

DREAG TO IMPRESS

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Written Proposal

Drag to Impress

- Drag show that will annually take place during Manchester's Drag Weekend (August 22-25).
- Drag queens and kings performing on aerial silks
- Aims to de-stigmatize bringing children
- Focus on uniting the local queer community
- Targeted towards families, with kid-friendly activities (after-show photo booths and face painting booths)
- Local fashion designers, design students, and children work on outfits for the drag queens/kings to perform in
- Marketing through flyers up in restaurant sponsorships, exhibition display in Whitworth Gallery, and performing drag queens' advertisement in their other participating shows.
- Amplification of queer voices by having a designated time for new/upcoming drag queens to perform

Audience Personas

Four personas who will visit Sackville Gardens.



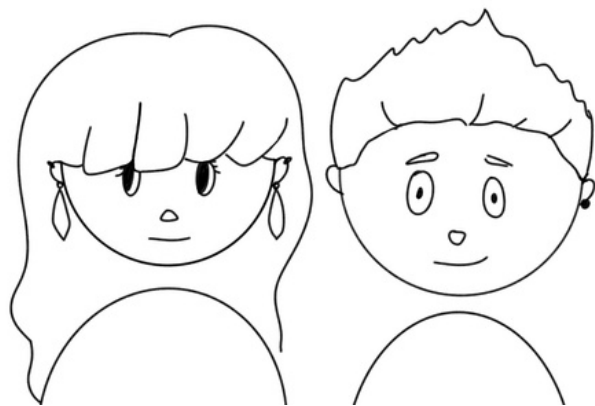
Mary the Carefree Child

- Age: 6
- 0 cares in the world/jobless
- Very artistically inclined and creative
- Worked on the drag costumes in her first grade class and is getting to see her art in the show.
- This is the first drag show she’s attended
- She is very excited for her parents/family to see her class’ work in the show.



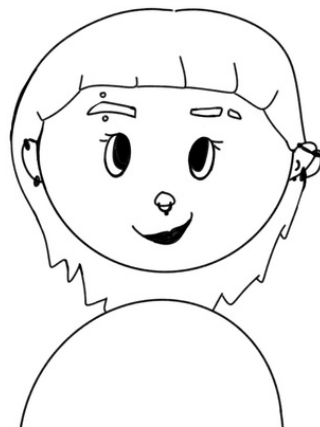
Gertrude the Supportive Grandma

- Age: 75
- Happily retired
- Gerty is here to support her grandchild, one of the college students that worked on the outfit designs.
- She has never been to a drag show but is down with the queers and ready to learn
- She leaves very drag enthusiastic and tells all her old lady friends about it, they are now front row at every drag show in Manchester.



Mark & Stephanie aka the Fun Parents

- Age: 40
- Workin’ that 9-5
- Here to see their child’s artwork in the drag show.
- Heard about the show from their child’s school.
- They are new to drag and maybe a little bit skeptical but came because it was family centered and seemed like a good outing for their kids.

