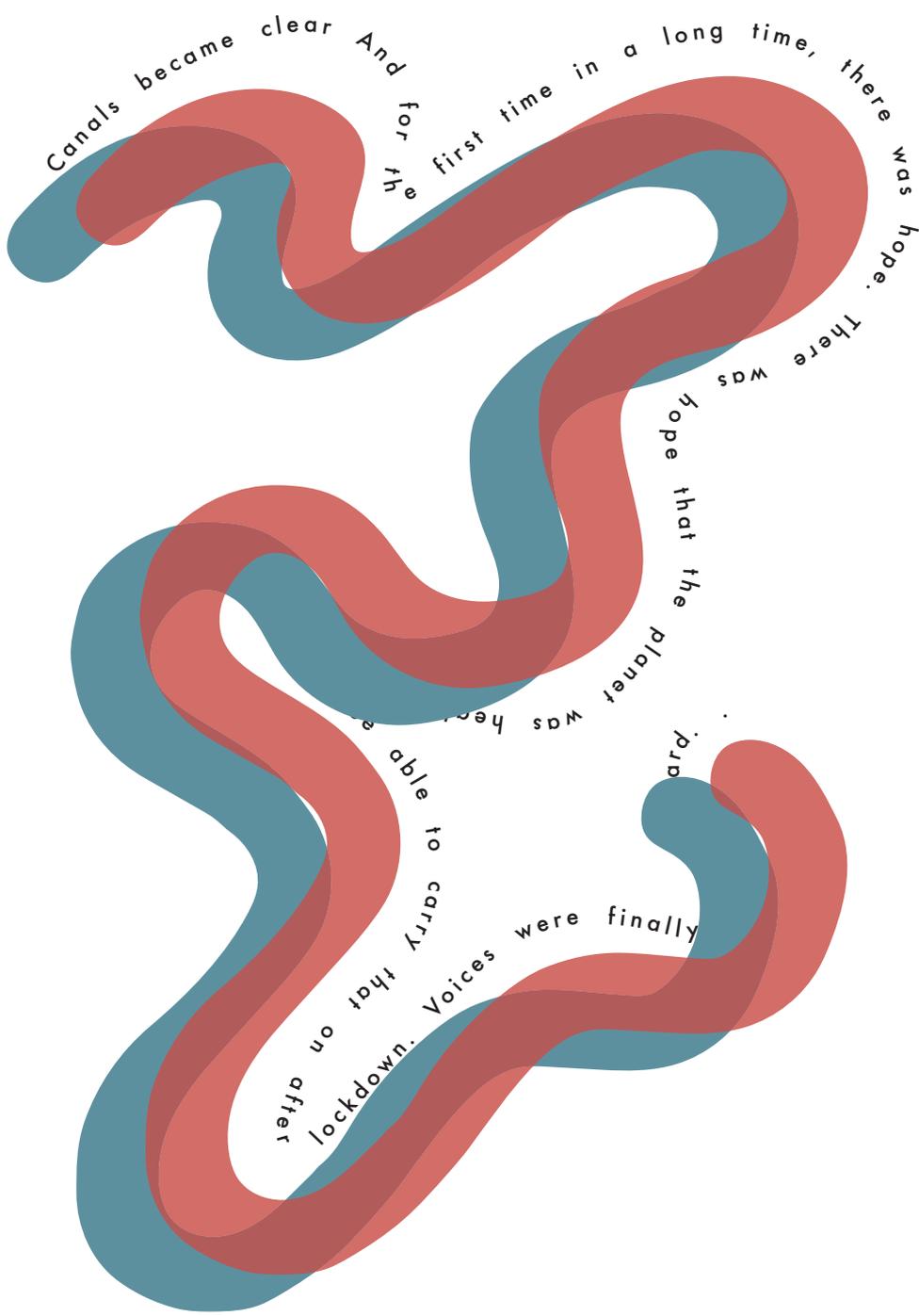


2020

At the start of 2020, nobody could have ever predicted a global pandemic. But, all of us became aware of the virus: constant news updates, COVID adverts and everyone's conversations were saturated by the virus. It was everywhere. Yet, perhaps, unless it had affected you personally, maybe you had not seen first-hand the difficulties, the heartbreak, and the utter distress this disease had on individuals and their families. As the severity increased, the numbers of cases and deaths accelerated at a tremendous speed the United Kingdom went into lockdown and the whole world was placed on hold.

