

## The Curtain Call: Translating Performance in Text and Visual Media Creative Portfolio

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Image Source: Elena Siemens

“A rose by any other name would smell as sweet.”  
—William Shakespeare

Blending critical analysis and original art (photography, collage, and poetry), this creative portfolio offers three thought-provoking case studies related to the subject of translating performance in fashion ads, rap lyrics, and images of cigars.

“Diesel® Plays the Fool: Translation and Performance in Fashion Ads” by Elena Siemens discusses the controversial “Be Stupid” advertising campaign by Diesel, recipient of the Grand Prix Lion at the Cannes International Advertising Festival (2010). Banned in the UK for

its potentially negative impact on children, this campaign employs theatrical staging combined with provocative slogans, such as “Stupid Might Fail. Smart Doesn't Even Try.” Illustrated with original images inspired by Diesel, the paper refers to prominent theorists and artists (from Derrida to Warhol) to consider the complex (and productive) relationship between translation and performance.

In “Flippin’ the Script: Performing Female Sexual Agency in Rap across Cultures,” Adriana Onita asks how rap, a genre steeped within an African American oral culture, translates across cultures. The paper compares female rap lyrics and personas across several cultures, from Chicana to Italian, to show how rap has been translated, performed and appropriated in order to “flip the script,” or subvert the sexual constructs that have been imposed upon women, and dismantle a dichotomous model of female sexuality that views women as either self-empowered or self-objectified. The paper incorporates an original collage by the author.

Merging critical analysis and poetry by the author, Stephen Cruikshank's paper “Performing the Cigar: A Translation of Tobacco in Cuban Art” traces the cigar through various stages of Cuban history and highlights how the cigar has been translated as a symbol useful to the construction of Cuban nationalism. In what ways does the cultural representation of the cigar throughout Cuban history create a performance of cultural values, identities, and heritage? As this paper reveals, such a question require us to translate the cigar smoke, to breathe in Cuban history, and to exhale the performance of metaphors.