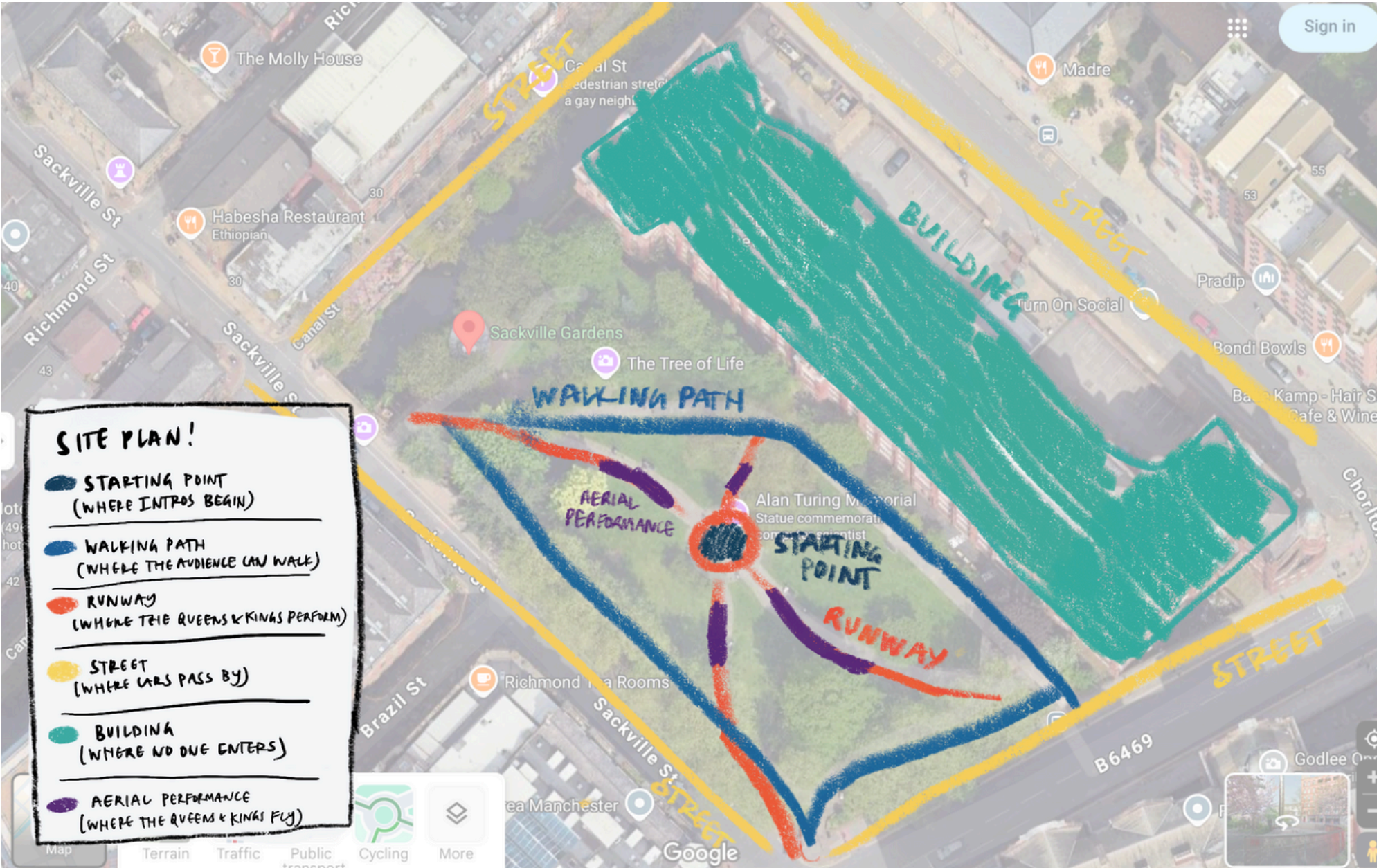


Kit the Local Queer

- Age: 20
- So so sleepy college student
- Kit learned about the show by attending one of the performing drag queens earlier shows
- They are actively celebrating pride weekend in Manchester and thought a drag show in the park would be a perfect way to do that
- Kit also has friends in the Design Department and is here to support their work.

Site Analysis

Site plan of Sackville Gardens.



Drag Show Sequence

- Drag queens enter through the runways going towards the rotating center stage
- Stage acts as starting point, drag queens and the outfit designers are announced.
- Music plays and the drag queens disperse from the stage towards the silks where they perform
- After their performance, drag queens are back on center stage for applause before dispersing for intermission/outfit changes

Marketing Analysis

- “Drag March” through the streets of Manchester
- Advertising through flyers within local restaurants
- Through word-of-mouth advertising by the featured drag performers during their prior shows
- Advertising through flyers within local restaurants

In collaboration with the University of Manchester:

- Featured exhibition display in Whitworth Gallery
 - An exhibit at the Whitworth Gallery in collaboration with the featured performing drag queens which will feature some of the handmade outfits they have created to be worn on stage. This exhibition will amplify drag shows as a form of art through craftsmanship and performance.
- In collaboration with the Fashion Design Department of the University of Manchester
 - Students at the University of Manchester interested in fashion design will have the opportunity to showcase some of their work. The featured drag queens will be wearing outfits made by the student fashion designers, and the designers will be given credit for their designs during the runway show. This event could also potentially involve hosting internships to university students to assist in designing and organizing the event and wardrobe.
- These collaborations with the University of Manchester will tie into the overarching theme of amplifying Manchester’s fashion scene.

