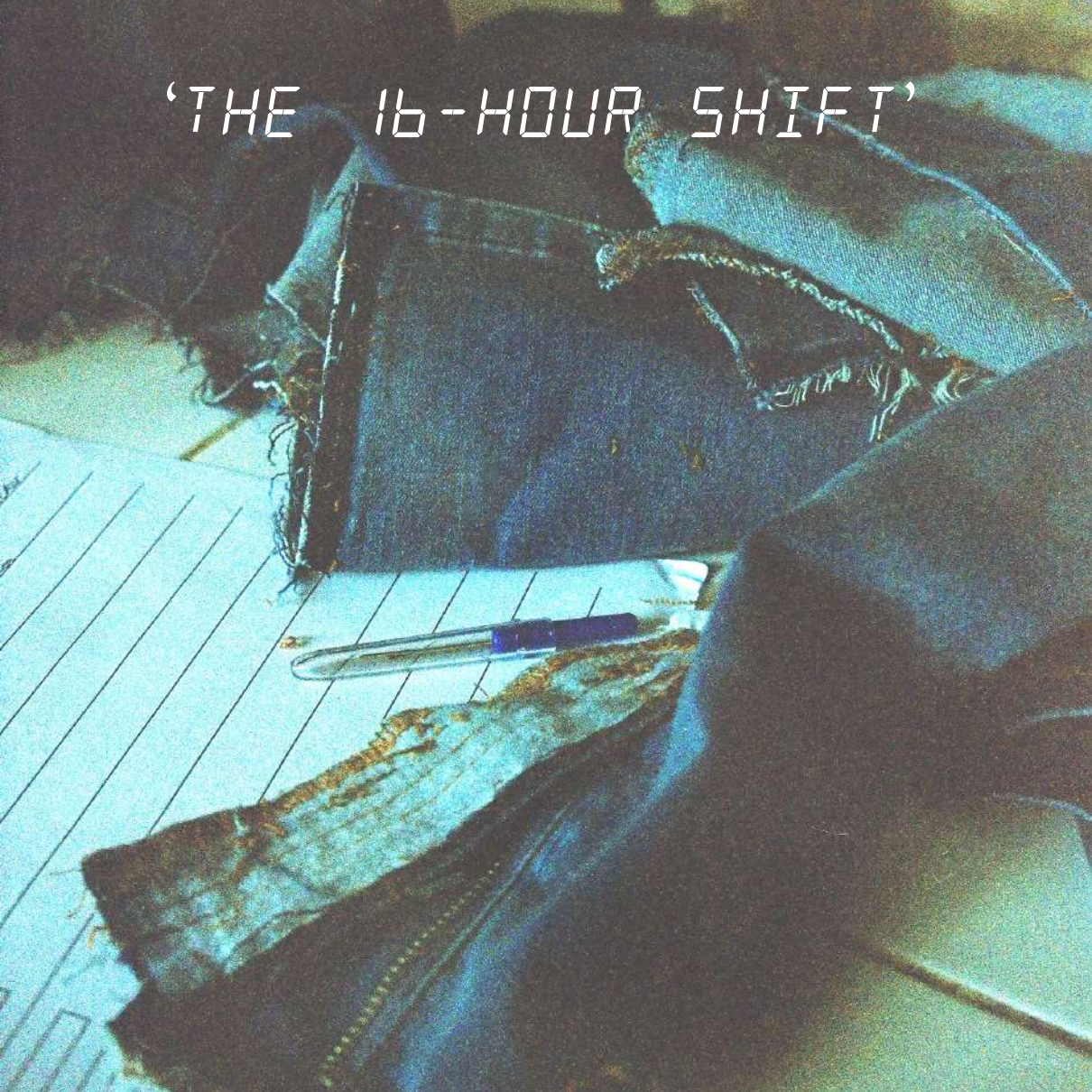
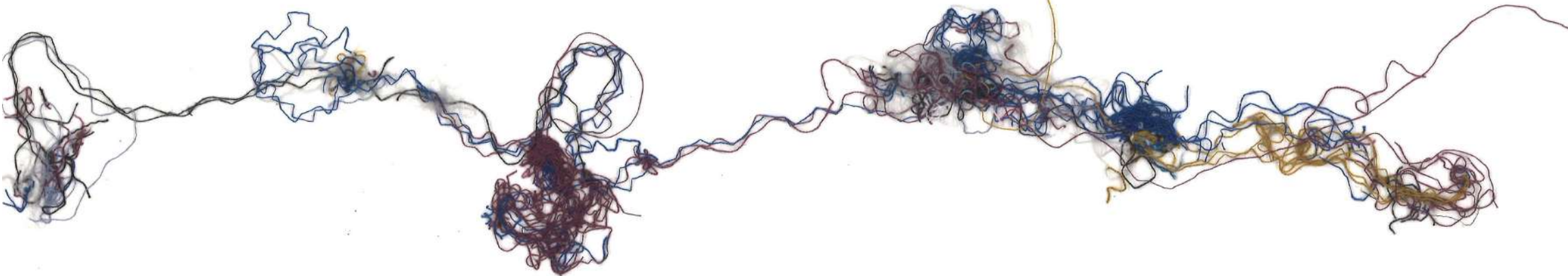


