

TwirlyGirl LLC Statement

The internship positions created below cover a wide range of disciplines, from academic research to legal filing, to web development. All of these activities are part of the “Business Of Art.”

Art, as executed by performance artists, is more than presenting a concept to the public. It is also the myriad details surrounding the development, promotion, marketing, sale, and documentation of these public concepts. Artists perpetually struggle with this space between the making and presenting of art itself, and the business activities required to make an artistic life viable.

Gendered artists, and those working in the erotic realms, face additional layers of wading through political and social justifications of their work. At TwirlyGirl LLC I am in the business of calling outrageous attention to the illegal and forbidden (female nipples), exemplifying embodied femininity to a non-sex-specific audience (performing queer burlesque), and supporting gendered people in their struggles to come to terms with their own bodies, politics and sexuality (teaching burlesque performance).

I am a queer Jewish femme business owner and artist. I have a BA in Anthropology with an emphasis in Women Studies and African Studies from the University of Washington. I have continuing education in Project Management and Erotic Healing techniques. I worked in the technology field for 7 years, then left to pursue art. I have 33 years of dance and theater experience including 17 years of erotic movement and 14 years of “burlesque” style performance. I have been teaching for the past 5 years and experience tremendous joy in supporting and witnessing peoples’ transformations.

The internship descriptions below are organized into divisions, related to my three business wings: Twirly Girl - pasties, Miss Indigo Blue - performance, and The Academy of Burlesque – education.

TwirlyGirl “Exquisite Pasties for Discriminating Nipples”

www.twirlygirl.net (note: website is currently under revision)

TwirlyGirl LLC has been in business since 2001. The company creates top quality handmade pasties (nipple tassels). TwirlyGirl’s mission is to beautify the world, one nipple at a time. TwirlyGirl is owned and managed by Miss Indigo Blue (Amelia Ross-Gilson). Her mission is to exemplify embodied femininity, and to empower women to positively transform their experience of their bodies. TwirlyGirl pasties are used by individuals all over the world for fun, legal compliance, dress-up, and performance.

Pasties have a complex history related to the rise of Burlesque performance in the middle part of the last century. Restrictions regarding the exposure of womens’ nipples and areolae in performance drove the creation of ornate costume pieces that ironically drew attention to the very part of the body forbidden from public view.

Interns with TwirlyGirl may apply to work on one or more of the following ongoing projects related to the development of this business, and the ongoing study of the role of pasties in contemporary performance costuming:

TwirlyGirl “Exquisite Pasties for Discriminating Nipples”

1. Complete Tassel Twirling Instructional Video and Distribution Strategy

This is an in-progress project. Two video shoots and initial editing are complete. A final shoot is to be scheduled, and final editing is to be done. The intern for this project will:

- a. Assist with scheduling and coordination of final shoot and editing.
- b. Assist with design and manufacturing of Video Cover and Packaging.
- c. Co-author and edit “How To Twirl” manual to be included in Video.
- d. Develop distribution strategy including budget, marketing, advertising and sales outlets.

Hours per week: 10-20

Desired skills:

Excellent phone manner, clarity of voice, exquisite communication skills.

Attention to detail.

Ability to accept direction and work collaboratively.

Ability to pick up in-progress project with established vision and execute that vision.

Comfort with video and graphic technologies.

Professional-level writing skills, ability to write for the lay-person

Interest in business, product lifecycle, and marketing of an “adult” novelty educational product.

Requirements:

Consistent, reliable internet and phone access

Ability to transport to Seattle as needed for shoots and meetings

Report to Manager every other weekday about project progress.

Communicate immediately about questions or roadblocks.

Location:

50% work from home

50% in Seattle/on Location

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC. Students may be advised by professional filmmaker and editor Dierdre Timmons, producer of “A Wink And A Smile”.

