



A Manifesto of Visibility and Voice

*A pioneering global initiative curating
the narratives of women in funeral care
through the universal language of art*

Submission Guidelines

Background and Purpose

“A Manifesto of Visibility and Voice” is an online project that invites women working in the funeral profession to share their stories through visual expression.

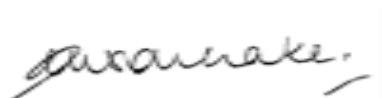
Through this new and innovative project, the FIAT-IFTA Global Education Committee is seeking to better understand the valuable role that women play in the worldwide funeral profession. The aim is to build a creative collection that reflects the realities of their work - often quiet, often unseen - and to help others better understand the vital role women play in caring for the dead and supporting the living, all around the world. Whilst we possess significant knowledge regarding the activities of our global FIAT-IFTA membership, our understanding of women’s roles, as well as the systemic barriers and challenges they may encounter, is still limited.

Although this project aligns in some ways with Goal 5 of UNESCO’s 17 Sustainable Development Goals, “Gender Equality”, it is about much more than policy alignment. We believe it to be the first step toward understanding the role of women through an evolutionary lens.

Across cultures and throughout history, the role of women in death care has shifted dramatically. Today, it reflects a rich tapestry of cultural traditions, spiritual beliefs, gender dynamics, and social change. But how does this evolution affect women working in the profession now? Are there still barriers that prevent or hold women back from roles that, in many societies, have traditionally been held by men?

Imagine a world where we explore these questions not just through words, but through the universal language of art. That is the vision behind ***“A Manifesto of Visibility and Voice”*** - a project which invites women in the funeral profession—regardless of role, background, or location—to submit visual works that reflect their personal and professional experiences. Whether it is a photograph, a painting, a collage, or any other form of visual expression, our intention is that each submission becomes part of a growing global archive that honors their work and sheds light on their stories.

This initiative will not only be a creative platform but also a tool for education and advocacy. By centering women’s perspectives in a field that is often male-dominated, the project aims to foster visibility, spark dialogue, and celebrate the essential - yet often invisible - labor women perform in caring for the dead and supporting the living.



Alison Crake, Chair, Global Education Committee

Eligibility – Individual

By reaching out to a diverse pool of participants we hope to not only enrich and broaden the perspectives shared but to also ensure that the resulting Manifesto embodies a truly global understanding of gender dynamics and the vital role that women play in funeral rituals.

We warmly invite women working in the funeral profession to contribute to this project, with submissions open to women working in any area of the funeral profession, such as

- Funeral Directors
- Funeral Arrangers
- Embalmers
- Mortuary workers
- Funeral Service Operatives
- Funeral Support Staff

Formal artistic training is not essential; the project prioritizes authentic expression, emotional content, and individual perspectives based on individual experiences. This space will be about making the lived experiences of women seen and heard.

Eligibility – Corporate or Large Organizations

If you are a trade association, or a corporate organization working with multiple funeral businesses in your country and you wish to collate submissions from the women you represent in your own membership, we would love to hear from you.

Please get in touch using the contact details in this document, and we will help you formulate your “call for action” to your membership and discuss with you how you can submit larger pieces of work.

Formats and Ideas

In recognition of the diverse ways in which women express their experiences, this project welcomes a wide range of visual formats. Contributors are encouraged to select the medium that best reflects their personal and professional journey within the funeral profession. Whether through traditional artistic techniques or

contemporary digital approaches, each submission should seek to illuminate the themes of visibility, voice, grief, and care and support. The intention is to foster authentic storytelling and creative freedom, ensuring that every narrative—regardless of style or background—finds its place within this global initiative.

- Static works: collage, photography, illustrations, drawing, painting, textile, printmaking, sculpture (as photos).
- Digital works: digital art/illustration, photo montage, data-led visuals.
- Short moving image: up to 1 minute 30 seconds.

Theme prompts

The following theme prompts are designed to inspire and guide your creative response, encouraging contributors to reflect deeply on the varied experiences of women in the funeral profession. These themes encompass both the emotional and practical realities of the work, as well as the broader social, cultural, and historical contexts in which it takes place. You are invited to interpret these prompts in a way that resonates with your own journey, ensuring that each submission adds a unique perspective to this global initiative.

