**Social Justice: Breakfast Series (Grade 9–12)**

*Breakfast Series, 2006, Sonny Assu (Gwa'gwa'da'ka)*

Kwakwala'wake, Laxich-kwil-tach, Wei Wai Kai, born 1975, five boxes digitally printed with Fome-corr. 12 x 7 x 3 in. each, of 5, Gift of Rebecca and Alexander Stewart, in honor of the 75th Anniversary of the Seattle Art Museum, 2006.93, © Sonny Assu. Photo: Ben Benschneider.

Find online at: [https://tinyurl.com/y79frvdq](https://tinyurl.com/y79frvdq) (close-up images) and at: [https://tinyurl.com/ya8qqyur](https://tinyurl.com/ya8qqyur)

**LOOKING QUESTIONS**

Take a minute to look at the artwork and take in everything that you see. Then think about, write down, or discuss these questions with a friend.

- What’s going on in this artwork? What do you see that makes you say that? What more can you find?
- How are these boxes similar to cereal boxes you may have seen before? How are they different?

**INFORMATION**

When you first look at this artwork, you might wonder why cereal boxes are in a museum. Upon closer inspection though, you’ll see that these aren’t ordinary cereal boxes. This work of art by Sonny Assu, an Indigenous artist from Canada, uses the bright colors and animal mascots of cereal boxes that we’re used to seeing in the aisle of the grocery store or in our homes. Looking closely, you’ll see that Tony the Tiger is composed of formline design elements which is the common visual language across Native communities in the Northwest Coastal region. The box of Lucky Beads includes a “free plot of land in every box,” and contains “12 essential lies and deceptions.” Assu uses humor to critique social injustices he sees in his own First Nations community—such as colonization, environmental injustice, loss of food, treaty rights, and land claims.

Assu says, “I often infuse my work with wry humour in an attempt to foster a dialogue; to speak to the realities of being an Indigenous person in the colonial state of Canada. Within this, my work deals with the loss of language, loss of cultural resources and the effects of colonization upon the Indigenous people of North America.”

**LEARN MORE**

- Watch artist Sonny Assu talk about the connection between pop culture and culture in relation to this artwork: [https://tinyurl.com/yct8g7wv](https://tinyurl.com/yct8g7wv)

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Listen to Seattle-based artist C. Davida Ingram’s reaction to Breakfast Series here: https://tinyurl.com/y7qdeaqx

Learn more about how Native Nations of the Pacific Northwest take action to protect and sustain salmon, water, and homelands: https://tinyurl.com/y73sh252

Learn more about the Kwakwaka’wakw and effects of non-native fisheries on their food systems: https://tinyurl.com/y8yhxtho

Learn how different artists engage with political activism and social justice in their artwork: https://tinyurl.com/yauey4x5

VISUALIZE

Think about a social issue that you are passionate about. How does it affect you, your family, your community, or society at large? What would you like to see change? What actions could people take to help enact this change? Time yourself for five minutes and free-write or draw any ideas that you have. Don’t worry about making it look or sound good, this is just to document your ideas.

ART ACTIVITY

Create a poster to raise awareness about an issue you’re passionate about.

These posters were created by Tatyana Fazlalizadeh, Carolyn Suzuki, Gregg Deal, Casielle Santos-Gaerlan, and Monyee Chau in collaboration with Amplifier design lab, which promotes social movements through art. You can see more artwork at amplifier.org and educators can register to get free artwork sent to their classrooms at education.amplifier.org.

Materials

Pencil, paper, colored pencils or markers (optional: camera, printer).

Steps

1. Think through the issue you’re passionate about and how you want to change how people feel or think about that issue. Sonny Assu uses humor to communicate his message. How will you appeal to people? Humor? Emotion? Logic?

2. For this next part, you can choose to either:
   - Make a drawing!
   - Use your pencil to draw a box on your sheet of paper. Begin by sketching out the image for your poster. Make sure your image is eye-catching and attention-grabbing.
   - Next add color with your markers or colored pencils.
   - Once your image is complete, add your call to action. What are you asking people to do to help? Make sure your call to action is short and to the point.

3. Now it’s time to share your poster with the world. Share it by email or social media. Bring it to a protest or post it in your school or neighborhood.

   - Look through the images you’ve taken and select your favorite. You might also choose to use several images.
   - Arrange your image or images.
   - Now it’s time to add your call to action. You can add words using photo editing software. You could also choose to print your photo and add the words with a pen or marker.

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