

SYSTEMS AND
STRATEGIES
SEMINAR AND STUDIO

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RESEARCH PAPER
TOPIC:
GLORIFICATION OF
FEMALE SUICIDES
FROM NEW YORK
PUBLIC BUILDINGS

- A few main points on my topic would be the use of media affecting the way women see themselves and the way U.S. culture is portraying female suicide in movies, stories, tv shows, etc.
- There is a link between the story of the female suicide and New York City's skyline that creates a more compelling story in the media and is further glorifying female suicide
- Thesis: Ultimately, prominent New York architecture has proven to be a popularized vehicle by females in attempts to control the appearance of their suicide, but Western culture and entertainment have used this image to glorify and romanticize her suicide.

EXAMPLES OF MEN
“ELEVATING” THE FEMALE
CORPSE TO AN ARTFORM

- May of 1947, photography student Robert Wiles captured the photograph of 23-year-old Evelyn McHale leaping from the Empire State Building making headlines everywhere.
- Ignatius Russell Sorgi, a *Buffalo Courier Express* correspondent, also captured three images of 35-year-old Mary Miller leaping from the Genesee Hotel.
- Shakespeare’s Ophelia in *Hamlet* (1609), the Lisbon sisters of Jeffrey Eugenides’s *The Virgin Suicides* (1994), Hannah Baker in Jay Asher’s *13 Reasons Why* (2007)
- Over 150 years ago in 1846, Edgar Allan Poe wrote the essay “The Philosophy of Composition” and includes the assertion “the death... of a beautiful woman is unquestionably the most poetical topic in the world”.

THE G.O.P.?

ABOUT THE WHITE HOUSE, MORE ABOUT ITS JOB

erty can never take it into a new direction to you. Almost by definition a loss.

... the record of the Republicans on a rather important subject. They told us last year would reduce taxes and I have written a labor bill in question to reduce taxes, being this in accordance with the guiding principles of nothing if not Republicanism. I am explaining his intent. Said he, "There is more than relief for 44 million men. . . . The creation of private enterprise is in-crease means where they incentive for anyone to start and new business, jobs. Small business is p. . . . The measure passed tended to encourage industry to keep our economy in a healthy condition."

... of conviction must be Bill, Congressman Hart, leader of labor" who have final changes. It can be said eloquently favored a new view of the kind of success capitalism with which it has been identified in have the voters given no date waiting out of the

... Republicans' own track, or crusade with political race and lay kind which we hoped they were not.

... The House got to work bill and adopted a very (a. But its last failure by the Senate Labor Control a bill with these main: 1) it makes shop and open; 2) it makes former Wagner Act; 3) it grants years which the Wagner it separates the presentation of the National Labor Relations Act; 4) it defines unfair practices NLRB to punish and secondary boycott; able and subject to financial the Attorney General strikes in interstate commerce or activities.

... For these reforms, leadership has refused and words which are for the necessary or merely political reaction support. These reveal that they will make her with the House, but left seems to be their back with getting a good labor

bill on the status looks than they are with a primitive political game known as "putting the White House in the hole." Then, unless they can override the veto, we may get no labor reform this session. The issue, these Republicans hope, will be on the President.

... This "putting the White House in the hole" is a childish prolongation of the game that went on so long between F.D.R. and his Congress. It was F.D.R. who usually managed to put Congress in the hole by casting himself in the role of an unsharred crusader. Insisting on their "yes," the Republicans now want to cast Harry Truman as the obstructionist. But if the Republicans were true crusaders, they would have ignored Truman politically and contented him legislatively—the exact opposite of the F.D.R. technique. This would also have been better Republican politics. For if they could get the irritating message of F.D.R. out of their heads, the Republicans might wake up to the fact that Truman, shorn of the adversarial glamour they are besting him, is a political cipher.