Plans cancelled. Weddings, holidays, family gatherings postponed. Without an end in sight, no one was sure when life would re-commence.

Although devastating and frustrating but what we did not know was that the planet would be thankful for it. Less cars on the road and more people opting to walk. Fewer commercial planes reduced our carbon footprint. Oceans began slowly reviving, marine life like dolphins became visible again.



Canals became clear And for the first time in a long time, there was hope.

There was hope that the planet was heading in the right direction.

able to carry that on after lockdown. Voices were finally heard.

Light was shed on the fact that our planet needs help and that we have a duty to protect the planet. We had to help.

Positive changes were taking place. Scientists working harder than ever to create a vaccine to protect us all, people abiding by the rules, a new appreciation for our healthcare workers. We were united like we had never been before.

And, even though this year has been physically and emotionally draining, the whole world will eventually benefit from it now that we have all become more aware of the polluted planet and are more secure in our aim to save it. We are united in our mutual struggle with people from all corners of the world which will continue to be an incredible thing and allow everyone come together and try and make a difference.

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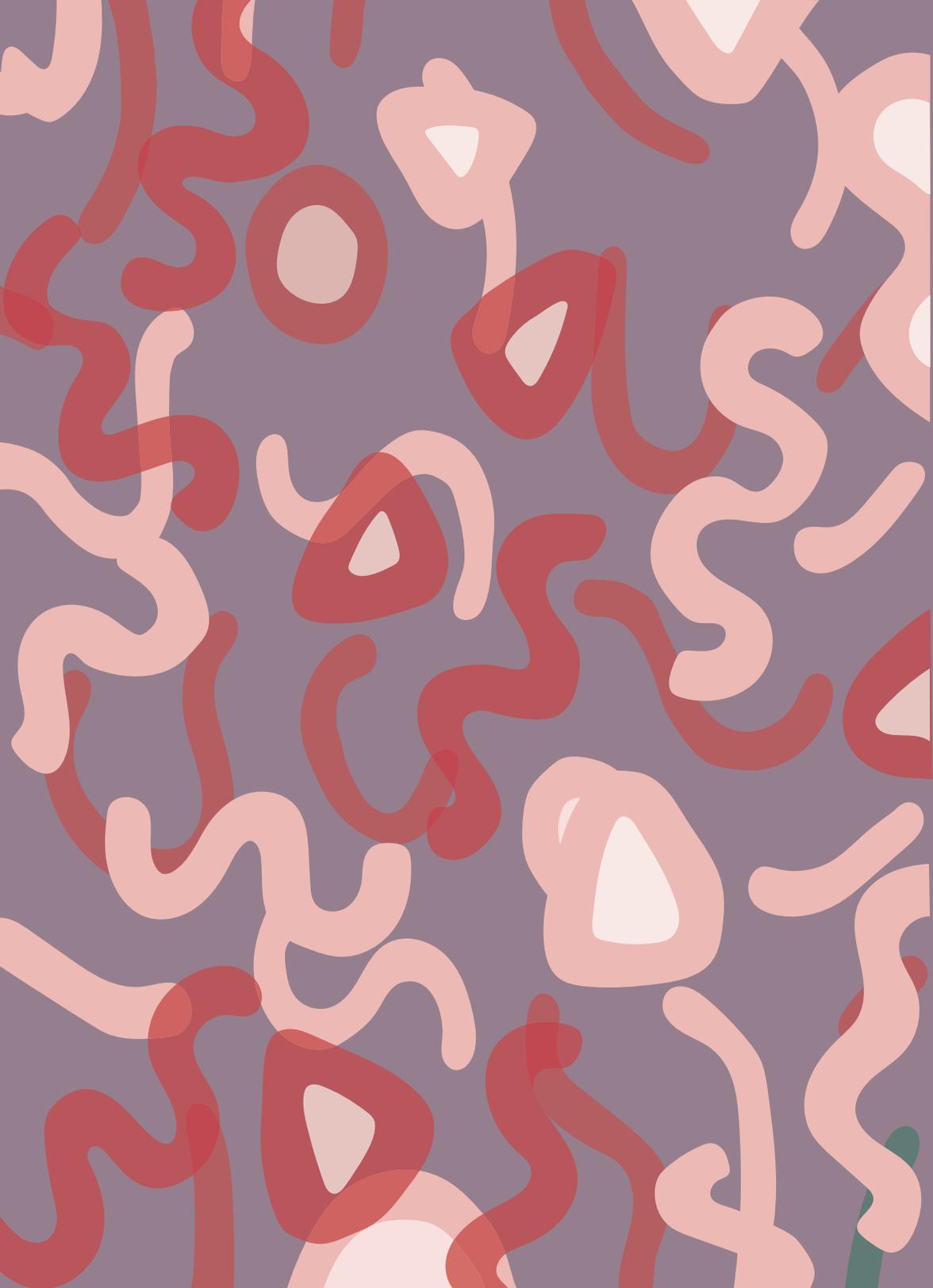
HAS COVID CANCELLED THE CATWALK ?

