



# Freshly squeezed

Best friends **Shae Guava** and **Georgia Tooke** might be thousands of miles apart, but together they've launched **Jiggle n Juice**, an art platform with a revolutionary approach to critical conversation and showcasing creativity. **Interview: Rebecca Bradbury**

## How did you two meet?

**SG:** We met at Gray's School of Art [in Aberdeen] in 2019 where I was studying, and Georgia was carrying out her semester aboard. **GT:** It was then that we started planning to collab. Even though I'm now back in Canada and there's an eight-hour time difference, we still managed to launch Jiggle n Juice together back in 2020 at the start of the pandemic.

## Where did the idea to launch Jiggle n Juice come from?

**SG:** We both felt our art school education was lacking in advice on how to actually be an artist. I left school thinking, I don't really know what I'm doing next, and I don't know how to make art my full-time job. It's interesting because Georgia and I went to totally different art schools, we only crossed over for a matter of

"We both felt our art school was lacking in advice on how to actually be an artist"

months before she went back to Canada, but we both experienced these same problems. So that's why we formed Jiggle n Juice, to start filling in the gaps.

## How are you demystifying this gap between art school and industry?

**GT:** We both felt woefully underprepared when it came to bringing our work to an audience, so we offer support documents explaining the "business" side of being an artist. We cover topics like how to write an artist's statement, price a work and make a creative contract. We hope to help recent grads and early career artists make those first steps in their professional development.

## In what other ways are the structures of traditional art institutions failing?

**SG:** I think the whole nature of the artworld needs to change for people to be able to make a sustainable career out of art. I was told I'd have to move to London if I wanted to make it, but why should you have to be in a certain place? Why should you have to know a certain person? Why should you have to be a certain class?

**GT:** There are so many outdated structures in the artworld. The first that comes to mind is hierarchy. Hierarchy goes hand in hand with capitalism, colonialism, patriarchy and racism. We are beginning to see a shift in the artworld, but it's not nearly fast or radical enough. That's why we're committed to accessibility, by uplifting all



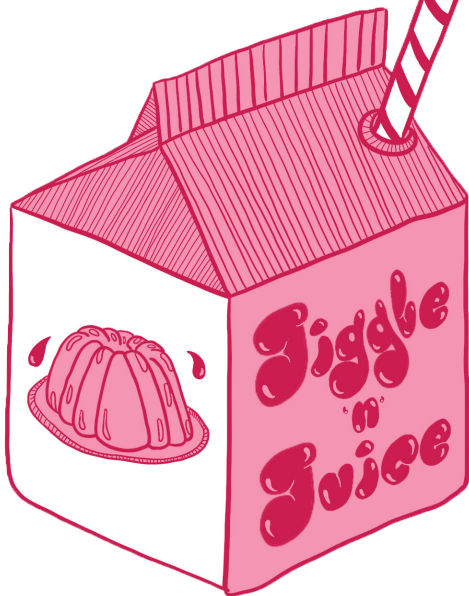
**ABOVE** Shae's personal work; **RIGHT** Georgia's practice involves collating unusual found objects

creative voices and providing all of our content for free.

## What sort of voices are missing from the artworld?

**GT:** It felt like at art school we were always given the same 50 modern artists to look at and only getting half the story. BIPOC and LGBTQ+ artists are not in most of the

traditional art history books but have had a huge impact on arts and culture. If you can include artists of all different backgrounds in your research, you'll have a deeper, much more meaningful understanding of the artworld. **SG:** All my tutors at Gray's were male and the same few female artists seemed to be put in a box



"We hope we can help recent grads and early career artists make those first steps in their professional development"

and brought out time and time again. That's why we launched our "In Conversation With..." section, as a way for people to hear artists with different voices and practices.

**Your Jawbreaker YouTube series is a platform for critical discussion. Why are these conversations important?**

**SG:** When the pandemic first hit, I realised the importance of being in the studio and having discussions

with other students. All of my art projects have come about because of some sort of conversation and when graduates no longer have a studio to go to, the chance for this sort of connection disappears. So we're hoping Jiggle n Juice can continue conversations like these.

**GT:** If there wasn't any critical discussion, nothing would ever change. It's crucial for challenging systems of power, and possibly one of my favourite things that art can do for society is to make people, feel, think and act.

**What has been your favourite Jawbreaker episode so far?**

**GT:** That's a tough one! I've really enjoyed all our convos. I would say it's a three-way tie between *Feminists Discuss What's Wrong with "Feminist" Art and Corruption in the Art World* from season one and *The Grotesque & The Gut-wrenching* in season two.

**SG:** I like the ones where we compare and contrast a particular artist. We both have similar opinions, but when it comes to Rachel Whitbread, Georgia loves her, and I don't so much. So, we picked her to discuss. You don't have to like an artist because they're famous or your tutor says you should, and I think it's good to talk about that.

**One of your support documents is on how to find your niche. Is this something you've both struggled with?**

**SG:** Oh my god, I struggled so much with finding my own niche.

Today we're overloaded with images on social media and online, so it's hard to feel like you're coming up with something that hasn't been done before. I really struggled with this in my third year and was trying so hard to think of something original to do. My advice is to have confidence in yourself and do something you enjoy. If you wake up every day wanting to get to work, then you've picked the right thing. Your work should make you happy.

**What are the key issues affecting art graduates today?**

**SG:** The pandemic has had a really big impact. Now the class of 2021 has graduated, there are almost double the number of graduates looking for opportunities and funding. There are some positives, like I've become part of online communities that have helped me find work. Hopefully one day we'll be the "artworld" and it will be a much more inclusive space.

**What does the future look like for Jiggle n Juice?**

**SG:** In the short term we hope to put on another digital exhibition and expand upon our support materials. How to have your own exhibition and how to write grant proposals will be ready soon.

**GT:** Long term, we'd love to become a one-stop shop for all creatives looking for guidance and support in their professional careers and a space for critical discussion on art and the artworld. [www.jigglejuicecollective.com](http://www.jigglejuicecollective.com)

**ABOVE**  
Shae creates Jiggle n Juice graphics, which feeds into her own practice