



## Violet Protest Documentary Project

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On January 15, 2020, with the click of the mouse, AZ artist Ann Morton sent out a call for textile makers across the US. What would happen over the next 20 months became the Violet Protest, a nation-wide public engagement project that employed hand-made textiles as tools for protest against political divisiveness, generating a creative call for nation unity.

The project focused on values we hold dear, rather than specific political or social issues. The color Violet symbolizes the literal combination of red and blue, familiar symbols of our nation's differing ideologies. The ultimate goal was to send bundles of these individual squares to all members of the 117th US Congress as a unique demonstration of protest, and to voice hope and support for cooperation between lawmakers on both sides of the aisle.

Thousands of makers from across all 50 states, DC and Canada contributed 8 x 8-inch squares using a variety of textile processes, and equal parts red and blue, to create their individual messages. By completion, the Violet Protest collected approx. 13,500 squares made by over 2000 makers yielding between 24 and 25 squares for each member of Congress.

The Violet Protest was first on exhibit at Phoenix Art Museum, March– September, 2021. Then, over the next two months, all the VP squares were sorted and packaged for mailing to all 540 members of the US Congress. Those boxes were sent to Washington in November of 2021.

### ***Now we want to share the extraordinary story of the Violet Protest through a film documentary.***

Sharing the story of the Violet Protest offers the public, as well as teachers and students, an educational opportunity to see, in action, ideas of public engagement, civil discourse, American history - and experience an example of how critical thinking can be applied in myriad ways to address areas of public concern.

Arizona PBS is offering to be the presenting station for the Violet Protest and work with our team to connect with well-known distributors to acquire carriage agreements on a national level. In addition, AZPBS would like to create an interactive map using various stories of those who submitted squares for the Violet Protest. This would be a digital offering by the station to be published on their website to be used as an educational tool in the PBS LearningMedia repository that is accessible to K-12 families and educators.

The artist and VP team are excited to be working with Suzanne Johnson with GnosisMedia and Brad White with Square Pictures TV to produce the documentary. Both these companies have history in developing and producing video content for the PBS network.

### ***Donors at these levels of giving will be acknowledged on the Violet Protest website and in the video credits.***

\$10,000 "Citizenship"  
\$ 5,000 "Compromise"  
\$ 1,000 "Courage"  
\$ 500 "Compassion"  
\$ 100 "Creativity"

All donations are accepted through Fractured Atlas, a 501c3, who acts as a fiscal sponsor for the Violet Protest. All donations are tax deductible. **To access the VP donation page for full information:** <https://www.violetprotest.com/donate.html>

### ***Project Scope*** - Budget range \$100,000 - \$120,000:

- 30 minute broadcast quality documentary
  - Fabric of America - textile use through US history for home stability, activism and symbolism
  - Intro to artist, and the project development
  - In-depth, in-person visits with participating artists and artisans across the US
  - Behind the scenes look at organization to sort/pack 540 boxes for Congress
- Violet Protest Interactive Map developed for AZPBS Learning Media, a PBS website with curated curriculum free for teachers, parents and students. Learning Media has 1,000,000 national users and 42,000 AZ users.
- AZPBS will be the presenting station and will market the Violet Protest documentary through it's distribution network. AZPBS predicts high carriage.

**VP Website:** <https://www.violetprotest.com/>

**VP Instagram:** @thevioletprotest **VP Facebook:** <https://www.facebook.com/thevioletprotest>