Content Analysis

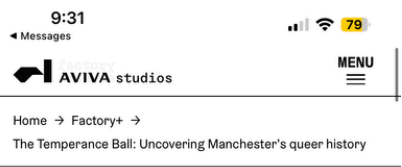
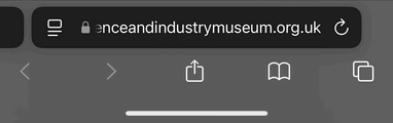
Research on the history of drag in Manchester, as well as research on the current drag scene, indicates a deeply rich history of drag shows in Manchester. The perfect example is manchester’s drag ball. The first drag ball was in 1880 when 38 men were arrested by the victorian police for attending a ball cross dressed. While tragic at the time iit paved the way for manchesters budding drag presence and has now been recreated by manchesters drag queens 144 years later.

Source: <https://www.manchestereveningnews.co.uk/news/greater-manchester-news/infamous-drag-ball-1880-recreated-9699482.amp>

Additional focus on the history of textiles in Manchester by incorporating the design of a loom in the structure that the aerial silks hang from, and adding historical textiles to the outfits the drag queens wear.

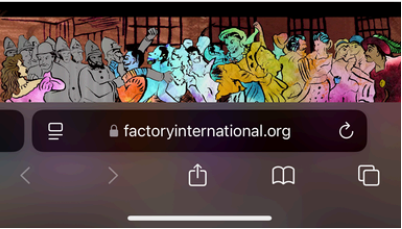


Manchester’s Gay Village has been a haven for many in the LGBTQ+ Community for decades and welcomes thousands of people from across Manchester and beyond to celebrate Pride every year. But before becoming Europe’s largest Gay Village, this area was at the heart of the Industrial Revolution in Manchester.



THE TEMPERANCE BALL: UNCOVERING MANCHESTER’S QUEER HISTORY

Drawing parallels between police raids in 1880s Manchester and contemporary attacks on queer spaces, Mancunian writer Patrick O’Connell examines the relationship between drag and the visibility of queer communities. The article is part of Kemi Alemoru’s guest edit exploring the political nature of space.



