

## **The Female Role Model Project**

*The Female Role Model Project is a scientifically enhanced multimedia devised theatre piece built by an ensemble of female-identified artists about exploring old female role models and creating new ones in a world which confronts us with cataclysmic climate change, cataclysmic political change, and the possibility of reprogramming our brains.*

How to be an empowered woman today and succeed in love and work in spite of and/or while embracing female stereotypes? How can we create new role models? Who are our heroines? We live in an exquisite age, full of challenges and possibilities, where everything is being remodeled and reinvented. New technologies open new possibilities, which we want to welcome into our creative process. We want to document the effect of gender stereotyping on brain activity by providing live EEG brain scans of performers and audience members during the show and watching the feed in real time. We would like to see how our actresses and audience members respond to different female stereotypes on the one hand, and to strong women braving new yet unpaved paths on the other hand. What is the impact on the brain and behavior when we watch and internalize such content? How can we venture into new territory, make new neurons fire together, creating new connections, and creating new gender possibilities in the brain? And if we change that into a habit, a program, can we change our gender biology epigenetically on a DNA level and can these new patterns be transmitted to our daughters and new generations of women? We have been collaborating with a neuroscientist and a sound engineer/composer: together they have created a program for the brain feed to inform the visual and sound design of the piece.



Structure

A simple google search puts Sylvia Plath next to Beyonce - the first two names who appear when one types "female role models". This project aims to explore who the female role models were for the past seven decades and what each of them tells about who we are and what we aspire to. Stepping into the painful present, what does replacing Michelle Obama in the White House with Melania Trump mean for millions of teenager? What is the actual impact our female idols have on us?



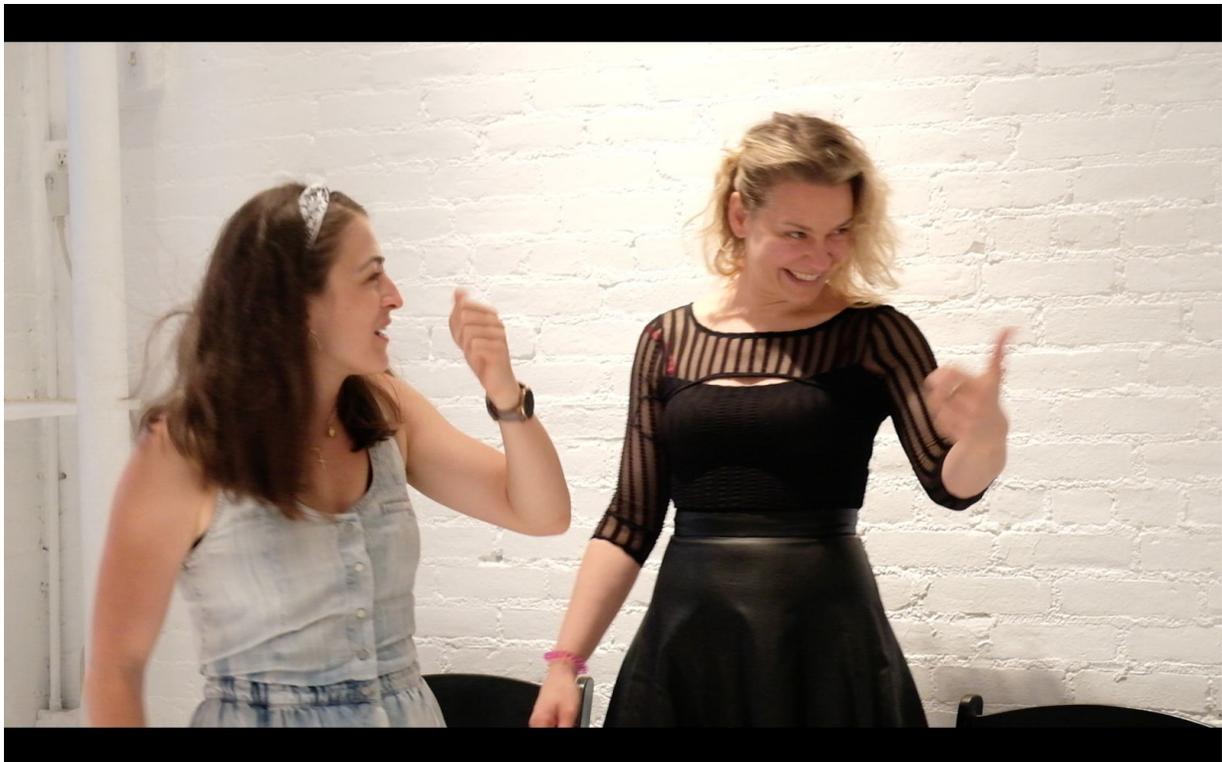
**The Female Role Model Project** by the creative tandem of Tjasa Ferme and Ana Margineanu

