



# DEM'ARTS : Creation, democracy and digital media

## Cross-disciplinary seminar-Fourth session

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### “The Art of Housework: Promises and Challenges of Digital Technology”

Moderator : Barbara Formis MCF HDR (ACTE)

Just as democracy is generally associated with a political system and social structure, today digital art is also thought to promote democracy by facilitating public participation in making and discussing art through digital media. Often neglected in the discourse on democracy is the 'private' home sphere where domestic work is the contested site of gender inequity. Despite the feminists' call for more dignity, visibility, and just compensation for housework and increased participation of men in domestic work, the burden of what is often characterized as invisible work, reproductive labor, or second shift still falls disproportionately on the women (in heterosexual households).

The latest effort to address this gender inequity utilizes rapidly developing digital technology. One strategy is to replace human labor involved in housework with technology and machines, namely the smart home and robots. The other strategy is to valorize housework through social media by the so-called 'cleanfluencers,' housewives, and mothers, who share their experiences documented by photos and videos as a way of promoting love and happiness for the family. Social media is also used by creators, both professional and amateur, of 'zines,' hand-made, non-commercial, grassroots publications, which aim to provide an open platform to share critical ideas related to domestic work and encourage activism. This presentation explores the promises and challenges of these modes of digitalization involved in housework today by giving a wide interpretation of 'digital art.' A particular emphasis is put on the role of aesthetic considerations in housework, such as cleanliness, organization, messiness, and disorder.

**Tuesday, February 4th, 2025**

**6-8 p.m. Paris time**

**Venue: the seminar is hybrid**

> **In person:** Salle 6 of the Centre Panthéon, 12 place du Panthéon, 75005 Paris

> **By videoconference**

>> **Registration required for in-person or online participation:**

<https://demarts.pantheonsorbonne.fr/seminaire-transversal/inscription-seminaire>



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