Will the catwalk ever be the same as Covid has questioned the basis of the fashion industry? Every aspect of what we know has been restructured by C-19, including the way the creative industries work. Fashion is continuously adapting and changing; however, no one could have possibly predicted or prepared for this extreme and unexpected change.

Fashion shows have become digitalised and streamed online without the presence of a live audience, flipping the traditional dynamics of the typical fashion show. Perhaps this is not a total loss. The fashion industry's usual exclusive guest list has been uprooted - providing the public with greater access to fashion shows. Digitalising fashion could be the way forward and possibly the permanent future for the catwalk we are, after all, living in a digital era. That said, an online catwalk will never provide the same atmosphere as the real-life experience. Nonetheless, creative directors have taken different approaches to the challenges created by Coronavirus, Jeremy Scott, Creative Director for Moschino, replaced his models with marionette dolls in his SS 2021 fashion line titled 'No Strings Attached'. He rescaled every item of clothing to fit the measurements of these miniature dolls. The virus provoked change within the industry and forced directors out of their comfort zone into unknown territory.



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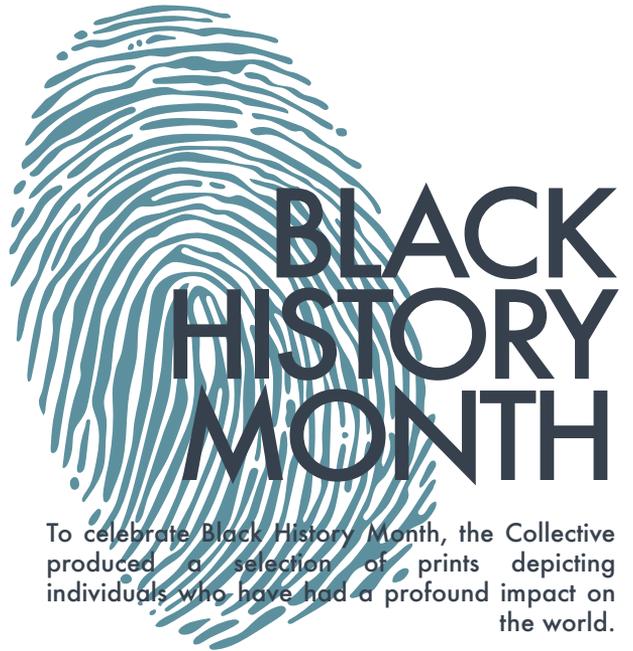
BLM