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## **Creative Team:**

**Tjasa Ferme** (creator, producer, actor), **Ana Margineanu** (director)

**Collaborators & Cast: Amina Henry, Sandy Simona, Meggan Dodd, Lauren White**

**Composer & Music Engineer: Justin Mathews**

## **Science partners:**

**Lauren Silbert-neuroscientist (Pioneer Works), Martina Bradic, geneticist (NYU)**

**Stage Manager & Social Media: Samantha Quiles**

## **BIOS**

### **TJAŠA FERME-creator-producer-performer (SI, USA)**

Tjasa Ferme is a Slovenian National Film Award and Stane Sever classical stage award recipient. She is the creator of a short film Ophelia's Flip (Cannes Film Festival, 2012), a farce hit Cocktales-Confessions of a Nymphomaniac (Abingdon Theatre, Art Basel Miami), an interactive solo show, Wild Child in the City, and a new play "My Marlene". Wild Child In The City marks Ferme and Margineanu's first collaboration, it premiered in NYC (TheaterLab), filled houses on three European Tours (Italy, Austria, Bulgaria, Slovenia) and received an Audience Choice Award at 46th TSD-Week of Slovenian Drama. "Wild Child" won a grant from Trust for Mutual Understanding for a tour at ITI-UNESCO MonoAkt festival in Kosovo, winning a Special Jury Prize, and "Northern Meetings" in Siberia. In Dec 2016 Ferme created a devised theatre piece about migrations West to West through the lens of the current refugee crisis in coproduction of Sweden and Slovenia. Interview on Huffington Post Arts & Culture [huff.to/1DgoZ1Q](http://huff.to/1DgoZ1Q) New York Times review: [nyti.ms/1J9yBEh](http://nyti.ms/1J9yBEh) more on her website [tjasaferme.com](http://tjasaferme.com).

### **ANA MARGINEANU - director**

Called "one of the reigning queens of New York's highly intimate, one-shot-only, conceptual-based theater" by the NYC critic Randy Gener, **Ana Margineanu** is a Romanian-born theatre director based in New York and a co-founder of **PopUP Theatrics**, an acclaimed group developing and presenting site-specific and immersive work throughout the world. The trademarks of her directorial approach are close cooperation with the local communities who are audiences for her work, highly metaphoric visual style, and ability to draw raw, visceral performances from her actors.

Ana's shows received numerous international awards, including: New York Innovation Theatre Award (The Window), Best Play Relationship Drama at London Fringe Awards (The Sunshine Play), Best Show at Romanian Drama Festival (Eighty nine), The Jury Award for Innovation at the Contemporary

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Drama Festival (Eighty Nine, Our Daily Hunger, Inside). She is a founding member of DramAcum( directors collective that supports young Romanian playwrights), an alumna of Lincoln Centers Directors Lab and founding member of PopUP Theatrics.

## **Lauren Silbert, neuroscientist**

Lauren has a PhD in neuroscience from Princeton University, and a Bachelors in biology and photography from the University of Pennsylvania. Lauren's work focuses on interactive neuroscience where she has developed new technology and analytical tools to study the interaction between brains and the neurobiology that facilitates communication. She has been published in multiple scientific journals including Proceedings of the National Academy of Science, Journal of Neuroscience, and Neuron, and has produced neuroscience-based interactive installations, including 'The Compatibility Racer', currently with the Marina Abramovic Institute.

