

women united

ART MAGAZINE



ISSUE XII
AUTUMN 2025

HIGHLIGHTING EXTRAORDINARY WOMEN CREATIVES, INSPIRING INDUSTRY LEADERS &
REMARKABLE ART ORGANISATIONS

ISSUE XII

women united

2025 Y.

ART MAGAZINE

PUBLICATION BY WOMEN UNITED ART MOVEMENT



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W Women In The Arts

CELEBRATING

MEET THE FEMALE ARTISTS
BEHIND THE OLYMPIC POSTERS FOR
MILANO CORTINA 2026

RAFFAELLA PANIÈ

ART FROM HEART



ART *from* HEART

ART from HEART is a women-led, award-winning arts organisation based in London, dedicated to connecting art, activism, and community.

Co-founded by artists **Beatriz Perez** and **Judit Prieto** in 2019, the initiative creates opportunities for artists from diverse backgrounds to exhibit, promote, and sell their work through curated exhibitions, events, and public programmes rooted in urgent contemporary issues.

Grounded in ecofeminist values, ART from HEART champions gender equality, environmental awareness, and social justice through projects that spark dialogue and collective action. Their exhibitions centre artists' voices, inviting audiences to reflect, question, and reimagine the world we share. ART from HEART's mission lies in accessibility, transparency, and sustainable support for artists at every stage of their careers.

Alongside exhibitions, the organisation offers curatorial services and consultancy for individuals, galleries, and organisations, helping artists and clients connect with art that creates emotional and social impact. ART from HEART exists to nurture creativity as a force for change.



"We invite our community to engage, participate, and grow with us through art that inspires connection, care, and transformation."



ART from HEART founders (from left to right): Judit Prieto, Beatriz Perez

ART FROM HEART HAS BECOME A VIBRANT FORCE FOR SOCIALLY ENGAGED CREATIVITY. LOOKING BACK AT YOUR JOURNEY SINCE 2019, WHAT ARE YOU MOST PROUD OF ACHIEVING – BOTH AS ARTISTS AND AS FOUNDERS OF A WOMEN-LED MOVEMENT THAT CONTINUES TO INSPIRE OTHERS?

Since founding ART from HEART in 2019, we are most proud of building a platform where art and social impact genuinely come together. As artists ourselves, we noticed the lack of spaces where creativity, care, and activism could coexist, especially for women and artists from underrepresented backgrounds. We wanted to change that.

That's why we created the ECOFeminism Festival, now in its third edition: a triannual celebration of the powerful relationship between women and nature. Inspired by the ecofeminist pioneers of the 1970s, the festival has grown into a vibrant platform for dialogue, creativity, and collective empowerment. Each edition brings together exhibitions, workshops, performances, and films that spark conversation, nurture a sense of solidarity, and build community at a time when climate justice and women's rights feel increasingly urgent. Since 2021, the ECOFeminism Festival has united artists, activists, scholars, performers, and local communities to explore how art can imagine and enact change.

We have now supported over 400 multimedia artists from 40+ countries. Watching their confidence grow, their work reach new audiences, and new networks form around them is our most meaningful success. It proves that when we nurture art collectively, culture shifts.

YOUR MISSION IS ROOTED IN ECOFEMINISM, INCLUSIVITY, AND COMMUNITY. HOW DO THESE VALUES COME TO LIFE IN YOUR DAILY WORK, AND HOW HAVE THEY SHAPED THE WAY YOU COLLABORATE WITH ARTISTS AND AUDIENCES AROUND THE WORLD?

Our values, **ecofeminism, inclusivity, and community care**, guide everything we do. For us, these are not abstract ideals, but daily practices. They shape how we design opportunities, choose partners, curate exhibitions, and engage with artists and audiences.

Collaboration for us means shared authorship and shared growth. Whether working with emerging artists, established practitioners, organisations, or grassroots collectives, we create spaces where different voices meet in dialogue, not hierarchy.

Our model rests on a **three-fold commitment**:

- Artists** – offering platforms to exhibit, promote, and sell work.
- Communities** – creating art experiences that are accessible, engaging, and meaningful.
- Charitable impact** – supporting environmental and social causes such as tree planting through OneTreePlanted.

This framework ensures that every project we create carries purpose, impact, and continuity. It keeps us aligned with why we started: to promote art that is expressive, responsible, relational, and transformative.



FROM TOP TO BOTTOM
We Grow Into the Forest, event
ECOFeminism Festival 2021, Superwoman Manual,
 performance by Ditada Group



YOU'VE GIVEN A PLATFORM TO OVER 400 MULTIMEDIA ARTISTS FROM 40 COUNTRIES. WHAT HAS IT BEEN LIKE WITNESSING SO MANY DIVERSE VOICES COME TOGETHER UNDER ONE SHARED PURPOSE – AND WHAT DO YOU FEEL UNITES THEM DESPITE THEIR DIFFERENT BACKGROUNDS?

Witnessing such diverse creative voices come together has been extraordinary. Every artist brings their own cultural background, medium, story, and sensibility, but they are united not by a shared aesthetic, but by a shared intention: to engage deeply with the world rather than merely depict it.

