

AU10TIC



ABOUT CHARLOTTE

Charlotte Geschier, creator of AU10TIC, works under the stage name Miss C and has been active as a model in the art and fashion world, both at home and abroad. Those experiences taught her how hard those worlds are and how authenticity often loses out to the artificial ideal image determined by the few. Fashion determines what to wear and how to look. The emperor's clothes, but in reverse. Clothes without an emperor. Authenticity is under attack. Nothing is what it seems ...

Charlotte founded the non-profit organisation JC Creative House, with the aim of having a safe environment to choose one's own authentic creative direction and thus be a role model for authenticity.

ABOUT AU10TIC

Who are you?

Who are you when you are not seen?

Who are you when you are being seen?

Are you authentic?

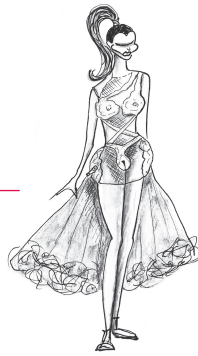
AU10TIC is an artistic project at the crossroads of art and fashion that addresses the issue of authenticity, in particular what the challenges there are of expressing yourself as a human being (through clothing or body adornment) in relation to your environment. AU10TIC talks about the importance of authenticity for ourselves and for society as a whole.

AU10TIC is a project by Charlotte Geschier.

SIX BEAUTIES

To deliver the message of AU10TIC, Charlotte designed six characters, six "beauties". Each character expresses a question and confronts the viewer with how we view and experience each other.

The Trapped Beauty is a character inspired by the Paduang, the "giraffe women". Trapped in tradition and culture? Refine, reshape or mutilate are the questions being asked.



The (Western) Botox Beauty is a persona that refers to the supposed ideals of beauty pursued with the extreme use of botulinum toxin (botox) to hide ageing skin and/or change body shapes. The Question is, are we denying reality?

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The Oriental Beauty is a character inspired by Asian culture. Bound "lotus" feet, black teeth as a beauty ideal. The relativity of aesthetics is a subject here, as much as the pressure of tradition.

With **the Persian Beauty**, inspired by the Middle East, Charlotte asks where the urge to decorate ourselves with gold and exclusive adornments comes from. Are we showing our power? Does it give us power?

Two characters are inspired by tribal cultures. **Tribal Beauty 01** and **02** emphasise spirituality and (super)faith. The models have characteristics of the Apatani, Mursi, Karo and the Maori.

THE SHOW - THE VIDEO

The six characters will perform on 16 September 2023 on the runway of House Of Ikons in London during the Fashion Week. There, the beauties will showcase their beauty to the world press and use their runway pas-sage to throw the audience the question of what the consequences are of looking and being looked at, what is the norm, what is beauty, what is authenticity?

An artistic music video was created by production house Pigeon Eggs. In it, these models are shown with their certainties and insecurities, supported with music by artist J Wolf who made an exclusive composition for this project. It will also be shown online.



Kris de Meester made an original behind-the-scenes video of the project. You can hear the models reflecting on the questions they face on a daily basis. The film will be shown at international film festivals and online, under the curatorship of production company Tarkovsky Ltd.

THE BOOK

All the characters are collected in an artistic photobook with photographs by Pieter Cliteur, provided with background information on the beauties. Writer Jens Pas provides a contemporary reflection on this project using Jean-Paul Sartre's book "L'être et le Néan" as a canvas.

THE EXHIBITION

The entire project will be presented to the public in the form of a travelling experience exhibition.

The launch of AU10TIC will take place with an exhibition on 8 September 2023 in Charlotte's hometown, Bruges, at the Convent of the Redemptoristines, in a collaboration with the Academie Brugge DKO.



www.au10tic.org