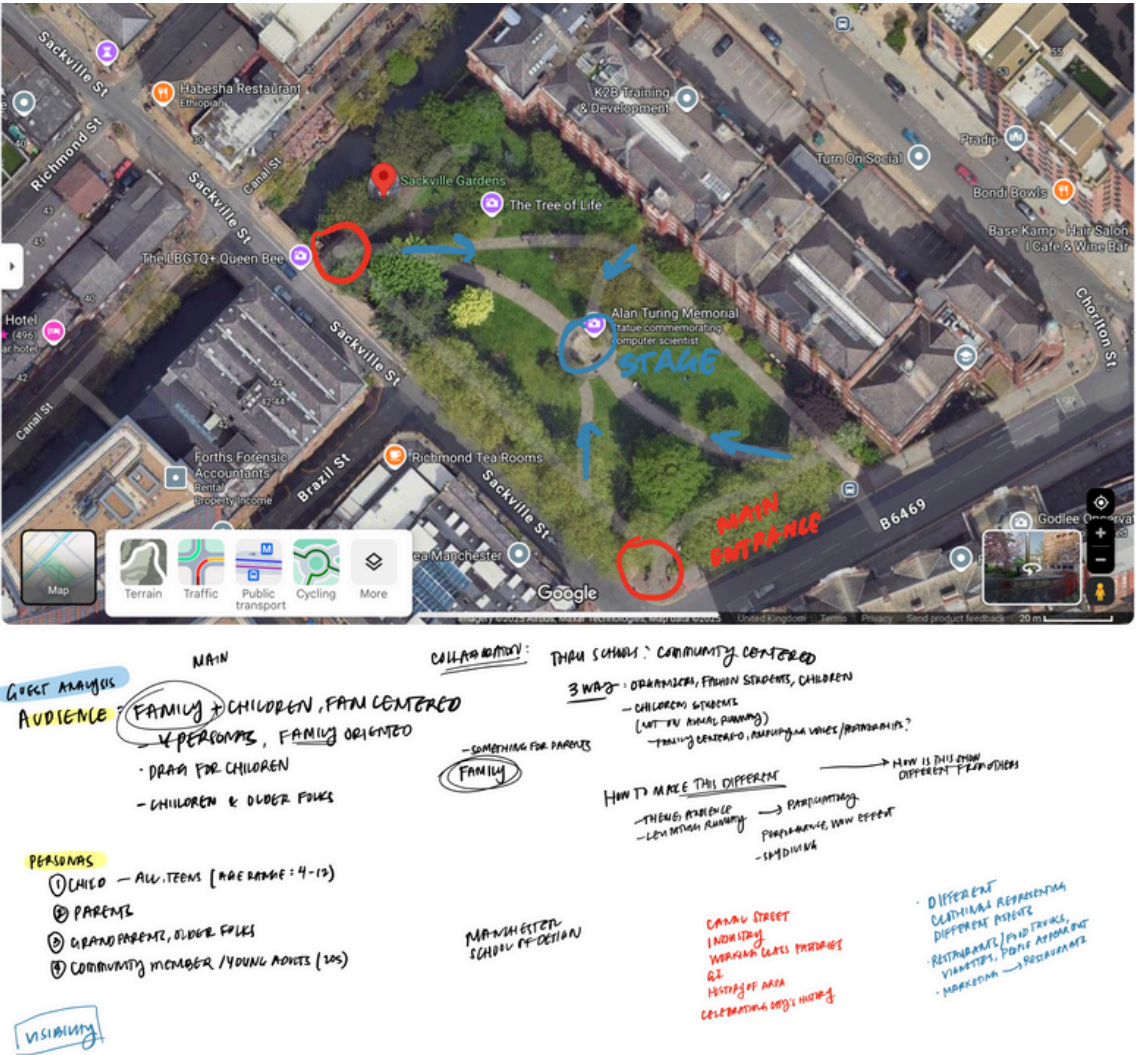
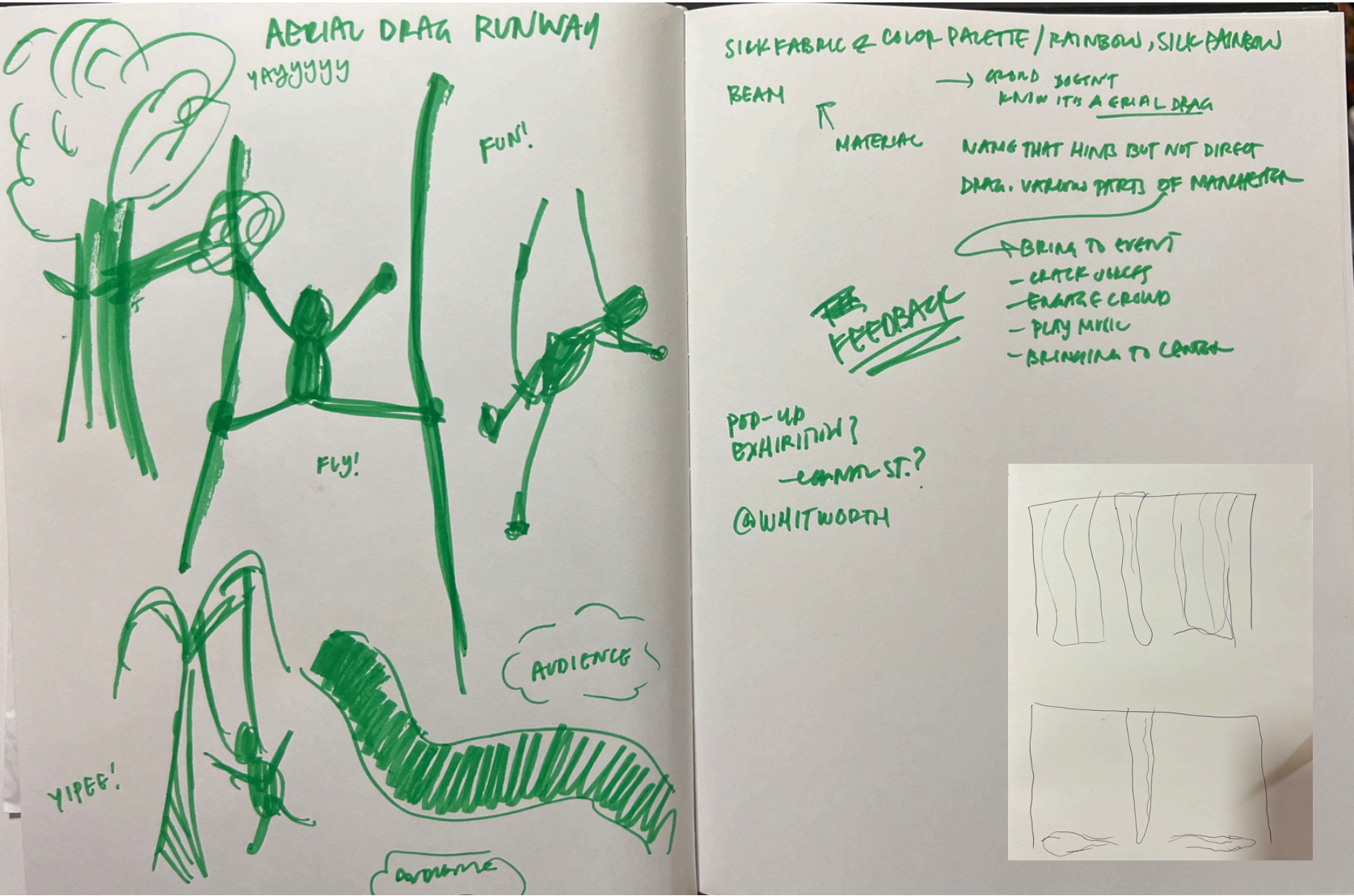
Site Photos