TwirlyGirl “Exquisite Pasties for Discriminating Nipples”

2. **Co-develop for publication: “Nipples: The Contested Domain of Erotic Performance”** essay with Miss Indigo Blue, to be published in tandem with distribution of Video (above).
- a. Research the history of the development of pasties as nipple coverings.
 - b. Explore legal issues related to nipple nudity in contemporary performance.
 - c. Document stylistic range of pastie construction, affixing, and use from 1900 to present
 - d. Address tassel twirling styles, explore implications with respect to power, sexuality, performance, and the body.

Hours per week: 20-40, self-directed.

Desired skills:

- Manic and rabid research skills. Ability to find needles in haystacks.
- Exquisite written and verbal communication skills.
- Comfort cold-calling old ladies who used to be performers to ask about their nipples.
- Academic writing skills, while still being understandable and readable.
- Passion for exploring theory, anthropology, culture, sexuality, politics, and the body.
- Curiosity about nipples and willingness to consider the public safety risks of female erectile tissue.

Requirements:

- Consistent, reliable internet and phone access.
- Ability to make long-distance phone calls as part of the research process.
- Ability to transport to Seattle as needed for meetings
- Ability to work independently in a self-motivated fashion, ability to ask for help.
- Methodically document notes of all interactions with primary subjects.
- Employ ethical research methodologies.
- Submit weekly drafts of outlines, sections, and other work-in-progress to Manager.
- Communicate immediately about questions or roadblocks.
- Set and meet deadlines in collaboration with Manager.

Location:

- 80% work from home
- 20% in Seattle

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC. Students may be advised by professional author and Headmistress of The New York School of Burlesque, Jo “Boobs” Weldon.

TwirlyGirl “Exquisite Pasties for Discriminating Nipples”

3. Submit US Patent application for TwirlyGirl TurboTassel and SuperSpinner designs.

- a. Learn the custom development process for these two artistic creations.
- b. Research competing products, consider strategies for documenting uniqueness.
- c. Document the process to US Patent specifications.
- d. Complete patent application and submit for approval.
- e. Co-author supplementary material articulating the uniqueness of the product, as well as the relevance of the creations to performance.

Hours per week: 20-40

Desired skills:

- Excellent verbal and written communication skills.
- Attention to detail.
- Ability to work independently in a self-motivated fashion
- Ability to read, understand, and graphically create 3-dimensional exploded view diagrams.
- Interest in legal issues with respect to intellectual property.
- Interest in ramifications of “art” as “business”, “property”, “safety”.
- Professional-level writing skills.
- Methodical research skills.

Requirements:

- Consistent, reliable internet and phone access.
- Comfort with phone conversations with US Patent office and other legal entities.
- Ability to transport to Seattle as needed for meetings
- Report to Manager weekly about project progress.
- Communicate immediately about questions or roadblocks.

Location:

- 80% work from home
- 20% in Seattle

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC. Students may be advised by legal professionals.

TwirlyGirl “Exquisite Pasties for Discriminating Nipples”

4. Redesign and Re-launch TwirlyGirl.net website

- a. Assess current website needs, including conducting focus groups as needed.
- b. Design, create, and build e-commerce-enabled website to manage inventory and sales.
- c. Develop interactive sections for customer input.
- d. Launch new sections to include Essays and Blog.

Hours per week: 20-30

Desired skills:

HTML, XML, and other web authoring technologies.

Graphic design experience and utility with graphics and image processing programs.

Excellent verbal and written communication skills.

Attention to detail, willingness to accept direction and work collaboratively.

Comfort with video and graphic technologies.

Professional-level writing skills, ability to write for the lay-person

Interest in business, product lifecycle, and marketing of an “adult” novelty educational product.

Requirements:

Consistent, reliable internet and phone access

Ability to transport to Seattle as needed meetings

Produce twice-weekly updates to Manager with project progress.

Communicate immediately about questions or roadblocks.

Location:

80% work from home

20% in Seattle/on Location

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC. Students may be advised by professional internet graphics specialist Sae Dvorak.