Many of the artists we support explore themes such as environmental care, gender inequality, identity, memory, belonging, and collective healing. What connects them is a commitment to art as awareness, testimony, and connection. They create from care, not from trend.

Even when their visual languages differ, their intentions resonate across cultures. This shared purpose turns our exhibitions into communities of dialogue, where artists are not competing but conversing, moving together rather than apart. There is a sense that we are part of something larger, a **global creative movement rooted in empathy for change**.

THE ECOFEMINISM FESTIVAL HAS BECOME ONE OF YOUR HALLMARK INITIATIVES. CAN YOU SHARE WHAT INSPIRED ITS CREATION AND HOW IT HAS EVOLVED INTO A SPACE FOR DIALOGUE, PERFORMANCE, AND MEANINGFUL CHANGE?

The ECOFeminism Festival was born in 2021 from a desire to honour the long lineage of ecofeminist thinkers, artists, and activists whose work flourished in the 1970s. These women recognised the intertwined exploitation of the Earth and the oppression of women, responding with creativity, community, and resistance. Their legacy felt both inspiring and urgent to us, especially at a time when environmental crises and gender inequality continue to intensify.

The Festival began as a way to bring this conversation into the present, uniting art, activism, and shared knowledge. What started as a single multimedia exhibition has grown into a multi-layered cultural programme, including a large-scale exhibition, workshops, performances, panel discussions, artists' talks, community activities, and a Short Film Festival.

Each edition invites artists, scholars, community groups, and audiences to explore how creativity can support ecological care, collective empowerment, and systemic change.



Today, the Festival is a meeting place: a space to witness art, participate in it, and imagine more liveable futures together.

And the public's response has been deeply moving. Visitors wrote:

- "Brilliant art and empowering meanings. We are the future."
- "Fantastic women-centred exhibition. Empowering!"
- "Thank you. Wonderful Artivism, as always."
- "ART from HEART is absolutely a necessary avenue. We need more inspiring creative hubs like it."

These words continue to fuel us.

YOUR PROJECTS OFTEN EXTEND BEYOND EXHIBITIONS – THEY BUILD COMMUNITY. CAN YOU TELL US ABOUT A PARTICULAR COLLABORATION OR EVENT THAT DEEPLY MOVED YOU OR REMINDED YOU WHY THIS WORK MATTERS SO MUCH?

One of the collaborations that deeply moved us was being approached by the Barbican as authorities on ECOFeminism. They invited us to create and facilitate two workshops for their Members' Lates, responding to 'RE/SISTERS: A lens on Gender and Ecology', and 'Chorus in Rememory of Flight' by Artist Julianknxx.

The Sisterhood Eco-Banner Workshop and the Poetry & Drumming Workshop became much more than creative

sessions. They became spaces of trust, expression, and collective witnessing. People shared stories, some joyful, some painful, and created together. We painted, wrote, played drums, and held space for one another.

It reminded us that art is not only something to look at, but something that connects us. Creativity became care. Community formed through making.

Moments like this reaffirm why this work matters: because connection transforms us.

ARTIVISM REQUIRES COURAGE AND IMAGINATION. HOW DO YOU NURTURE BOTH WITHIN YOUR TEAM AND AMONG THE ARTISTS YOU SUPPORT, ESPECIALLY WHEN ADDRESSING CHALLENGING SOCIAL OR ENVIRONMENTAL ISSUES?

Artivism asks artists to look directly at the world and respond creatively. That requires courage, imagination, and community support. We nurture this by creating opportunities where artists feel safe to experiment, question, feel, and deepen their visual language.

We encourage them to explore complexity rather than avoid it, and to follow their intuition when engaging with difficult truths. Our role is to hold the space for this exploration through supportive curatorial dialogue, intentional programming, and collaborative conversations rather than hierarchical critique.

Within our team, we lead by example. We create, advocate, organise, and plant seeds, literally and symbolically. We practice transparency, co-decision-

WOMEN IN THE ARTS

making, and care. Our work is not only about outcomes but about building collective courage.

Artivism isn't about producing answers; it's about sparking awareness. When artists feel supported, they become catalysts for cultural shift.

SUSTAINABILITY SEEMS TO BE A GUIDING THREAD IN YOUR STORY – FROM ECO-CONSCIOUS PRACTICES TO TREE PLANTING IN THE AMAZON. HOW DO YOU SEE THE RELATIONSHIP BETWEEN CREATIVE EXPRESSION AND ENVIRONMENTAL RESPONSIBILITY EVOLVING IN THE FUTURE?