Easy Politics Are Not Politics

... The Republicans still carry the hopes of most forward-looking Americans. Yet their task, if they want to keep these hopes alive, is more complicated than they appear to realize. Even the job of making free enterprise is not so simple as it may seem to an old gardener. In the primitive un-soldiering fervor of Harold Knutson and John Taber, one slashing here and the other the budget, the Republicans have a great emotional asset for their crusade. But if they let mere emotion and political opportunism govern their treatment of a very delicate operation, they will do legislative harm to free enterprise and political harm to themselves.

... The political philosophy of the New Deal was reduced to its most crucial terms in the phrase attributed to (and despised by) the late Harry Hopkins, "... Spend and spend, tax and tax, elect and elect." No wonder Americans turned apathetic toward the New Deal before its end. But a Republican philosophy which is nothing but "suspend and spend" is no more interesting than the Hopkins formula, even if it is any better for the country.

... Let the Republicans in Congress stop worrying so much about "48 Getting good laws on the books is more important and better politics too."

PICTURE OF THE WEEK: →

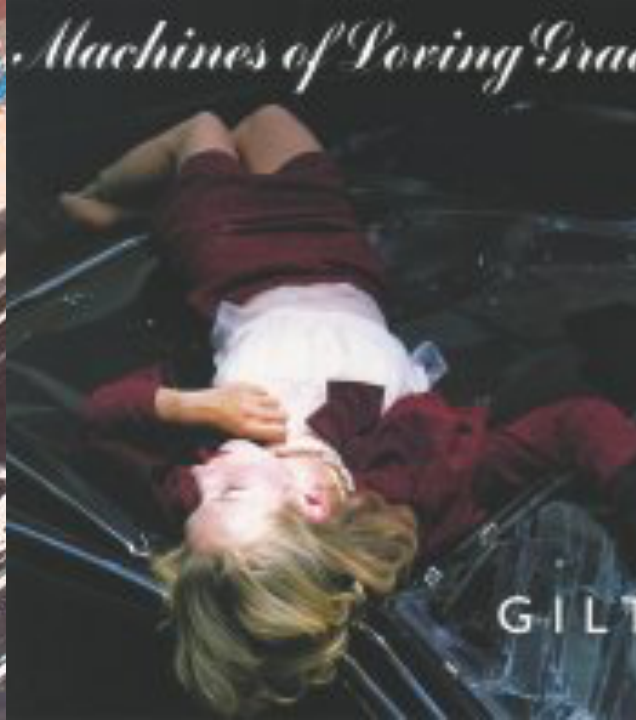
... On May Day, just after leaving her 35-year-old body for a moment, she said, "This is worth being off without me. . . . I wouldn't make a good wife for anybody," she said. Then she crossed it out. She went to the observation platform of the Empire State Building. Through the mist she gazed at the street. She then leaped. Then she jumped. In her desperate determination she leaped clear of the setbacks and hit a United Nations limousine parked at the curb. Across the street photography student Robert Wiles heard an explosion crack. Just four minutes after Evelyn McHale's death, Wiles got this picture of death's violence and its companion.



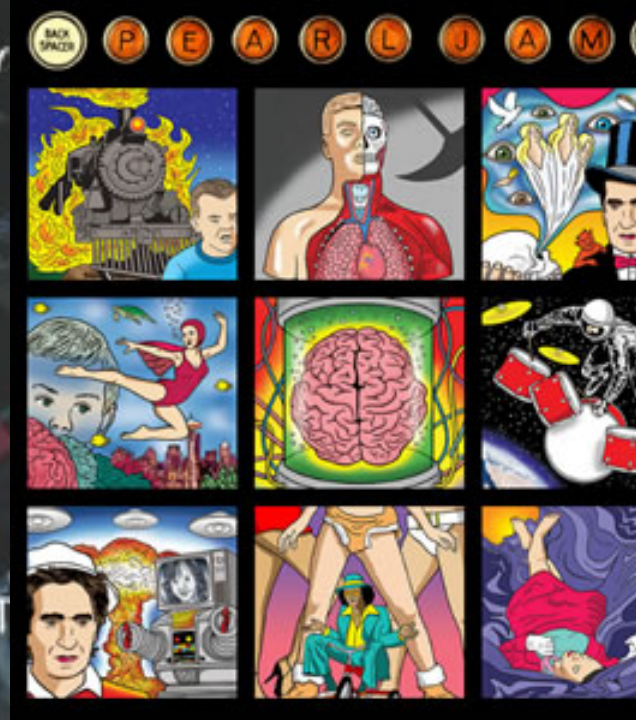
AT THE BOTTOM OF EMPIRE STATE BUILDING THE BODY OF EVELYN McHALE REPOSES CALMLY IN GROTESQUE BIER HER FALLING BODY PUNCHED INTO THE TOP OF A CAR