- Visibility
- Voice
- Grief
- Care and Support
- Tradition and Change
- Barriers and Breakthroughs
- Leadership and Influence
- Resilience and Compassion
- Collaboration and Community
- Spirituality and Meaning
- Innovation and Creativity
- Recognition and Advocacy

Each theme is intended to foster authentic storytelling and creative freedom, allowing contributors to illuminate the challenges, triumphs, and everyday realities that shape their professional and personal lives.

How to Submit

Submitting your work to “A Manifesto of Visibility and Voice” is designed to be straightforward and accessible, ensuring that contributors from all backgrounds can participate with confidence. Please follow the step-by-step guidance below to prepare your files, confirm permissions, and complete your submission. If you have any questions or require additional support at any stage, do not hesitate to contact the Project Lead for assistance.

Next steps:

- Prepare files to the specification set out below
- Familiarize yourself with the Content and Ethics Guidelines
- Confirm permissions and rights
- Upload and email to info@thanos.org.

Technical Specifications

To ensure that all submissions can be included in the online exhibition and are presented at their best, we ask contributors to follow the technical specifications outlined below. These requirements help maintain consistency and quality across a wide range of visual formats, making it easier for the curatorial team to review, display, and celebrate your work. Please check the details for file types, sizes, and naming conventions before submitting, and reach out if you need support or clarification at any stage.

- Images: JPG/PNG, 3,000–4,000 px, 300 dpi, ≤ 20 MB.
- Video: MP4/MOV, 1080p, ≤ 1 minute 30 seconds, ≤ 200 MB.
- File naming: Surname_Firstname_Title_YYYY_Country
 - for example, **“Smith_Jane_GriefAndHope_2025_UK.jpg”**

Content & Ethics Guidance

As you prepare your submission, please ensure that your work upholds the highest standards of respect, sensitivity, and integrity. This guidance is intended to help contributors navigate important considerations around privacy, dignity, cultural awareness, and legal compliance. By following these principles, you help create a safe

and inclusive space for all participants, ensuring that every story is honoured and every contribution is treated with care.

Some things to think about before your submission:

- Have you obtained written consent from anyone who is identifiable in your work?
- Does your submission respect the privacy and dignity of all individuals depicted or referenced?
- Have you considered cultural sensitivities and the diverse backgrounds of your audience?
- Is your work original, and do you hold the rights to share it?
- Does your submission avoid content that could be unsafe, illegal, or discriminatory?
- Have you minimised text and allowed the visual elements to lead your narrative?
- Are you comfortable with your work being shared online and included in a global exhibition?
- Have you reviewed your submission for any ethical concerns or potential impact on others?

Rights, Permissions & Use

Before submitting your work, it is important to understand how your rights as a creator will be respected and how your submission may be used within this initiative. This section outlines the permissions required, the terms of use, and the process for attribution and withdrawal. By clarifying these points, we aim to ensure transparency and trust, so that every contributor feels confident in sharing their story and creative expression as part of this global archive.

Key points to consider:

- Copyright remains with you as the creator.
- Submissions grant a non-exclusive, royalty-free licence for exhibition and educational use, with full attribution.

- Written consent is required for any identifiable individuals featured in your work.
- You may request withdrawal of your submission from future use; published pages may be archived.
- Attribution will always include your name, country, and professional role.

Accessibility & Support

We are committed to making participation in “A Manifesto of Visibility and Voice” as inclusive and accessible as possible. Whether you are submitting from a location with limited internet bandwidth, require format adaptations, or need language support, we encourage you to reach out for assistance. Contributors are welcome to submit text in any language; if needed, we may request or arrange a translation to ensure your story is understood and celebrated within the global exhibition. Our aim is to ensure that every contributor—regardless of background, resources, or language—can share their story and creative work with confidence and ease. If you have any specific needs or questions, please contact the Project Lead for tailored support.

Some things to consider before submitting:

- Low-bandwidth options are welcome; you may submit smaller files or request alternative submission methods if needed.
- Format adaptations are available to accommodate different types of visual work or accessibility requirements.
- You may submit text in any language. If translation is needed, we will work with you to arrange this.
- If English is not your native language, keep captions simple and clear, or request support with translation or editing.
- If you encounter any barriers to participation, please contact the Project Lead for guidance and solutions.