Throughout the midst of worries and fears of this lethal global pandemic, on the 25TH May 2020 in America, Minneapolis an act of police brutality took place when a white officer Derek Chauvin knelt on a black man's neck George Floyd causing him to die. This went viral and society wanted justice for George Floyd. Although in England we were in lockdown, that didn't stop people coming together through social media through viral hashtags such as, #BLM, #NoJusticeNoPeace, #SayTheirName. Educational information was reposted for followers to learn about the history and oppression of Black Lives. Petitions were signed and money donated to help the BLM movement. Whilst people were coming together online, people were also coming together in person. Peaceful protests, supported by volunteers who handed out masks, gloves, and hand sanitiser keeping everyone safe. In Manchester, thousands of people gathered in Piccadilly Gardens in solidarity for equality and justice for black lives carrying signs such as "I CAN'T BREATHE", "End Systemic Racism", "All Lives Can't Matter Until Black Lives Matter."

The fact that these protests were done in the middle of a global pandemic intensifies the issues needed to be changed in society. Everyone should come together to help fight this issue to show that Black lives mattered then, matter now and always will matter. The Instagram "World-wide Knee" set up a live stream for a virtual protest for those who wanted to pay their respects but could not attend in person. In Manchester, Northern Quarter, artwork was created in remembrance of George Floyd with a portrait painted by street artist, Akse. These deeds speak louder than words and act as a reminder for Manchester that racism is not tolerated. It's a tribute for George Floyd and for any form of racism that has taken place. Now that BLM isn't as mainstream in the media this doesn't mean as a society we should forget about it; instead, we should keep educating ourselves and protesting for what's right. This can be done through something as simple as a retweet on twitter because being silent and impartial is just as destructive. As Nobel Peace Prize winner, Desmond Tutu said, "If you remain neutral in times of injustice, you have chosen the side of the oppressor".

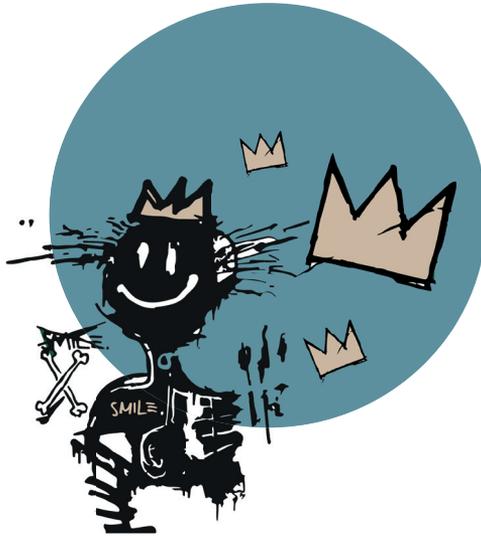
The background of the image is a teal-colored topographic map. It features a complex pattern of white contour lines that form irregular, wavy shapes, representing different elevations or depths. The lines are thin and closely spaced in some areas, while more widely spaced in others, creating a textured, organic appearance.

**NO JUSTICE
NO PEACE**



BLACK HISTORY MONTH

To celebrate Black History Month, the Collective produced a selection of prints depicting individuals who have had a profound impact on the world.



Jean-Michael Basquiat was an American artist of Haitian and Puerto Rican descent who first achieved fame as a part of informal graffiti duo SAMO. He created enigmatic epigrams across the lower East side of Manhattan during the late 1970s, where rap, punk and street art coalesced into early hip-hop music culture. Basquiat's art focused on division, such as wealth versus poverty, and his unique style combined poetry, drawing, painting, abstraction and figuration. Basquiat utilised social analysis in his artwork, as an instrument for thoughtfulness and relating to his experiences within the black community. His work can be viewed as an assault on power structures and frameworks of bigotry. Basquiat's visual poetics were intensely political and direct in their critique of imperialism and highlighting class struggles. This is the reason Basquiat should be revered not only within the field of art, but as a key figure to promote Black History Month and it's Awareness.