Photos of Sackville Gardens.



Concept Sketches & Studies

Preliminary sketches and ideas.



Concept Sketches & Studies

Outfit sketches of the drag queens



Precedent Examples / Moodboard



Violet Chachki



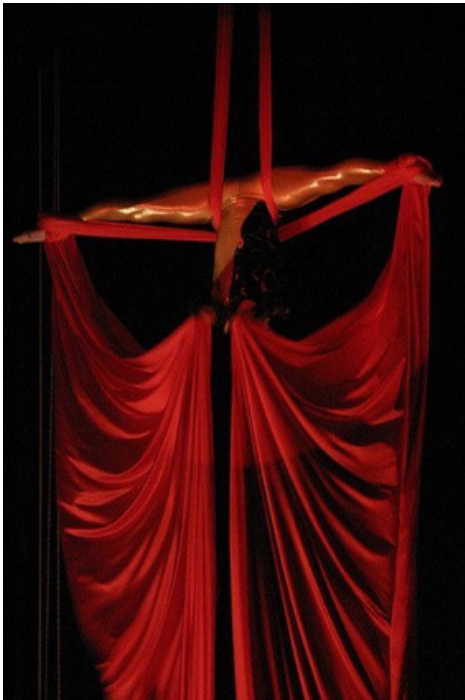
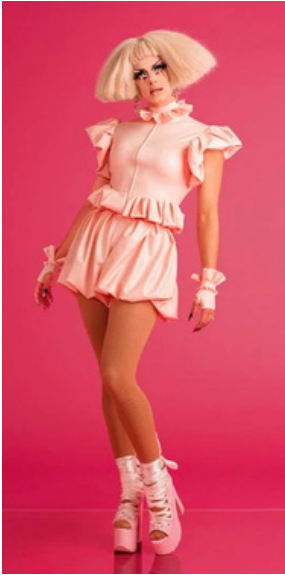
Shea Couleé