Miss Indigo Blue “The TwirlyGirl”

www.missindigoblue.com

www.myspace.com/missindigoblue

Miss Indigo Blue “The TwirlyGirl” is known as Seattle’s Sapphic Semitic Sweetheart. Just named in the Heeb 100 listing of young Jews on the rise, Indigo has been performing as a comic erotic entertainer since 1994. One of the most popular and famous of the contemporary Neo-Burlesque performers in the US, Indigo is known for hilarious ironic and comic renditions of classic gendered characters like Holly Golightly, Wonder Woman, and Carmen Miranda. With Burlesque routines that both celebrate and question notions of exaggerated femininity, Indigo also calls forth her Jewish heritage, ethnic and exotic dance background (from Samba to Stripping), and decidedly Queer sensibility. Miss Indigo Blue is poised on the brink of wider fame, having just starred in the full-length feature documentary “A Wink And A Smile” about her Seattle-based Academy of Burlesque.

The Neo-Burlesque revival has sparked cultural questions about femininity, politics, sexuality, appropriation, commercialism, authenticity, and the body. As a performance art form it has historically been a vehicle to question and contest political and gendered hierarchies. As a commercially viable contemporary profession it is now under the scrutiny of the media, art critics, and performance analysts. Meanwhile, the practitioners continue to do the work of creating, marketing, and executing their art in a variety of venues.

Interns with Miss Indigo Blue may apply to work on one or more of the following ongoing projects related to the development and distribution of works of art, and the exploration of the role of contemporary erotic artists as business-oriented sex workers and/or professional performers:

Miss Indigo Blue “The TwirlyGirl”

The business of performance is as much about presentation of an image and communication of a story, as it is about executing on a promise to provide entertainment. The first objective is for the performer to be hired – and then for the presentation to matches the promise. Press kits are the primary tools performers use to market their talents.

5. Develop (research, design, author and publish) PDF Press Kit for Miss Indigo Blue

- a. Press clips from published media coverage
- b. Act descriptions
- c. Photos appropriate as supplementary materials for acts
- d. Update and revision of promotional videos
- e. Posting of press kit on the Miss Indigo Blue website

Hours per week: 20-30

Desired skills:

Comfort and ease with video capture and editing for the internet.
Basic graphic design experience and utility with graphics and image processing programs.
Excellent verbal and written communication skills.
Attention to detail, willingness to accept direction and work collaboratively.
Professional-level writing skills, ability to write for the lay-person
Interest in media representation of gendered sexually-themed performance art

Requirements:

Consistent, reliable internet and phone access
Ability to transport to Seattle as needed meetings
Produce weekly updates to Manager with project progress.
Communicate immediately about questions or roadblocks.

Location:

60% work from home
40% in Seattle/on Location

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC. Students may be advised by professional internet graphics specialist Sae Dvorak, and professional filmmaker and editor Dierdre Timmons.

Miss Indigo Blue “The TwirlyGirl”

The concept for this project came from a series of discussions about unionizing sex workers that began as early as 1994 between Miss Indigo Blue and other dancers at the Lusty Lady in Seattle. Fourteen years later, and a performance-art world away, the same issues are again on the table: fairness of pay, reasonable hours, compensation for rehearsal and costumes, healthcare, paid time off, and acknowledgement of experience and talent. In today’s economy, unionization is less of an attractive option to workers – and development of an independent business is emerging as a viable alternative. This timeliness of this project is related directly to needs being expressed this fall by a group of cabaret and burlesque performers who have just been presented with contracts by their hiring nightclub.

6. Conduct Needs Assessment for development of TwirlyGirl Talent Agency

- a. Develop questionnaire
- b. Interview local performers about their employment needs
- c. Compile responses
- d. Develop report and recommendations for development of a Talent Agency

Hours per week: 20-40

Desired skills:

- Excellent verbal and written communication skills.
- Attention to detail, willingness to work independently.
- Interest in sociology, anthropology, labor relations, sex work, and business.
- Professional-level writing skills, ability to write for the lay-person
- Ability to make people feel at ease in conversation.

