

I. Executive Summary

Gallery Overview

“Reclaiming Femininity Through the Pinup” is an exhibition centered around the evolution of the Pinup tattoo. What started as a male-centered art form has often been overshadowed by claims of women’s liberation. Truthfully, the pinup was created as a pornographic image to promote advertisements and comfort men during war-stricken times. Men made the pinup, drew the pictures, and did the tattooing. Today, the tattoo style has been reclaimed by artists who use the pinup shape and idea to promote LGBTQ+ themes and women’s empowerment. In this case, “femininity” describes what was stolen from women of the nineteenth and twentieth centuries, though this exhibition will focus on not only “feminine” artworks.

Artists and Styles

The exhibition will feature 5 artists with varying styles: Traditional, New School, Anime, Illustrative and Contemporary.

Jessica Valentine	Traditional
Kelly Doty	New School
Gus Roach Graves	Contemporary
Shannon Leah Parcell	Anime
Jacqueline May	Illustrative

Location

The gallery will be exhibited at the Manhattan Pavilion on 18th Street. Located in Chelsea near popular sites such as the Rubins Museum and Kleinfelds, it is an area with lots of traction and easy to travel to. In addition, it is in close proximity to Inked. Inked is a famous publication, channel, tattoo shop, and more. This would be a major strength to the roll over foot traffic of those in the area.

Marketing Overview

“Reclaiming Feminity through the Pin-up” will be a free event with option to donate to two charities of their choice: NOW or The Trevor Project. With a target audience of 18-45, we will aim our focus primarily on the 18-35 age range with subsequent direction at an older age range with different tools. Influencer marketing will be utilized for ample reach and engagement past the New York City vicinity. Influencers such as Mei Pang have a large following and would drive traffic and awareness to the exhibition. Digital marketing will be utilized with publication outreach to Inked, ID, Highsnobiety, and more. There will also be an opening night party which will be limited to pre-purchased ticket holders and invitees. Other promotional events and incentives will take place such as:

- The first 5 visitors on certain dates will be given a free tattoo voucher for the artist of their choice
- Giveaways of sold artwork and prints through raffles
- Artist talk nights

Mission Statement

“Reclaiming Feminity through the Pin-up” will educate those on the past usage and design of the token pin-up girl and provide an exciting and fun experience on the evolution of this symbol and its reclamation to the female and feminine presenting identity.

II. Publication Selects

The following publications were chosen to target both tattooed people in the community and those outside of it. Expanding the reach of this gallery to people who may not normally be exposed to it is a great opportunity to see if these galleries and events will grow to be more successful. Large publications such as VOGUE and GQ will generate the highest reach and most likely engagement.

- Inked Magazine
- ID Magazine
- VOGUE
- Tattoo Life
- HighSnobiety
- Skin
- GQ

III. Influencer Marketing Selects

The following influencers will be *paid* to post and share the gallery and event. They will not be required to attend if they choose but will be compensated for sharing.

- Mei Pang
- Tanner Reese
- Brooke Markham
- Mitra Yosri
- Jack Chilcote
- Daniel Pituba

IV. Non-Paid Social Media Marketing

The following accounts consist of artists that will be present at the event and Inked. Inked will be a main sponsor of the event and thus be getting marketed themselves through this gallery and create organic *unpaid* content.

- Inked
- Kellydotylovessoup
- moonstarmemoirs
- hellojacquelinemay
- roachparade