'THE 16-HOUR SHIFT'

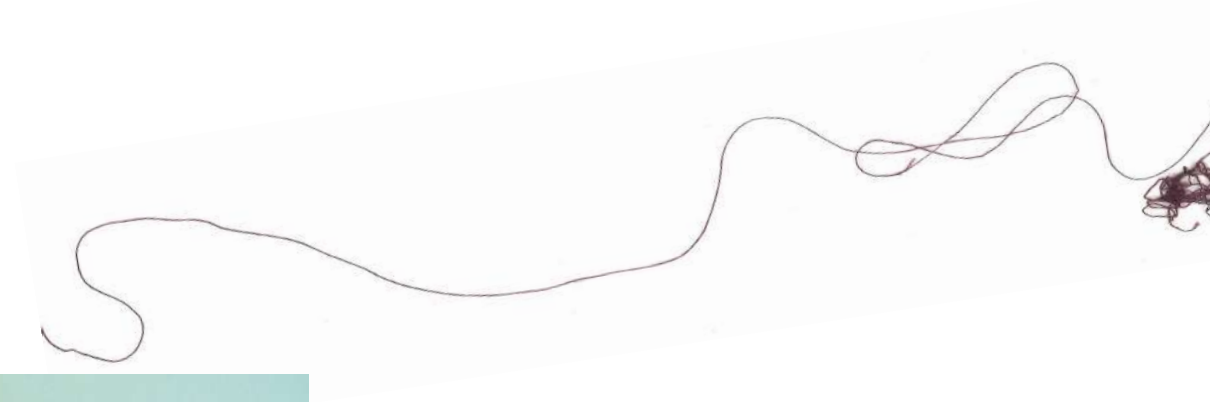


There are 60 seconds in a minute, 60 minutes in an hour and 12 hours in a day for most individuals, who have the privilege to access minimum wage jobs. But for the less fortunate, the endless torture clock carries on ticking every single day of their lives. From every cotton fibre picked and woven to every stitch, they sew, their body and soul slowly deteriorating as the piece of clothing arrives at your doorstep.

The aim of this project was to use art performance, which was live streamed on Instagram, as an outlet to question modern-day slavery within fashion and capitalism. While exposing the uncomfortable realities of human exploitation to an audience who are far removed from such issues. The project provided an experience that formed an awareness which was harnessed through the individual's conscious, placing them in the vulnerable communities' shoes for 16- hours.



CLOCK IN:



07:05

"As we started I had no idea what to expect but I quickly realised it will be hard and long."



07:20



"I am still unpicking the same dress
I started with, there is something
unnerving about taking apart an item
that has been carefully put together by
someone; who's only choice, it may be, to
be there because it is the best they can
do. It doesn't feel right."

08:45



"This is such intricate work, I have stabbed my finger multiple times, I cant imagine the amount of injuries they must consume with such sharp tools, intricate fabrics and small detailing."

09:27

"My fingers are starting to hurt."



10:45

"I have an aching back and a stuffy nose from the chemicals in the fabric."



11:05

"My back hurts and I am getting physically
tired of repeating the same movements."



12:55

"Shoulder aching."



13:46

"Stabbed my finger."



14:30

LUNCH BREAK.

