**NOA JANSMA**

Born and raised in Amsterdam, Noa Jansma is currently in her 2nd year of the Design Academy Eindhoven in the Man and Leisure Department, where she studies how do we shape our most personal time and how do we make sense of it.

In August 2017 she made a project to bring awareness about street harassment, known as “*catcalling*” which went viral just before the *#metoo* movement.

Noa made an Instagram account @dearcatcallers whereby she took selfies with each of her catcallers for 1 month. In this way she put both the object (herself) and the objectifier (the catcaller) in one composition, causing a shifted power ratio.

The account got a lot of international attention and now has around 350.000 followers.

Although her art and designs are broadly themed, the female body and social issues are often recurring themes.

https://www.instagram.com/dearcatcallers/