Bob the Drag Queen



Crystal Beth



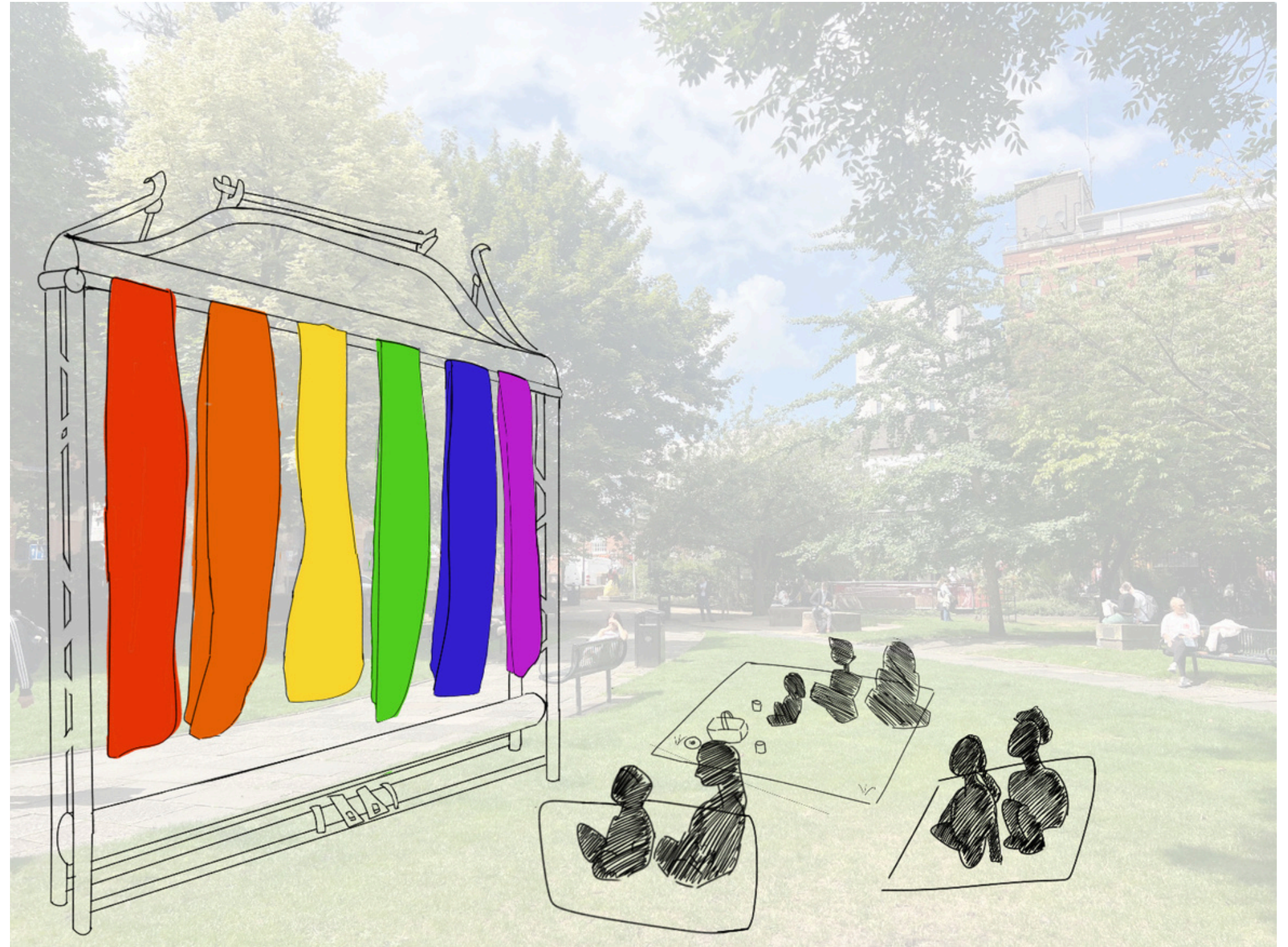
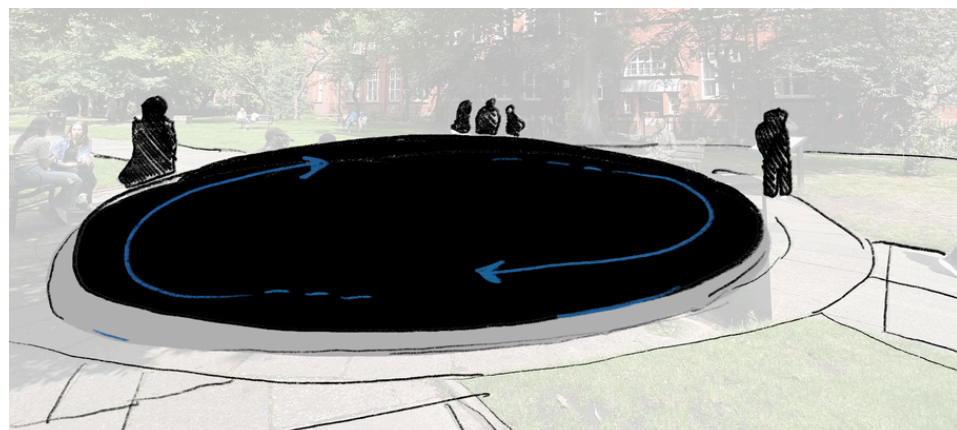
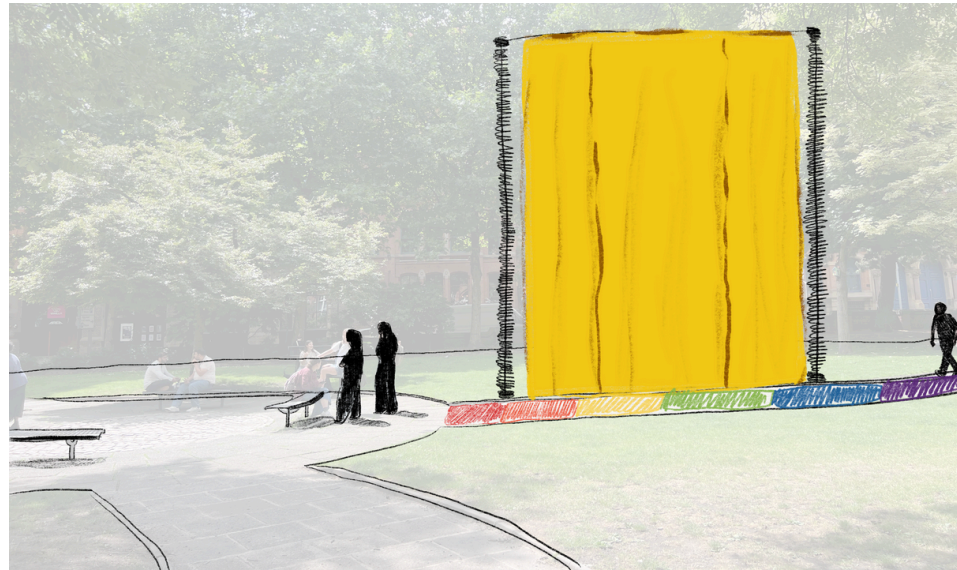
"The Drag Show" at the Southend Museum in Essex