15:00

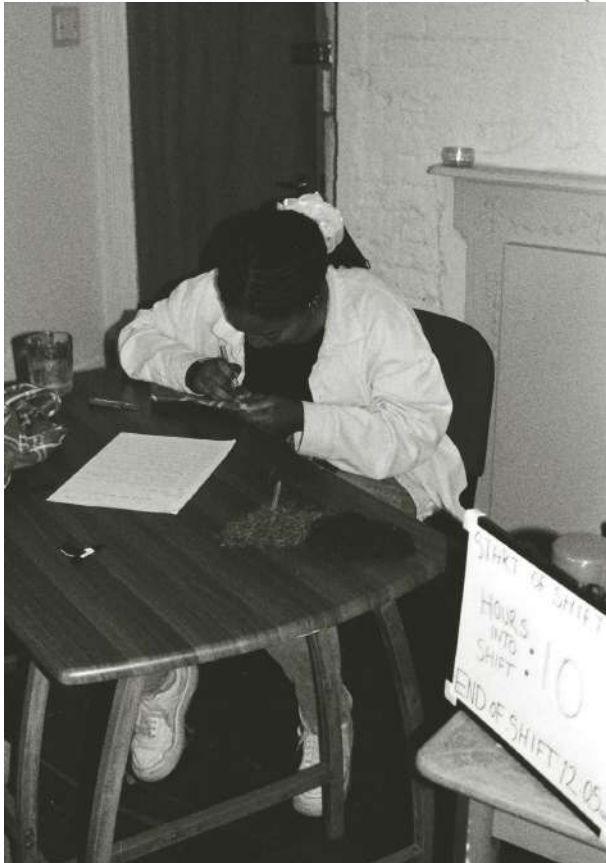


"Started the second half of the shift, felt good to have a break."




16:00

"My body is getting tired."



17:06



"I want to take a break because my hands
hurt"

18:35



"My fingers are truly feeling it, there are dents from the thread remover - they are feeling sore and poking myself doesn't help. I keep imagining the an industrial sewing machine could do to someone's fingers without the proper training."

19:35

NEW LOOK



"Really proud of how long we've worked for."

20:09



"Working to these extreme hours, watching the sun rise and set while you are locked inside a room forced to work for pennies; feels like a punishment.

But why are the less fortunate being treated like prisoners? When truly they need the most help, support and gratitude shown their way for their hard work. "

21:41



"Do they get toilet breaks?

Do they get to drink water when they are thirsty?
At the beginning I just thought about the 16 hour shift being a long day but as the hours pass; my thoughts wonder to all these other aspects that I never considered before.

When do they get time off?

When do they get to shower? Do they even get to?

It just shows that their conditions are even more worse than we first realised."

22:38



"My fingers are numb, my back is aching and my mind is exhausted; not long left but I can feel the tear brewing from exhaustion. The body and mind are truly incredible strong when you are forced to make the most of your situation - you turn what could have been an endless amount of painful endurance into something meaningful."



23:39



"It is over! I have survived and it wasn't easy. I felt like I was wasting away my time and my brain feels so empty - there is no space for growth and development doing such menial labour. Vulnerable people are stuck in these environments suffering endless cycles of torture - it is not soul fulfilling but soul destroying. Loosing themselves until they become zombies functioned to work quicker and to produce more products for the consumers. "

00:05

'THE 16-HOUR SHIFT' Project Consent Form.

(Please tick as appropriate and add your initials alongside)

1. I have been told about the purpose of the project and I understand this. ☒
2. I have been given the opportunity to ask questions about the project and my participation. ☒
3. I voluntarily agree to participate in the project. ☒
4. I understand that I cannot leave the project until I truly know that I can no longer work anymore. ☒
5. I agree to work for 20p per hour during this project, in order to understand the exploitation of the vulnerable worker. ☒
6. I understand that I will need to donate the amount of money I earn during this shift (or more) to a chosen charity. ☒
7. I understand that my participation will create an awareness and transparency towards the realities of fast fashion and its effects on sweatshop workers. ☒
8. I agree to be filmed and photographed as part of the documentation for the project. ☒
9. I understand that the project will be live-streamed on Instagram, to raise money for chosen charities. ☒
10. I, along with the Researcher, agree to sign and date this informed consent form. ☒

Researcher

Date: 10/08/2021 Date: 18/08/2021

- Leah Trew

- Leah Trew

PRETTYLITTLETHING UK 26
USA 12
EU 44

'THE 16-HOUR SHIFT'.

Participant

Name: Leah Treu

Age: 24

Clock In Time: 07:05

Clock Out Time: 15:06

Clothes Dismantled:

2

Money Earned During The '16-hour Shift':

Money Donated to Chosen Charities:
£10

Signed Off By Researcher

Name: Kamile Kuktyle

Date: 18/08/2021

Wednesday, 18th August 2021

'THE 16-HOUR SHIFT' Project Consent Form

I confirm that...