Marsha P Johnson was an African-American, transgender activist and pioneer in the LGBT liberation movements of the 1960s. She is well recognised as one of the greatest figures of the Stonewall Uprisings, a series of infamous demonstrations by the LGBT community in New York. The fact she was able to stand at the front of a revolution as a black trans woman is quite an inspiring message that I felt needed to be captured in the BHM print. I chose a very iconic image of her where she is dressed in drag, complete with flamboyant make-up and flowers in her hair. Marsha P Johnson put the fight for gay rights above her own wellbeing, personal wealth or career which is truly inspirational.



Muhammad Ali was not only one of the greatest boxers in history, but also a social activist, standing up for the oppressed. He spoke out against segregation due to race and religion. Having experienced it himself, being a black Muslim man, he knew the hardships first-hand. Despite the danger on speaking up against something so controversial, he expressed his message openly. This inspired many due to the extreme bravery he showed, not only in the ring, but also outside of it. He was shut down due to his opinions, but this only spurred him on to become an inspiration for generations to come. Muhammad Ali Jr. states that his father would have spoke up in accordance with the BLM movement, and he states he would have said "It's not just Black lives matter, white lives matter, Chinese lives matter, all lives matter, everybody's life matters. God loves everyone – he never singled anyone out. Killing is wrong no matter who it is." His message of love and equality for all resonates with me, which is why I picked him to illustrate.



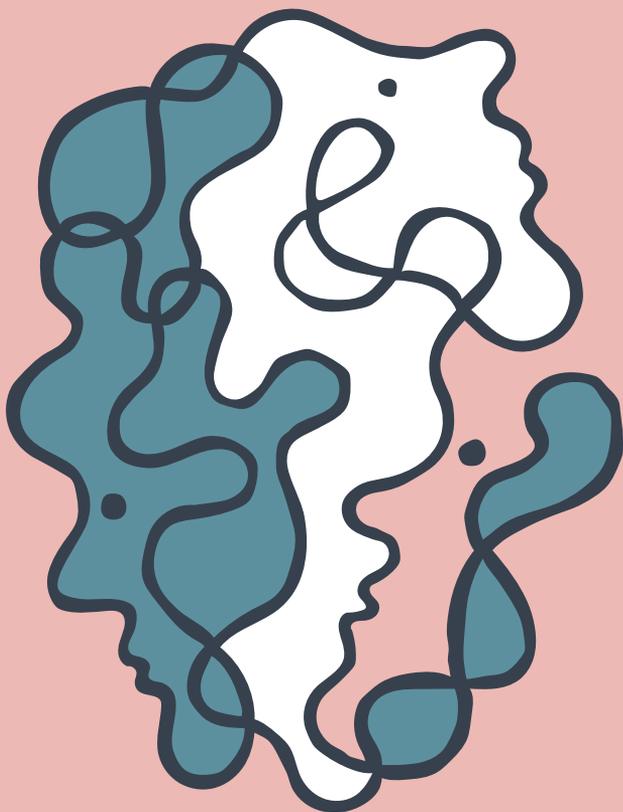
**ART
VS
MIND**

2020 has brought changes to every industry and community in the country, and perhaps one of the most effected has been the arts industry. Not only have galleries, museums and theatres been forced to close, many artists have struggled to adapt to the new world we are experiencing in order to make their work. Some of these artists, like many of us, struggle with mental illnesses.

Daniel Regan is a photographer who focuses on complex mental illness issues in his work. He works with models and takes close range shots, sometimes macro-style, of his subjects. Under the strict COVID lockdown rules on socialising, his work would have been impossible to make. This would have been a very challenging and distressing situation for Regan, as he has described his photography as a "tool for recovery". In 2015, he established the Arts and Health Hub, a community of artists who all use art as a coping mechanism for their various emotional struggles. The Hub hosts events, peer group meetings and exhibitions and acts as a centre for hundreds of people to support each other in making progress on artistic projects and their mental health. These are other social and supportive settings that have been put on hold due to the pandemic.