"In Her Closet" at the Spurlock Museum in Illinois

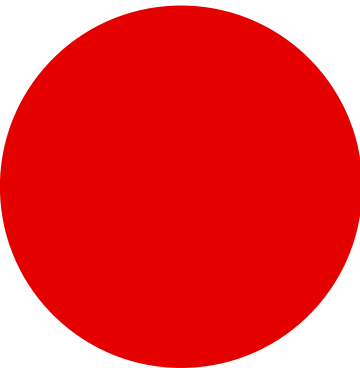


Detailed Renderings

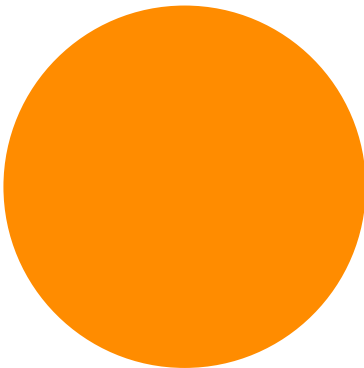


Color Palette

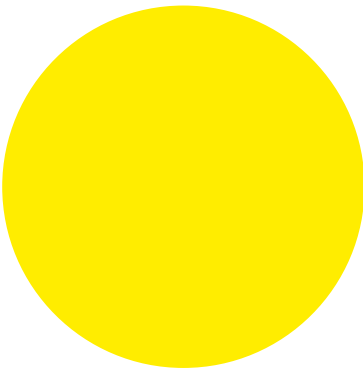
The color palette consists of bright, vibrant colors of the LGBTQ+ rainbow flag.