## **Martina Bradic, Ph.D., Evolutionary Biologist.**

Martina Bradic was born and grew up in Croatia, she received a BS in Molecular Biology, an MS in Biotechnology and a PhD in Population Genetics from the New University of Lisbon, Portugal. The motivation behind her research is an interest in how species adapt to their environment. She has made contributions to understanding how fruit fly undergoes reversed evolution, how Mexican blind cavefish adapt to cave environment, how human sexually transmitted parasite becomes drug resistant, and most recently has turned her attention to the mobile genetic material of microbes. Her fascination with evolutionary biology has inspired her to teach, give presentations and lead small group discussion for science enthusiasts. She currently works as an Associate Research Scientist at the Center for Genomics and Systems Biology at NYU in New York City.

## **JUSTIN MATHEWS-composer, sound engineer**

Justin Mathews is a guitarist, composer and engineer. His work straddles the pop, avant-garde and soul worlds, with a penchant for the fantastic, fabricated realities of science fiction, "street goth," Bill Laswell's "collision music" and Brian Eno's cerebral novelty. He attended New School University and resides in Manhattan.

5 highlight performances or tours:

"Shake The Stars With Your Song" @ Whitney Museum

Tour with Jarina De Marco & Wyclef Jean

Tour with Sevyn Streeter

Tour with Ravaughn

U.S. State Dept tour with Mariami in Tbilisi/Batumi, Georgia

Honor/Awards: NPR "Best Songs of 2013" for Jarina De Marco's "El Venao"

## **PRESS from previous shows**

### **1. Wild Child in The City**

(Tjasa Ferme, playwright, performer; Ana Margineanu, director)

**“Sheer Brilliance...**

**Numerous demonstrations of Ferme’s absolute fearlessness as a performer. She is a multi-talent.”**

*Woman Around Town*

**“She’s Performance Art at its highest level. She’s a Robin Williams-a top level comedienne.”**

*Total Theater*

**“One of New York’s finest up and coming actors”**

*Huffington Post*

### **Audience Choice Award-Winner at 46th TSD-46th Week of Slovenian Drama**

### **2. Cocktales-Confessions of a Nymphomaniac**

(Tjasa Ferme, playwright, performer; Kira Simring, director)

**“Tjasa Ferme’s writing in this piece is nothing short of brilliant... If you’re looking for a show that’s not tame or based in politically correct nonsense, you’d be a fool to miss COCKTALES –Confessions of a Nymphomaniac”**

*Monica Trombley, Woman Around Town*

**“Inspired direction with absurd innovation by Kira Simring”**

*Richmond Shepard, Living arts*

**“Tjasa’s concentration and energy are enviable, her highly polished craft is remarkable, her delivery is exceptional. All around impressive!”**

*Peter Klein, touring agent, livingartsnyc.com*

**“Cocktales has a light touch, offering humor and musical numbers rather than casting aspersions on Eve. Running just over an hour, it is a deliberately and delightfully feminine perspective on modern sexuality. SEE IT...”**

*Tatiana Nunez, Manhattan With A Twist*

### **3. Ana Margineanu-VARIOUS:**

***"Margineanu's production is dangerous, thrilling and a fascinating piece of psychological theatre. Go into Long Distance Affair willingly enough and the payoff is a satisfying artistic workout."***

*The Huffington Post, UK*

***"If theatre is already tridimensional, this brings the fourth dimension!"***

*El Pais, Spain*

***"The Romanian-born Mărgineanu is presently one of New York's reigning queens of hyper-intimate one-shot-only conceptually-based theater. "***

*Randy Gener, Culture for one, New York*

***"Without doubt, the New York Artists Ana Margineanu and Tamilla Woodard, that form Pop UP Theatrics, have created a show with the spirit to revolutionize theatre and with the potential to expand it."***

*Fernanda Muslera, El Observador, Uruguay*

***"INSIDE is a foray into the miraculous side of the national identity. After being a part of this journey you understand that any reality has it's share of magic"*** Oana Stoica, *The Dilemma, Romania*

***"...the definition of theater is expanding in the heat of new technologies."***

*María Daniela Yaccar, Pagina 12, Argentina*