Activities and social clubs like the Hub, provide ways to cope for so many of us; our hobbies, and our adventures are what able many of us to carry on with everyday life. Without them, we are at risk of losing our connection to the rest of the world as well as to ourselves and what makes us happy.

Fran monks, another portrait photographer, has adapted her work to the rules of the pandemic. Two of her recent projects, made during lockdown, depict the way the arts industry has and could adapt into this 'new normal' as well as continuing her interest in the 'uncelebrated' and the everyday. Lockdown Choir Portraits shows through a series of screen shots, how a choir still rehearsed and had their meetings throughout lockdown. Her project, Zoom Vacations 2020 highlight how we haven't been able to travel or go on holiday. These projects help us all to be re-assured that even if the world can't resume as we know it yet, we can still adapt and have social and meaningful experiences while staying safe and working towards a better, healthier future together.





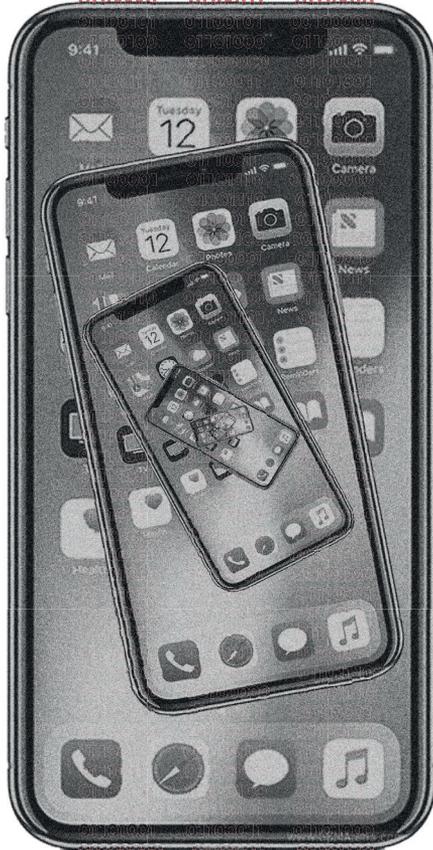
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In these uncertain times when everyone is cooped up inside, we all came together to keep in touch with loved ones and entertain ourselves through social media. Hashtags such as #run5donate5, #stayhomestaysafe and #coronapocalypse were trending and people's posts let others know how their lockdown was going: empty shelves in shops, panic buying or lazy days in bed. Zoom calls became the new normal as a way to meet up with friends and family, to keep in touch, to catch up, to play pub quizzes, to have a drink or to meet new people using it as a first date. Although social media was being used in such a positive light by so many helping us get through this lockdown, it also spread fake news. In April around four thousand Corona Virus hoaxes globally amplified peoples' worries. The social media platform Tik Tok surpassed two million global downloads in lockdown providing the public with much needed entertainment: light-hearted, easily digestible content that anyone could navigate.

For business, social media has been a real blessing during lockdown. Products could still be promoted, audiences still informed of what's being produced and keeping in touch with clients could still happen. For the creatives, live streams were used to broadcast them making a piece of art or performing music, keeping audiences interested, entertained whilst promoting their work. For the Metropolitan Museum of Art in New York Lockdown gained them 200,000 followers offering an atmosphere of calmness through uncertain times via their art posts on their webpages. The museum invited its followers to draw at home by launching the campaign #MetWinning encouraging active involvement. Claire Lanier, the social media manager stated, "So much has changed in just a year," conveying how surprising this change was for them and how lockdown and social media has hugely expanded their audience. For Theatre lovers the National Theatre provided a service for their productions to still be seen through their "at home" scheme which was one of the biggest virtual successes of lockdown screening seventeen productions and gaining more than fifteen million views from audiences in 170 countries. By providing this service it created some sense of normality for theatre lovers as they are not missing out on live performances albeit "virtual" ones.

Most people would agree that social media is an integral part of almost everyone's everyday lives. Yes, it has positive and negative aspects which one we choose is up to us.

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COLLECTIVE.

COLLECTIVE.