WHAT IS CULTURAL APPROPRIATION?

By the Kahnawà:ke Youth Forum
Kahnawà:ke Youth Forum

The KYF is a youth-led organization that provides Kahnawake’s youth aged 15-30 with a place to express their views, make changes and to build a network with for youth.
STICKER CAMPAIGN

October 2013

#KYFdecolonize

Say **NO** to CULTURAL APPROPRIATION

#KYFdecolonize

Say **NO** to CULTURAL APPROPRIATION
Say **NO** to **CULTURAL APPROPRIATION!**

A CAMPAIGN SPONSORED BY THE KAHNAWÁ:KE YOUTH FORUM

Post photos of your stickers to Twitter, Facebook & Instagram with the hashtag #KYFdecolonize

WANT STICKERS? Email us at info@kahnawakeyouthforum.com

#KYFdecolonize
Media Attention

Sensitization campaign against Native costumes

Jeunes Mohawks contre les déguisements d’Indiens

Stick to the message: stop misappropriation

Say NO to CULTURAL APPROPRIATION
So... What is cultural appropriation?

Definition: It is the taking of intellectual property, knowledge and cultural expressions from someone else’s culture without permission.
When it comes to First Nations, cultural appropriation happens when...
Hipsters wear headdresses
Halloween Costumes

Indian Maiden, Hot on the Trail, Pocahottie, Tribal Trouble, Sexy Indian Princess, Chief Wansum Tail, Tomahawk Hottie, Teepee Nites, Pow! Wow!, Reservation Royalty, Rain Dancing Diva, Tribal Tease, Chief Hottie Body, Tribal Treat, Poke-her-hotness,
FASHION DESIGNERS

- Victoria Secret
- Chanel
- Forever 21
- H&M
- Paul Frank
- Urban Outfitters
- Inukt
Celebrities in Redface
Sports Mascots & Logos

NEW YORK JEWS
SAN FRANCISCO CHINAMEN
CLEVELAND INDIANS
Marketing
So what is the problem with these examples?
Cultural appropriation...

- Reinforces stereotypes of our people.
- Undermines the diversity of all Indigenous people in Canada and the United States.
- Whether or not there are negative or offensive intentions, the continued acceptance and perpetuation of this type of imagery dehumanizes Indigenous people.
- All our distinct nations become a one-dimensional and fictionalized representation without our consultation or any consideration to the fact that we are real people.
Hurtful & Offensive

NO,
IT’S COOL,
IT’S NOT LIKE YOUR
ANCESTORS KILLED
THEM ALL OR ANYTHING.
Social Implication

Go ahead and continue sexualizing American Indian and First Nations Women

It's not like they are 2.5 times more likely to be sexually assaulted than other women living in the United States.
Political Implications

[SIGNAGE] SIT down and TALK Nation to Nation

[CHILD] is the same as the old act

[CHILD] because this new act
Economic Implications
How Society treats us

Hey Indians.
Get ready to leave in a trail of tears.
Round 2.

"KC Chiefs" will scalp the Redskins feed them whiskey send 2 reservation.


How we treat ourselves

I TAN TO LOOK MORE NATIVE