



FOR IMMEDIATE RELEASE

Icelandic women who fought for gender equality coming to New York

New York, NY — In 1975, women in Iceland fought for gender equality and won. On Jan. 10, the School of Visual Arts' Design for Social Innovation MFA program will bring them to New York.

The program will share award-winning director Pamela Hogan's "The Long Friday," the documentary-in-progress that tells the untold story of the titular Icelandic women's strike at 6 p.m. in the SVA Theatre. Following clips from the film will be a rare, behind-the-scenes conversation with two of the original organizers of the strike, Elisabet Gunnarsdótti and Guörún Hallgrímsdóttir.

For the ninth year in a row, Iceland ranks first in gender equality — while the U.S. has dropped to 49th. This event is timely and important, said DSI Chair Cheryl Heller. When 90 percent of the women in Iceland walked off the job and out of their homes, they were able to instigate a social change, reinventing the society in which they were a part of.

"We are hosting this event because it's never been more important that women work together for equality," Heller said, "and because social design is a powerful methodology for creating new and better realities."

Tickets are \$12, and all proceeds will be donated to the completion of the film. They can be purchased at thelongfriday.eventbrite.com.

###

About MFA DSI at the School of Visual Arts: Social design is the creation of new social conditions — in cities, corporate cultures or communities — resulting in increased creativity, equity, social justice, greater resilience, and a healthy connection to nature. DSI is the first MFA program of its kinds and is now in its sixth year. This experience-based degree is intentionally international and has brought in talented students from 28 countries and counting.

Press contact:

Ansley Pentz, SVA DSI Assistant to the Chair

apentz@sva.edu

(212)592-2000 ext. 2553