punk rock band Saccharine Trust's album cover *Surviving You, Always*



the cover of 1995 album *Gilt* by Machines of Loving Grace



the cover of 2009 album "Backspacer" by Pearl Jam



Andy Warhol print in *Suicide (Fallen Body)*

REPRODUCTIONS OF EVELYN MCHALE'S PHOTOGRAPH IN MODERN USES



A recreation in David Bowie's 1993 video for "Jump They Say"



Reference in a shot in Taylor's Swift's video 'Bad Blood'

CONTINUED



WHAT THIS DOES TO OUR SOCIETY

- The media gives the allure of New York City's skyline to the suicide itself and recreate a glamorous and luxurious story from death.
- It is praised to be able to fulfill your feminine duty and still find grace and womanly qualities in death.
- It is time for us as a culture to end glamourizing women's death and recognize how wrong it is to have it even it for an instance compared to the vibrant, living, joyous icons of New York City.

STUDIO TOOLKIT: GOT WATER? DESIGN BRIEF

- This toolkit called Got Water? Was made in attempts to educate and promote self- awareness about the water we use and how fortunate we are to have access to clean water every day. To spread awareness, I have made pins, postcards, and a poster with my logo. Hopefully, this toolkit could be something passed around at schools or shops to prompt people to spread awareness about the water crisis in the world. People in countries like La Guajira, Colombia don't have access to clean water and have to walk hundreds of miles just to get some kind of water. The Wayuu people of Colombia are in the midst of a humanitarian crisis with the children suffering high rates of malnutrition and death as a result of water and food scarcity. After the enormous Cerrejon open-pit coal mine in 1985, the river the Wayuu people used to sustain themselves has been contaminated and has barely been able to sustain their basic water needs. Sometimes we forget that there are people in other places of the world that aren't as fortunate as we are and don't have access to a lot of the luxuries we have, including even the basic human necessity: water. Water shouldn't be a luxury to these people, we need to keep in mind how fortunate we are and know that saving water is saving life.

COMMUNITY

- The struggle for access to safe and sufficient water for drinking and irrigation defines life for the indigenous Wayuu of La Guajira, Colombia
- The Wayuu blame their thirst mainly on the Cerrejón coal mine, which drains water from the local river and groundwater and pollutes what's left. A dam built by the government to provide water in times of drought has only made matters worse



LOGO/ BRANDING

In collaboration with PalmEraMia which is a streetwear brand that donates 10% of their profit to those without access to clean water



GOT WATER?