If you have difficulty accessing the internet or using digital platforms, you can request to submit your work on a USB stick or as printed photographs by post. Alternatively, if you require screen reader-compatible documents, help with captioning or

translation, or any other accessibility support, let us know and we will do our best to arrange tailored assistance to ensure your story can be included in the exhibition.

Contact

Project Lead: Alison Crake — alison.heritage@thanos.org

Curation Credits

Curation Credits

Lead Curator: Alison Crake, Chair, FIAT-IFTA Global Education Committee

Advisory Panel: FIAT-IFTA Global Education Committee

Institutional Credit: FIAT-IFTA – The World Organization of Funeral Operatives

Selection & Curation

All submissions to “A Manifesto of Visibility and Voice” will be carefully reviewed by the FIAT-IFTA Global Education Committee before being included in the online exhibition. The committee considers each work for its alignment with the project’s themes, clarity of expression, diversity of perspective, and suitability for online presentation. This thorough curation process ensures that every contribution is honored and that the final collection reflects the richness and variety of women’s experiences in the funeral profession.

Timeline

- Start Date: 1 November 2025
- Deadline: 31 March 2026
- Exhibition launch: TBC

- Maximum entries per individual: 3

FAQ

Question	Answer
What is “A Manifesto of Visibility and Voice”?	A global initiative by the FIAT-IFTA Global Education Committee inviting women in the funeral profession to share their stories through visual art, thereby building a creative archive of their experiences and contributions. Through the initiative we hope to gain a clearer understanding of the role of woman both in the care of deceased people and the care of those bereaved.
Who can submit?	Individuals: Any woman working in the funeral profession (e.g., Funeral Directors, Arrangers, Embalmers, Mortuary Workers, Service Operatives, Support Staff). Corporate/Organisations: Trade associations or corporate organisations may coordinate submissions from their female members. Contact the Project Lead for support.
What formats are accepted?	• Static works: Collage, photography, illustration, drawing, painting, textile, printmaking, sculpture (as photos). • Digital works: Digital art/illustration, photo montage, data-led visuals. • Short moving image: Up to 1 minute 30 seconds.
What themes should submissions address?	We encourage contributors to be creative, but your submission should include reference to the key themes of the project: Visibility, Voice, Grief, Care and Support, Tradition and Change, Barriers and Breakthroughs, Leadership and Influence, Resilience and Compassion, Collaboration and Community, Spirituality and Meaning, Innovation and Creativity, Recognition and Advocacy.
How do I submit my work?	Prepare files according to technical specifications, review the Content and Ethics Guidance, confirm permissions and rights, then upload and email to info@thanos.org. Please ensure you have the appropriate permissions if you are

Question	Answer
	using the work of others, or images obtained from others.
What are the technical specifications?	Images: JPG/PNG, 3,000–4,000 px, 300 dpi, ≤ 20 MB. Video: MP4/MOV, 1080p, ≤ 1 minute 30 seconds, ≤ 200 MB. File naming: SurnameFirstnameTitleYYYYCountry (e.g., SmithJaneGriefAndHope2025UK.jpg).
What ethical and content guidelines must I follow?	Obtain written consent for identifiable individuals; respect privacy, dignity, and cultural sensitivities; ensure originality and rights to share; avoid unsafe, illegal, or discriminatory content; minimise text; be comfortable with online sharing; review for ethical concerns and impact on others.
What rights do contributors retain?	Copyright remains with the creator. Submissions grant a non-exclusive, royalty-free licence for exhibition and educational use, with full attribution. Written consent is required for identifiable individuals. Contributors may request withdrawal from future use; published pages may be archived. Attribution includes name, country, and professional role.
Is support available for accessibility or language needs?	Yes. Low-bandwidth options and alternative formats are supported. Text may be submitted in any language; translation can be arranged. Support is available for captioning, translation, and alternative submission methods (e.g., USB stick, printed photographs). Contact the Project Lead for tailored assistance.
Who do I contact for help or questions?	Project Lead: Alison Crake — alison.heritage@thanos.org
How are submissions selected and curated?	All works are reviewed by the FIAT-IFTA Global Education Committee for alignment with project themes, clarity, diversity, and suitability for online presentation. Maximum entries per individual: 3.
What are the key dates?	Start Date: 1 November 2025 Deadline: 31 March 2026 Exhibition launch: To be confirmed

It's time to tell your story!