(Please tick as appropriate and add your initials alongside)

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Participant

Researcher

Name: Setan Shay Gassama Name: Kamile Kaktyls

Date: 18/08/2021 Date: 18/08/2021

"When we hear about the horrible conditions that garments workers face, I have always felt saddened and upset about their situation, but I was miles apart from genuinely understanding their physical, mental, and societal difficulties. Working for 16h in similar conditions was indeed a humbling life experience; that I will never forget. For a day, I was able to put myself in their shoes and physically experience what they must go through every day. Not only is it incredibly repetitive and not stimulating, but it also puts a strain on your body. After the first six hours, I could feel pain in my joints, hand and back; and as I was going through this physical pain, I just kept on wondering how much pain they must be in, especially when you realize that they must do this every day of their lives since they were kids."

- Setan Shay Gassama

NEW LOOK

Wednesday, 18th August 2021

'THE 16-HOUR SHIFT'

Participant

Name: Setan Shay Gassama

Age: 24

Clock In Time: 07:45 AM

Clock Out Time: 09:40

Clothes Dismantled: 4.5

Money Earned During The '16-hour Shift':

13.00

Money Donated To Chosen Charities:

13.00

Signed Off By Researcher

Name: Kamile Kaktyls

Date: 19/08/2021

"Coming out of this experience, I can't help but think that even within this experience, we were privileged. Indeed, I had a meal before coming to work, during my break and after. How much can they eat, when they barely make £3 every day for 16h of work? The equivalent of two days of work in Western countries. I was able to sleep in a bed the night before and the night after; even the fact that they are working in buildings that could collapse at any time, makes it difficult mentally. I have realized that no matter what we do, this is their reality and that I will never come close to truly understanding their life, but I will be more conscious when shopping for clothes. I realize how much work goes into one piece of clothing and am more appreciative of it. I have also decided to make a conscious effort to buy from companies that offer minimum wage to their employees worldwide."

- Setan Shay Gassama

"This experience was unique, and I am proud of myself for going through it, but I'll never forget that I did it by choice, and they do it for survival."

'When I went into this Art Performance, all I had considered was how long the shifts are, I already felt for the workers before starting, as I appreciated how long the day was going to be." - Natalie Onoufriou

12 40 8 44 denim co. UK, EU, USA, IT MADE IN BANGLADESH

Wednesday, 18th August 2021

'THE 16-HOUR SHIFT' Project Consent Form.

I confirm that...

(Please tick as appropriate and add your initials alongside)

1. I have been told about the purpose of the project and I understand this.

☒

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☒

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☒

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☒

10. I, along with the Researcher, agree to sign and date this informed consent form.

☒

Participant

Researcher

Name: Natalie Onoufriou

Name: Kamile Kakatyte

Date: 18/8/21

Date: 18/8/21

"My personal experience of the day was not bad; the time went quick. I did feel a few side effects during the time like an achy back and shoulders. I say my experience was not too bad, but I also appreciate that my conditions were far better than theirs. If I got hungry, I could have a quick snack, if thirsty I could drink and if I needed the toilet I was allowed to go. This made me think deeper into their conditions and what they can or can't do. During the 16 hours, I kept thinking of different elements that I had not considered about their working conditions, like are they allowed to talk? Do they get to go to the toilet? Are they allowed some water at any time except lunchtime? This led to more questions like do they get a day off? If they are working 16h shifts, 7 days a week. Even day to day tasks for example do they get to shower? The longer time we spent, the more questions arose and the far worse; a realisation of the truth came out."

"This Art Performance made me want to start buying more ethically however when I asked which brands are the best regarding their ethics of workers; surprised to learn that there are not many that considerate of their workers. At the end of the shift, I was happy for the day to end. I was surprised by how I managed to get through the day relatively well, only getting tired at the very end. I was happy to get home and get into bed knowing that I was done, and I could sleep in until whenever I wanted. The workers don't get any of those luxuries.

I have gained major visibility into the realities of fast fashion and hope to be more ethical in my choices around fashion in the future." - Natalie Onoufriou

Wednesday, 18th August 2021

'THE 16-HOUR SHIFT'.

Participant

Name: Natalie Onoufriou

Age: 21

Clock In Time: 7:00

Clock Out Time: 00:10 AM

Clothes Dismantled: 4/5

Money Earned During The '16-hour Shift': 2.00

Money Donated To Chosen Charities: 2.00

Signed Off By Researcher

Name: Kamile Kakatyte

Date: 19/08/2021

MONEY RAISED.

£ 100.00