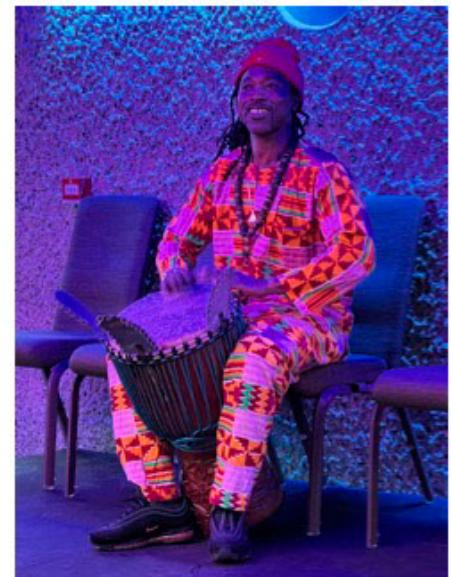
We see creative expression and environmental responsibility as deeply connected. The future of art and sustainability lies in conscious materiality, cultural repair, and ecological remembrance. Artists will increasingly look to nature not only as inspiration, but as collaborator, teacher, and witness.

At ART from HEART, sustainability runs through everything—from the themes we explore, to the artists we champion, to the way we produce exhibitions with minimal waste. Many artists we work with use recycled materials, natural pigments, salvaged objects, or critique extractivism and environmental injustice. This is more than an aesthetic movement; it is a **cultural shift**.

We also plant trees in the Amazon Rainforest (405 so far) through OneTreePlanted, not as symbolism, but as real-world repair.

OneTreePlanted founder, Matt Hill, wrote to us: *"Your continuous support of our mission... is truly remarkable... The trees you've planted will go on to help clean the air we breathe, filter the water we drink, and provide habitat to over 80% of the world's terrestrial biodiversity... It's thanks to people like you that we can make such a significant impact."*

Environmental responsibility is not separate from creative expression; it is becoming the heart of it. As the climate crisis intensifies, artists will play an even more vital role in shaping cultural understanding. Art moves hearts before policy shifts. And that's where change begins.



LEFT (OPPOSITE PAGE)
ECOFeminism Festival 2021, Utopia Exhibition

TOP
Barbican, drummer

BOTTOM
Barbican, poetry workshop

MANY OF YOUR INITIATIVES CENTRE ON WOMEN'S VOICES AND LEADERSHIP. WHY DO YOU BELIEVE IT'S SO VITAL TO CHAMPION WOMEN IN ART AND ACTIVISM TODAY, AND HOW HAVE YOU SEEN THAT EMPOWERMENT RIPPLE THROUGH YOUR COMMUNITY?

For too long, women's narratives have been censored or softened—especially where land, body, and power intersect. Women remain underrepresented and underfunded, despite being carriers of environmental stewardship, cultural continuity, and community knowledge. Centring women's voices isn't about exclusion, it's about rebalancing.

A visitor once wrote during the ECOFeminism Festival:

"Lovely to see women's relation to nature through art. Empowering!"

When one woman speaks her truth, many more recognise their own.

That empowerment ripples. It encourages artists to engage with contemporary issues through their creative practices, aligning their voices behind a shared purpose and forming a community shaped by mutual support.

At ART from HEART, we create a space where this ripple becomes a wave, because in unity, there is strength.

YOUR MOTTO, "AMPLIFYING VOICES, INSPIRING CHANGE," BEAUTIFULLY CAPTURES YOUR ESSENCE. COULD YOU SHARE A STORY OR MOMENT THAT TRULY EMBODIES THIS – WHEN YOU FELT THE POWER OF ART CREATING REAL CONNECTION OR TRANSFORMATION?

One moment that truly embodied our motto happened during the closing of the first ECOFeminism Festival, when Ditada Group performed "Superwoman Manual." It was a fierce, participatory critique of the oppressive beauty standards imposed on women.

The audience quickly understood that the performance wasn't about pointing fingers; it was about collective reflection. People recognised themselves in the work, in humorous and painful ways. The room shifted. Something opened.

We realised, once again, that change is always collective. Art invited that shift.

RIGHT
ART from HEART
LiveWire Prestige Awards, Arts Organisation of the Year 2023-24

RIGHT (OPPOSITE PAGE)
ECOFeminism Festival 2024, Branches Exhibition

AS ART FROM HEART LOOKS TOWARD THE NEXT CHAPTER, WHAT DREAMS OR GOALS ARE GUIDING YOU? HOW DO YOU ENVISION YOUR ORGANISATION CONTINUING TO INSPIRE, CONNECT, AND SHAPE A MORE CONSCIOUS ART WORLD?

Our goal is to continue being a leading voice in Artivism, game-changers in the events industry, showing what the art world can look like when purpose, creativity, and compassion come together.

We want to grow the ECOFeminism Festival into a beacon for activists, thinkers, and communities working toward climate justice and gender equity.

We see ART from HEART as a lighthouse: a cultural, ecological, and feminist beacon inspiring deeper awareness and responsibility across the art world.

We will continue to:

- Expand the ECOFeminism Festival
- Champion sustainable creative practices
- Create alternative models of exhibition and community engagement
- Amplify voices shaping a just and beautiful future

We are here for the long arc. This is only the beginning. We are building the future we wish to see, one exhibition, one artist, one conversation, one tree at a time.



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ART MAGAZINE

1 YEAR / 5 DIGITAL ISSUES / EUR 31.99

PUBLISHED QUARTERLY



www.womenunitedartmovement.com/magazine