Despite increased representation, many women still report facing barriers to advancement and recognition

[THANOS.ORG](https://thanos.org)



Guide to Creating Submissions for “A Manifesto of Visibility and Voice”

Find Inspiration in Everyday Experiences

The previous page shows an image which features a variety of visual elements that can inspire your submission:

- Funeral care settings:
 - Buildings, signage, and objects related to the profession.
- Personal expression:
 - Signs with empowering messages (e.g., “I have a voice”), handwritten notes, and books.
- Questions of identity:
 - Words written on glass (“Who am I?”) and text highlighting barriers.
- Professional context:
 - Uniforms, work attire, and tools of the trade.
- Themes of advocacy:
 - Words like “barriers” and “recognition” emphasise the challenges and triumphs faced by women in funeral care.

Tip: Think about your own experiences—moments of challenge, pride, learning, or change. What objects, words, or settings best represent your story?

Choose Your Format

You can submit:

- Photographs
 - e.g., workplace, meaningful objects, written messages
- Digital art or collage
 - combine images, text, and symbols
- Drawings or paintings
 - Either your own or others (remember to seek permission to use or use royalty free images)
- Short video clips
 - up to 1 minute 30 seconds (think about any content that could be deemed sensitive and check you have permission to use imagery)
- Mixed media
 - e.g., combining photos with handwritten notes or found objects

Creating your submission

We encourage you to be creative, so don't worry if you don't have any professional design skills! There are free online tools you can access to make it simple. If you use Microsoft Word, Publisher or PowerPoint, you can find imagery there.

There are also websites which offer the opportunity to create images, for no charge (you may need a subscription to access some of the "pro" imagery). The image we created was done with Canva – but there are others available. We have put some suggestions below to help you:

Canva (<https://www.canva.com>)

- Create collages, posters, digital art, and presentations.
- Use templates for photography, social media, and video.
- Add text overlays, shapes, and backgrounds.
- Download your work in JPG, PNG, or MP4 formats.

Pixlr (<https://www.pixlr.com>)

- Edit photos, add effects, and create digital artwork.
- Free and browser-based.

Photopea (<https://www.photopea.com>)

- Advanced photo editing, similar to Photoshop, but free and online.

Google Slides (<https://slides.google.com>)

- Make simple collages or presentations using images and text.

Unsplash (<https://unsplash.com>)

- Find free, high-quality images to use as backgrounds or elements in your work.

Reflect the Project's Themes

Think about the overall theme of the project and how this translates or resonates with your own experiences. Your experiences are personal to you – there is no "right" or "wrong experience" and we encourage freedom of expression. We have noted some hints to help you but this is a time for you to be creative – and to make sure that you are visible and that your voice is heard!

- **Empowerment:**
 - Use bold text or symbols to express your voice.
- **Barriers:**
 - Incorporate words or imagery that represent obstacles or breakthroughs.
- **Identity:**
 - Pose questions or statements that reflect your journey.
- **Community:**
 - Show collaboration, support, or shared experiences.

Technical Tips

- **Images:**
 - Save as JPG or PNG, 3,000–4,000 px wide, 300 dpi, up to 20 MB.
- **Videos:**
 - Save as MP4 or MOV, 1080p, up to 1 minute 30 seconds, up to 200 MB.
- **File naming:**
 - Use Surname_Firstname_Title_YYYY_Country (e.g., Smith_Jane_GriefAndHope_2025_UK.jpg).

Submission Checklist

- Ensure your work is original and you have rights to share it.
- Obtain written consent for anyone identifiable in your work.
- Keep text minimal—let visuals tell your story.
- Review for privacy, dignity, and cultural sensitivity.
- Email your submission to info@thanos.org.

Need Help? More questions?

If you need support with technology, file formats, or creative ideas, contact the Project Lead: **Alison Crane** (alison.heritage@thanos.org).

Ready to begin?

Use the ideas above and the free tools listed to create a submission that reflects your unique experience and perspective in funeral care.

Your story matters—let it be seen and heard!