Requirements:

- Consistent, reliable internet and phone access
- Ability to make long-distance phone calls as part of the research process.
- Ability to transport to Seattle as needed for meetings
- Ability to work independently in a self-motivated fashion, ability to ask for help.
- Methodically document notes of all interactions with primary subjects.
- Employ ethical research methodologies.
- Submit weekly drafts of outlines, sections, and other work-in-progress to Manager.
- Communicate immediately about questions or roadblocks.

Location:

- 30% work from home
- 70% in Seattle/on Location

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC, and BA Anthropology.

Miss Indigo Blue “The TwirlyGirl”

In today’s artistic global economy, issues of intellectual property amongst performance artists are often articulated through the presentation of dated video footage. Viral websites like YouTube.com perpetuate the “need” for video documentation of existing artworks. These methods are also used as promotional and marketing tools.

7. Develop Miss Indigo Blue website to include performance footage

- a. Convert existing footage to web-ready clips
- b. Film, edit and post acts online
- c. Update Act Description documentation as available

Hours per week: 20-30

Desired skills:

- Comfort and ease with video capture and editing for the internet.
- Basic graphic design experience and utility with graphics and image processing programs.
- Excellent verbal and written communication skills.
- Attention to detail, willingness to accept direction and work collaboratively.
- Interest in media representation of gendered sexually-themed performance art

Requirements:

- Consistent, reliable internet and phone access
- Existing access to required software and hardware
- Ability to transport to Seattle as needed meetings
- Produce weekly updates to Manager with project progress.
- Communicate immediately about questions or roadblocks.

Location:

- 60% work from home
- 40% in Seattle/on Location

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC. Students may be advised by professional internet graphics specialist Sae Dvorak, and professional filmmaker and editor Dierdre Timmons

The Academy of Burlesque

www.academyofburlesque.com

The Academy of Burlesque was founded in 2003 by Miss Indigo Blue to promote education and development in the Burlesque Arts. Since its inception, there have been over 12 classes that have graduated the 6-week Burlesque Performance Intensive, and three “Burlesque Weekend Retreat” events. The Academy has hosted visiting professors including Exotic World winners Dirty Martini, Kitten DeVille, Tigger and Julie Atlas Muz, and a host of local and national guest faculty including Miss Astrid, Lily Verlaine, and Aleksa Manila. The Academy was featured recently on KING-TV’s Evening Magazine, and was the subject of a full-length feature documentary entitled “A Wink And A Smile”, currently on the national film festival circuit.

The Academy of Burlesque is run by Headmistress Indigo Blue, with additional regular faculty The Shanghai Pearl and Ruby Mimosa. The Academy serves up to 100 students annually, many of whom perform on stage for the very first time in their lives at a Graduation Recital. The Academy provides a transformative experience for people who have previously had challenging experiences with their bodies, sexuality, and sense of self-confidence. Students who complete the course report that it is one of the most profound experiences of their lives.

Interns with The Academy of Burlesque may work on one or more of the following projects related to the promotion and administration of the school, development and standardization of curriculum, and furthering of the Academy business plan:

The Academy of Burlesque:

The business of Burlesque Instruction is as much about presentation of an image and communication of a story, as it is about executing on a promise to provide education. The first objective is for a student to be excited enough to enroll – and then for the instruction to match the promise.

8. Develop (research, design, author and publish) Online and Print Press Kit for The Academy of Burlesque

- a. Press clips from published media coverage
- b. Class descriptions
- c. Photos appropriate as supplementary materials for classes
- d. Update and revision of promotional videos
- e. Collection of student and faculty “testimonials”
- f. Posting of press kit on the Academy of Burlesque website

Hours per week: 20-30

Desired skills:

Comfort and ease with video capture and editing for the internet.
Basic graphic design experience and utility with graphics and image processing programs.
Excellent verbal and written communication skills.
Attention to detail, willingness to accept direction and work collaboratively.
Professional-level writing skills, ability to write for the lay-person
Interest in media representation of gendered sexually-themed performance art

Requirements:

Consistent, reliable internet and phone access
Ability to transport to Seattle as needed meetings
Produce weekly updates to Manager with project progress.
Communicate immediately about questions or roadblocks.

