



# Jody Wood

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## Beauty in transition

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**Arte Útil archive nr:**  
552

**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:**