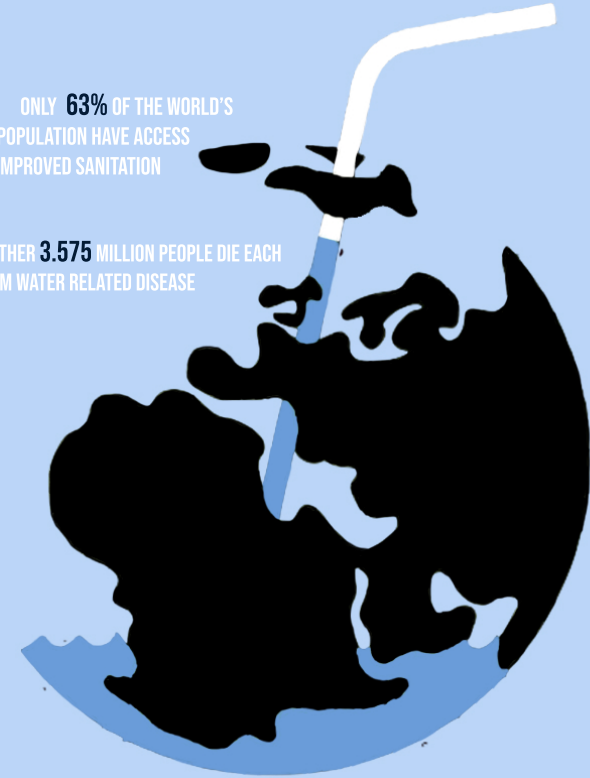
IMAGES OF THE TOOLKIT



WATER IS LIFE
AND WE'RE RUNNING OUT OF IT

ONLY 63% OF THE WORLD'S
POPULATION HAVE ACCESS
TO IMPROVED SANITATION

THE OTHER 3.575 MILLION PEOPLE DIE EACH
YEAR FROM WATER RELATED DISEASE



GOT WATER?
SAVE IT. SHARE IT.



OUR GREATEST RESOURCE

200 M

HOURS WOMEN AND GIRLS
SPEND EVERY DAY COLLECTING
WATER



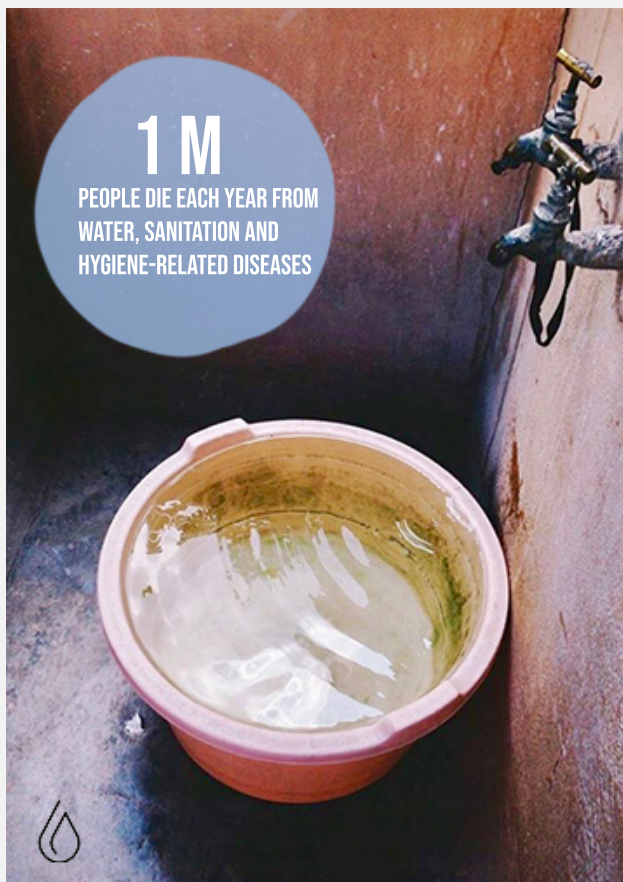
\$260 B

MONEY LOST GLOBALLY EACH
YEAR DUE TO LACK OF BASIC
WATER AND SANITATION

POSTCARDS

1 M

PEOPLE DIE EACH YEAR FROM
WATER, SANITATION AND
HYGIENE-RELATED DISEASES



844 M

PEOPLE LIVING WITHOUT
ACCESS TO CLEAN WATER



1/3

OF ALL SCHOOLS LACK ACCESS TO
BASIC WATER AND SANITATION



PROMOTIONAL VIDEO



OVERARCHING THEMES/ SYSTEMS

Systems-

- Media
- Aesthetic
- Photography (and its power)
- Consumers

Some systems associated with both of these projects is the media and its affect on the way we perceive information

Another common theme in these projects is the power in design and text and how language and visuals alter the meaning of just about anything

Media and design can be responsible for how well a message comes across to our society

In my research paper, I researched how media can alter the packaging on death and turn the female suicide into something of a muse and something “beautiful”

Through my toolkit, I saw the power of branding and how design can be used to cohesively shed the right light on a subject you are passionate about