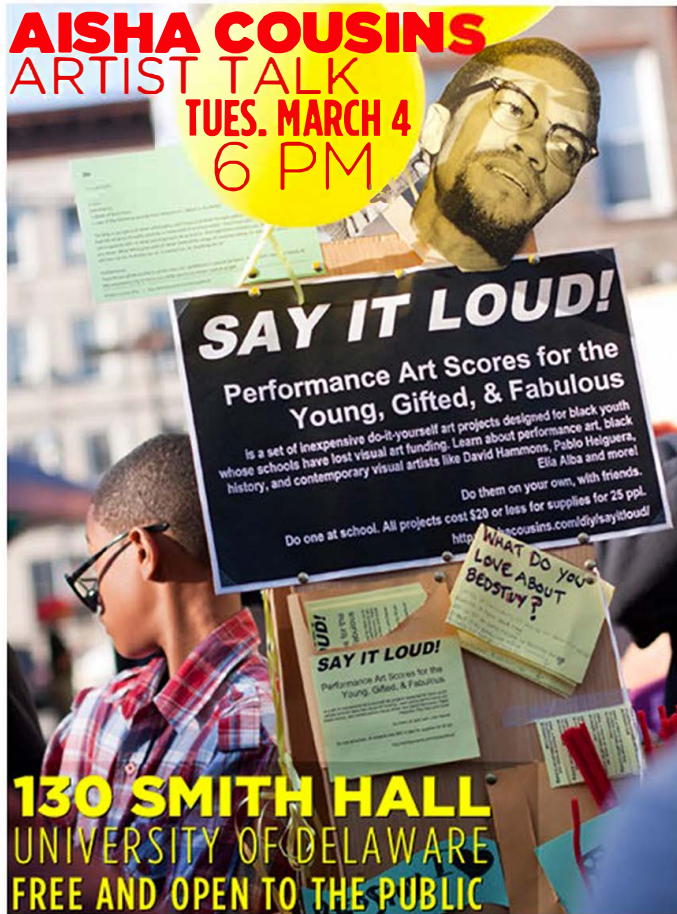


2014 -

*The Beauty Shop Project*



The Beauty Shop Project (BSP) uses vernacular communal spaces like beauty shops and social media as sites of collective creativity and imagination directed toward improving quality of life for black women in Delaware. In Spring 2014, we invited artist Aisha Cousins to the University of Delaware for a public lecture and to help our interdisciplinary team of faculty, students, and community workers develop specific methods to engage black women culturally and artistically in beauty shops. We developed promotional materials and distributed them widely. Our Facebook, Twitter and Instagram locations allow women from Delaware and beyond to share hair stories. BSP's booth at the Naturally Redefined Hair Expo in September 2014 allowed us to interface with hundreds of African American women, record their hair stories, and provide a place for them to participate in two art projects related to hair. "AfroBattles," an activity created by visiting artist Aisha Cousins, was a big hit. The Expo, the only one of its kind in Delaware, connected us with local beauticians and beauty entrepreneurs who want to use their salons in more creative and proactive ways.



Our Facebook page, maintained by a few BSP project members, has a small but loyal regular following and occasionally we post something that gets more attention. We are working on more outreach and publicity as we complete more events and create relationships in local and virtual communities. The Beauty Shop Project FB page is a virtual community space about hair, art, culture, history, politics, health and well being, and women's issues.

<https://www.facebook.com/beautyshopdel/>

461 people reached

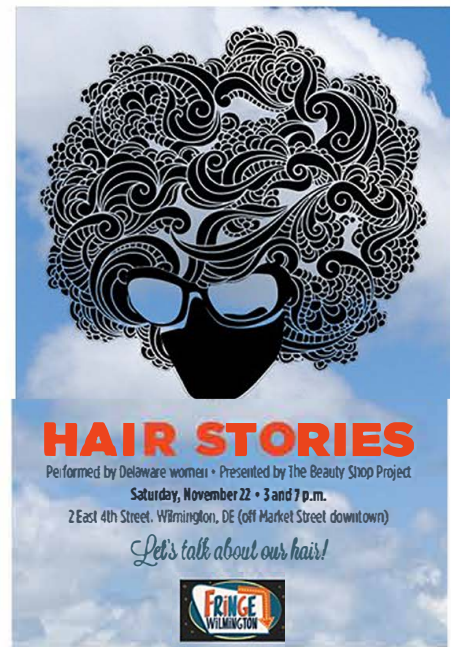
Boost Post

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Colette Gaiter and Beauty Shop Project *Hair Stories* performance participants, including student Cassy Galon, far right. Video of background slide show here: <https://vimeo.com/231428354>