



Jody Wood

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Beauty in transition

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Arte Útil archive nr:
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Initiator:
Jody Wood

Location:
US

Category:
economy, social

Users:
People living in homeless shelters

Maintained by:
A Blade of Grass, Brooklyn Arts Council, Asian Arts Initiative, ArtPlace America, the Visual Artist Network Exhibition Residency, Esopus Foundation.

Duration:
2006 - ongoing

Description:

The project consists of a mobile hair salon built inside an old ice cream truck. The pop-up salon provides beauty services to people living in homeless shelters, including hair wash, cut, and color from a team of volunteer stylists. While offering access to a cosmetic service may seem unessential for people who always negotiate for basic services, 'Beauty in Transition' provides a space where people feel dignified by choosing self-representation.

Goals:

To provide cosmetic services to people living in homeless shelters.

Beneficial Outcomes:

People can have cosmetic services for free. By experiencing an 'unnecessary' service they may re-access a part of their forgotten identity linked to how they appear in society.

Images:

