

KILL THE ROMANCE

Radical Intimacies: Dialogue in our Times

'Kill the Romance' Campaign
By Christina Spinazzola

Concept & Strategy

This campaign stems from the online activity of the younger generation, where mental illness and self-harm are often glorified. The romanticisation of these issues is an ongoing problem; from celebrity examples right down to the anonymous teenager blogging on social networks. Issues of self-harm and depression are no longer ignored in our society, but we are not always communicating about them in the right way. Sad lyrics and images of scars are, scarily enough, a popular trend across the blogging space.

Through a series of promotional A3 posters, small magnets and an accessible blog, the 'Kill the Romance' campaign aims to discourage the promotion of self-harm and destructive mental health in younger generations. Connected by a common hashtag, information and support for the campaign can easily be followed across various social media platforms including Twitter, Instagram, Facebook and Tumblr. This also provides a space for young people to communicate with each other about the issue in a familiar environment, in hope to change attitudes and increase awareness about romanticising self-harm and its consequences.

The elements of the designs are targeted towards a young adult audience who are familiar with online social networks, and particularly females. This is because a large portion of the online blogging content regarding self-harm or depression is related to young women simply due to their dominance in online blogging. As well as '#KILLTHEROMANCE', the posters and magnets feature icons that invite the audience to 'Like', 'Reblog', 'Favourite' and 'Share' the ideas of the campaign. The imagery used in the posters themselves employ the same dark romance style that is seen across the online examples this campaign is condemning so as to appeal to the audience by familiarity. The soft, feminine items young women associate with beauty are corrupted by the manipulation and addition of particular elements that destroy the innocence of the simple items.

The posters would be displayed in public areas where large amounts of young people would pass through or congregate such as train stations and bus stops, school classrooms, or as paste-ups in popular city locations. The magnets will work in a similar way and can be re-located and transported easily. These could be stuck on school noticeboards, inside trains or trams, or on personal belongings such as a mirror at home or on the fridge. These will act as both public and personal reminders of the issue as it is not a cultural habit that will disappear quickly.

The success of this campaign would mean that the damaging online culture of glorifying self-harm will end, and that young adults become aware that they have been contributing to a destructive trend. In no way does the campaign seek to cease discussion about mental health and self-harm; simply to change the course of the current ideas in communication.

Throughout the construction of this campaign, I have become more conscious of my own online habits and the common trends that I see across multiple networks, not only in the methods young people use to communicate but also the content of their discussion. I believe that dialogue is more prominent in our society than ever due to ease of communication, but it is the quality and substance of dialogue in which we should be concerned. This is why my campaign aims to create a positive change in direction on an intimate issue that is so widely discussed and shared by millions of people at such a personal level.

Promotional Posters





#KILLTHEROMANCE



#KILLTHEROMANCE



#KILLTHEROMANCE



#KILLTHEROMANCE

Promotional Magnets

#KILLTHEROMANCE



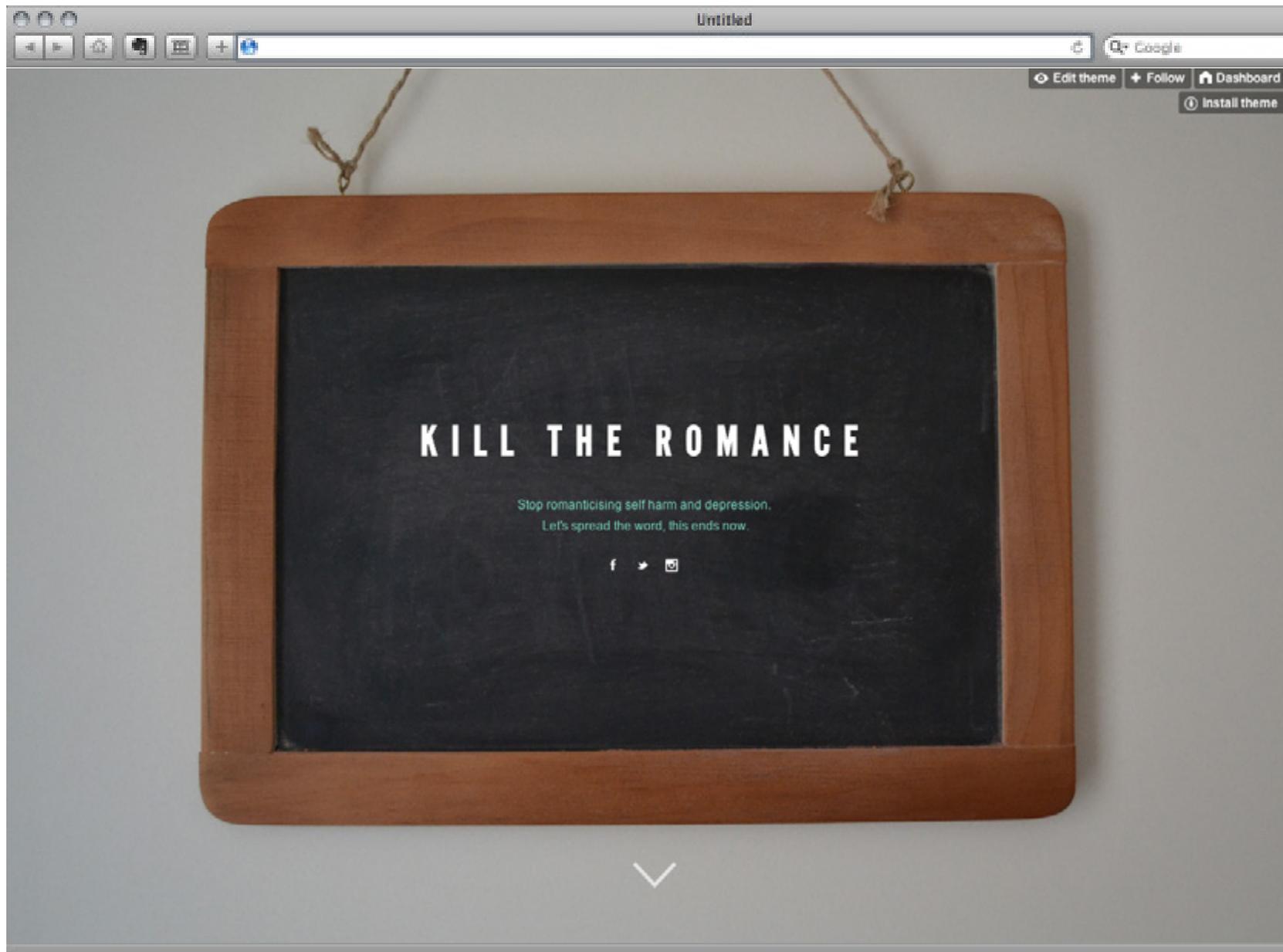
#KILLTHEROMANCE



#KILLTHEROMANCE



Website/Blog





Our Campaign

Stop romanticising self harm and depression. As we spend our days reblogging, posting, tweeting and sharing, a new wave of lies has consumed our youth. It really isn't cool. We are finding ourselves in a culture where it is more acceptable to be depressed and isolated than happy and loved. Mental illness and self harm are serious issues that require help and guidance. So yes, talk about these issues but do not glorify them. We need to eradicate this negativity and look towards a better future for our generation.



STOP ROMANTICISING SELF HARM & DEPRESSION.
LET'S SPREAD THE WORD, THIS ENDS NOW.

#KILLTHEROMANCE