

**RESEARCH!**  
**ACTION!**  
**EMBODIMENT!**  
**SOCIALITY!**

*subRosa manifestation*

**S**ubRosa's name honors feminist pioneers in art, activism, labor, politics, and science: Rosa Bonheur, Rosa Luxemburg, Rosie the Riveter, Rosa Parks, Rosalind Franklin.

**subRosa** is a reproducible cyberfeminist cell of cultural researchers committed to combining art, activism, and politics to explore and critique the intersections of digital information and biotechnologies on women's bodies, lives, and work.

**subRosa** produces art events, activist campaigns and projects, contestations, publications, media interventions, and public forums that address aspects of technology, gender, and difference; feminism and global capital; new bio and medical technologies and women's health; and the changed conditions of production and reproduction for women in the integrated circuit.

**subRosa** practices a situational embodied feminist politics nourished by conviviality, becoming autonomous, and the desire for affirmative alliances and coalitions.

*Let a million subRosas bloom*

## SUBROSA SELF-ORGANIZING TIPS:

Start a subRosa cell! subRosa cells organize around local/global biomedical, biotechnological, and environmental developments, and their effects on women's sexuality, reproductive health, and living/working conditions. The cells act autonomously and can also activate an international network of feminist support, information, and action through the Internet. subRosa cells reproduce and mutate according to local conditions, needs, and desires.

Use the subRosa logo! subRosa invites you to use its logo and name to create solidarity, connection, confusion, and multiplicity. subRosa opposes proprietary authorship, ownership, and copyright, and encourages collaboration, difference, gift economy, *detournement*, and collective invention.

Connect to subRosa! subRosa works situationally within given localities, and it communicates, manifests, and connects globally. Each new subRosa cell becomes part of an emergent subRosa organism. Since there is no centralized bureaucracy, agenda, office, or fixed membership, there is no telling where this self-organization may lead. Contact subrosa at [subrosa@cyberfeminism.net](mailto:subrosa@cyberfeminism.net) or see our web-site <<http://www.cyberfeminism.net>>.

## A BRIEF BIOGRAPHY OF SUBROSA:

**October 1998:** a loosely organized cyber-feminist study group emerges from Faith Wilding's fellowship at the STUDIO for Creative Inquiry, Carnegie Mellon, and begins to research intersections of digital information and biotechnologies; genetics; cultural theory about the body; and feminist and postcolonial theory and practice.

**March 1999:** The first subRosa cell is formed and prints an organizing flyer (text above) that is distributed both nationally and internationally through the mail, and





in local schools, clinics, and public spaces in Pittsburgh. The first version of the subRosa Web site is launched in time for The Next Five Minutes Tactical Media festival in Amsterdam. subRosa's first "cellular muTations" performance (leafleting and education action) also takes place at the Next Five Minutes.

**April 1999:** Publication and distribution of first issue of *@Second Opinion*, a broadside on Women, Health, and Biotechnology. Presentation of two public panels on Women, Health, and Biotechnology, at Carlow College, Pittsburgh.

**June 1999:** subRosa dispenses leaflets and lemonade at Race for the Cure breast cancer research benefit in Pittsburgh. That summer collective members



are trained in Web page and video production, and electronic design and layout. Research/Discussion group continues meeting.

**August 1999:** Expansion and re-launch of subRosa website on Artswire.

**Fall 1999:** Launch of SmartMom, a web project, detouring the technology of the Smart T-shirt (developed for remote battlefield medicine by the U.S. military) to the uses of pregnancy surveillance and assisted reproduction technologies.

**September 1999:** Publication and distribution of second issue of *@Second Opinion* in poster format, "Does She or Doesn't She: Cheaper by the Dozen," a performance and informational





text about egg donation addressed to university co-eds.

**Winter 2000:** subRosa presents lectures at various symposia and festivals in Europe and the U.S. Work begins on Sex and Gender in the Biotech Century project.

**March 2000:** “Vulva De/ReConstructa,” a video on the subject of aesthetic surgery of the vulva is exhibited at “Die Verletzte Diva” exhibition, Taxispalais, Innsbruck, Austria, and screened in Los Angeles, and Baltimore.

**August 2000:** subRosa presents its projects in the Open Space of the Internationale Frauen Universität (IFU) at Expo 2000, Hannover, Germany. That same month, it also exhibits “Knowing Bodies,” a performative multimedia show in the “Fusion: Artists in a Research Environment” exhibition at the Regina Miller Gallery, Carnegie Mellon, Pittsburgh.

**October 2000:** subRosa stages an intervention on a panel about artists and biotechnology at the Performative Sites Conference, Penn State University, State College, PA.

**November 2000:** Presentation of commissioned performance, “Sex and Gender Ed in the Biotech Century” at the Digital Secrets Think-Tank sponsored



by the Institute for Studies in the Arts, Arizona State University, Tempe, AZ.

**February 2001:** subRosa panel presentations at the Women’s Caucus for Art, and the College Art Association in Chicago.

**March 2001:** Presentation of commissioned performance, “Expo EmmaGenics,” a biotech trade show, at the Intermediale Festival, and participation on a cyberfeminism panel at the Seventh International Performance Studies Conference, Mainz, Germany.



**April 2001:** subRosa pilots a participatory research residency for “Knowing Bodies,” an on-going project on biotechnology and

women’s health care; sponsored by St. Norbert’s Art and Cultural Center, Winnipeg, Canada.



**June 2001:** subRosa presents current projects at the International Sculpture Conference, Pittsburgh.

**Fall 2001:** subRosa presents its projects at “female takeover,” Ars Electronica Festival, Linz, Austria; at Welcome to the Revolution symposium, Zurich, Switzerland; at Techniques of Cyberfeminism, Thealit, Universität Bremen, Bremen, Germany; and at Very Cyberfeminist International conference, Hamburg, Germany.

**March 2002:** subRosa participates in the Women’s Studies Colloquium: “Hardware, Software, Wetware, and Women,” at St. Mary’s College, Maryland; and performs “Sex and Gender Ed in the Biotech Century.”



**April 2002:** subRosa is invited to perform “U.S. Grade AAA Premium Eggs” in the Student Union at Ohio State University, Bowling Green.

**SUBROSA PUBLICATIONS:**

*subRosa Manifestation*. (Organizing flyer)

@*SecondOpinion*. Nr. 1, 1999. (pamphlet on Women, Health, & Biotechnology)

@*SecondOpinion*. Nr. 2, 1999. (Poster and agit-prop action on Egg Donation)

*The Biotech Sex and Gender Workbook*, 2000. (30 page workbook) Revised, 2002.

*Expo EmmaGenics: Guide to the Expo*, 2001. (10 page booklet)

“The Economies of Art,” *nparadoxa*, Vol. 8. July 2001 [Also available as a pamphlet]

BAZ Poster, Very Cyberfeminist International, limited edition.

“Stolen Rhetoric: The Appropriation of Choice by ART Industries”

KunstForum Books, March–April 2002, Frankfurt, Germany. 2001.

*Domain Errors: Cyberfeminist Practices*. A subRosa book project. Autonomedia Books, 2002.

**SUBROSA WEBPAGES:**

subRosa: <<http://www.cyberfeminism.net>>

SmartMom: <<http://www.andrew.cmu.edu/user/fwild>>

Sex and Gender: <<http://www.cyberfeminism.net/SexGenEd>>

Expo EmmaGenics: <<http://www.cmu.edu/emmagenics>> ★