

THE *aphrodite* PROJECT

PLATFORMS

Using art + technology to improve the working conditions of sex workers.

www.theaphroditeproject.tv

In Her Shoes Redux

Installation, performance and live demos

September 8-October 6, 2007

GALLERY AFERRO

73 MARKET ST. NEWARK NJ
WWW.AFERRO.ORG

Thurs.-Sat. 12-6pm
(646) 220-3772
ewilcox@aferro.org
edavis@aferro.org

All programs are free and open to the general public.

Norene Leddy: Artist, Project Lead
Andrew Milmo: Technical Lead
Ed Bringas: Technical Lead
Melissa Gira: Web Director,
Community Advisor



The Platforms Store is Open Sept. 15, 22, 29 at Gallery Aferro

Try on the Platforms sandals Sept. 15, 22 and 29 from 12-6pm. Take them for a spin around the block, and let us know what you think. Demo sandals are available in a variety of sizes, up to a women's 12/men's 10. Aphrodite Team members will be on hand to answer questions and take custom orders.

To schedule an appointment, contact us at (646) 652-7186 or appointments@theaphroditeproject.tv. Walk-ins will be accommodated when possible.

Please come by any time during gallery hours to look at the shoes, watch the PSA, and sign our public comments book.

Audible Alarm Demonstration Sept. 29 at Gallery Aferro, 4pm

On Sept. 29 at 4pm we will hold a live demonstration to show how you can build your own personal audible alarm system for around \$10. The system is easy to assemble and uses parts available from RadioShack. No soldering or special skills are required. In addition to shoes, this alarm can be used in handbags, jackets and other clothing.

Email DIY-aferro@theaphroditeproject.tv for more info and a parts list.



Project Description

Platforms, the latest series of work in the ongoing *Aphrodite Project*, is an interactive, wearable device that is both a conceptual homage to the Greek goddess Aphrodite, as well as a practical object for the contemporary sex worker. The link between sex work and technology extends back to classical Greece, where all prostitution fell under the domain of Aphrodite, and the *pornai* (streetwalkers) walked the dusty streets of Athens. In an early hack, they put tacks on the bottom of their sandals to leave footprints with the words "follow me" written in the earth. This inspired the *Platforms* project: contemporary silver sandals with built-in safety, video, and GPS technologies that link the wearer to emergency services and an online community network. This functionality is based on extensive social research and interviews with sex workers and their allies.

The Aphrodite Project: Platforms has produced sculptural objects, gallery installations, websites, panel discussions, performances, and live demos of the Platforms shoes. The work involves a range of issues including: the true value of sexual services; access to new technologies, the role of art in technology, and the ethics of surveillance.



