselves to others and the dangers social media can pose to mental health. Also, how people should be less concerned with their physical appearance and more concerned about how they present themselves and what's inside. The idea is to promote inner beauty and the importance of self-love.