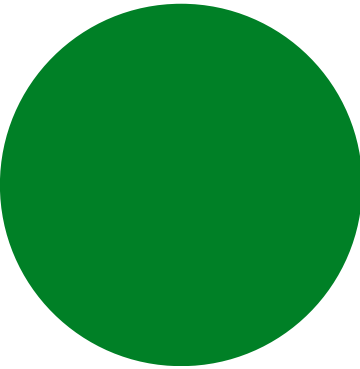
Red
HEX: #E5000
RGB: 228, 3, 3



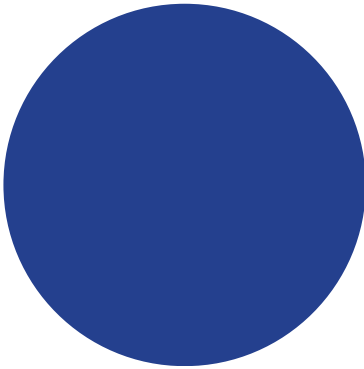
Orange
HEX: #FF8C00
RGB: 255, 140, 0



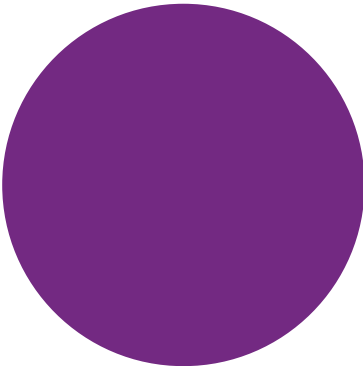
Yellow
HEX: #FFED00
RGB: 255, 237, 0



Green
HEX: #008026
RGB: 0, 128, 38



Blue
HEX: #24408E
RGB: 0, 77, 255

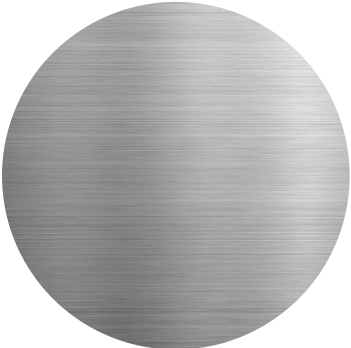


Purple
HEX: #732982
RGB: 117, 7, 135

Material



Silk fabric



Steel

Typography

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Tan Moonlight - Titles, Headers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Work Sans Regular - Body text

Call to Action

The end goal for Drag to Impress is to have the audience leave with a wider more open minded view of drag. Audience members should be leaving excited about drag and eager to share the art form with others in their lives. This annual drag show is meant to united not only queer youth but the broader community in manchester. Drag to impress should be an event that brings people from all walks of life together. A family-centered community unifying display of the true art that drag is.

Appendix

Written Proposal

- *Drag to Impress* is an annual drag show that will annually take place during Manchester’s Drag Weekend (August 22-25). The show will consist of drag queens and kings performing on aerial silks in Sackville Gardens.
- *Drag to Impress* aims to de-stigmatize bringing children to drag and attempts to unite the local queer community.
- *Drag to Impress* is targeted towards families, specifically with kid-friendly participatory activities such as after-show photo booths and face painting booths for children to interact with the queens and kings. Attendees can get their faces painted to match the queens and kings, take photos with them, and use photo booth props to replicate key parts of their outfits).
- Community engagement is reached through having local fashion designers, design students, and children work on outfits for the drag queens/kings to perform in. There will be three outfit changes within the show so each design set can be displayed.
- Marketing for the event will be done through flyers up in local restaurants that are sponsoring the event, an exhibition display in Whitworth Gallery of outfits drag queens and kings have made for themselves, plus the new queens and kings going around downtown with mics and speakers advertising the show. Additionally, the drag queens that are performing in the main venue will advertise the show at all their shows prior.
- The drag show is meant to be an amplification of queer voices. To do this, there will be a second show for new/upcoming drag queens and kings to perform after the aerial silk dances. This opportunity gives them a chance to display their own talents and style of drag to a large crowd and potentially gain traction in their drag careers.