Location:

80% work from home
20% in Seattle/on Location

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC. Students may be advised by professional internet graphics specialist Sae Dvorak, and professional filmmaker and editor Dierdre Timmons.

The Academy of Burlesque

The Academy of Burlesque currently operates its activities in small spaces ranging from rented dance studios to Miss Indigo Blue's living room. With the expansion of interest in Burlesque Education, and the landmark launch of Michelle L'Amour's Burlesque School in Chicago, it is time to develop a brick-and-mortar site for The Academy of Burlesque in Seattle. Future plans may include franchising to other cities, teacher training and certification, and expansion into online and retail markets. This project is the beginning phase of a brick-and-mortar business plan for the Academy.

9. Conduct Needs Assessment and Report on Academy of Burlesque Storefront location

- a. Interview local performers, students, and burlesque aficionados about burlesque interest
- b. Compile responses
- c. Develop report and recommendations for development of a storefront location
- d. Research possible sample locations
- e. Develop report of recommendations including pricing, square footage, and build-out requirements.

Hours per week: 20-40

Desired skills:

- Excellent verbal and written communication skills.
- Attention to detail, willingness to work independently.
- Interest in business and erotic education.
- Professional-level writing skills, ability to write for the lay-person
- Ability to make people feel at ease in conversation.
- Curiosity about and interest in physical spaces, logistics, and architecture.

Requirements:

- Consistent, reliable internet and phone access
- Ability to make long-distance phone calls as part of the research process.
- Ability to transport to Seattle as needed for meetings
- Ability to work independently in a self-motivated fashion, ability to ask for help.
- Employ ethical research methodologies.
- Submit weekly drafts of outlines, sections, and other work-in-progress to Manager.
- Communicate immediately about questions or roadblocks.

Location:

- 40% work from home
- 60% in Seattle/on Location

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC. Students may be advised by Rachel Ramseur, real estate specialist and queer performance artist.

Academy of Burlesque

Over the last five years, a consistent curriculum has emerged for the teaching of the Burlesque 101 class. This canon is now ready to be codified into a written manual suitable for small-press publication. An outline exists. The intern working on this project will sit in on an entire Burlesque 101 session as an observer in order to understand the utility of the material.

10. Develop Instructional Manual for the Burlesque 101 Class.

- a. Using existing outline, develop sections completely in book format
- b. Participate in Winter 2009 Burlesque 101 workshop as observer
- c. Interview students to gain stronger understanding of utility of material and to collect student quotes
- d. Address all topics of the Burlesque 101 class including recital/performance preparation and “how do I perform more?” issues

Hours per week: 20-40

Desired skills:

- Impeccable research skills.
- Exquisite written and verbal communication skills.
- Comfort asking awkward novice students about their personal experiences.
- Lay-person writing skills.
- Curiosity about performance, gender, transformation, femininity, and art.

Requirements:

- Consistent, reliable internet and phone access.
- Ability to make long-distance phone calls as part of the research process.
- Ability to transport to Seattle as needed for meetings
- Ability to work independently in a self-motivated fashion, ability to ask for help.
- Methodically document notes of all interactions with primary subjects.
- Employ ethical research methodologies.
- Submit weekly drafts of outlines, sections, and other work-in-progress to Manager.
- Communicate immediately about questions or roadblocks.
- Set and meet deadlines in collaboration with Manager.

Location:

- 50% work from home
- 50% in Seattle

Supervision:

Students will be supervised by Amelia Ross-Gilson, President of TwirlyGirl LLC. Students may be advised by professional author and Headmistress of The New York School of Burlesque, Jo “Boobs” Weldon, and Academy Teaching Aide The Shanghai Pearl.