

The 'Who Is She?' Art Exhibition Touring Guide



2024 global tour

She is
not
your
rehab

Introducing Matt & Sarah Brown MNZM

Founders of She Is Not Your Rehab



Taimalelagi Mataio Faafetai (Matt) Brown, is a New Zealand born Samoan author and renowned communicator who works to eradicate domestic violence by supporting those who perpetrate violence, to heal.

A survivor of family violence and childhood sexual abuse himself, he originally started his domestic violence advocacy work by sharing his story with the men who frequented his busy barbershops as a way to foster vulnerability, healing, and connection.

Matt now believes his true calling lies in his work to redefine societies view of masculinity and to help end the cycle of domestic violence plaguing families all over the world.

In recognition of his service to the Samoan people, and because he is a descendant of the royal Malietoa bloodline, Matt was gifted the chiefly title of Taimalelagi during his visit to Samoa in March 2023.

A New Zealand Māori (Ngāpuhi/Te Rarawa) wāhine, Sarah is a writer and producer who is passionate about the mandate of 'creating violence free communities'. She has worked alongside Matt to re-define the way society communicates messaging around family violence with creativity and innovation.

Both Sarah and Matt became members of the New Zealand Order of Merit in 2022 and were awarded a Commonwealth Points of Light award by Her Majesty Queen Elizabeth II, as Head of the Commonwealth before she passed.

The history of She Is Not Your Rehab.

For over a decade Matt has hosted free men's anti-violence support groups from locations like barbershops, construction sites, gang pads, prisons and in indigenous spaces. He has facilitated multiple programs inside men's and youth prisons and was named a Corrections NZ patron in 2020.

Since 2018, Matt and Sarah have partnered with the NZ Ministry of Social Development as ambassadors for their 'It's not OK Campaign' and were funded to develop an app; InnerBoy to promote accessible healing for indigenous men. This launched in 2023.

The couple are proud ambassadors for the work of Aviva Families, a family violence service centre in Christchurch, NZ and for MATE; a program that sits within a domestic violence research department in Griffith University in Australia.



The work



Together the couple co-founded She Is Not Your Rehab and launched the concept in Matt's 2019 TEDx talk. Matt says the movement is an invitation for men to acknowledge their own childhood trauma and to take responsibility for their healing so that they can transform their pain instead of transmitting it on those around them.

Delivering multiple social media campaigns each year like the 2020 'Dear Mr Rock' clip - A moving video letter to Dwayne 'The Rock' Johnson that went viral, had millions of views, extensive publicity and received a response back from the man himself, typically engage the public in thought provoking ways to consider a collective response and appropriate action to creating violence free communities.



Matt and Sarah released their first book; a NZ #1 Bestseller She Is Not Your Rehab with the goal to encourage intergenerational healing in 2021, also raising funds and donated 10k+ copies of the book to refuges and all NZ prisons, simultaneously launching a successful book club program inside prison.

In 2022 Matt and Sarah opened the She Is Not Your Rehab art gallery which hosts the exhibition; 'Who is She?' in collaboration with Mr G; a renowned NZ artist. The exhibition was a response from men all over the world in answer to the question "If she is not your rehab then who is she?"



The Art Exhibition; Who Is She?

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In 2022, She Is Not Your Rehab called for global submissions from men who were prepared to answer this question; If she is not your rehab, then WHO IS SHE?

The submission process was open online and via selected prisons. The team accepted written submissions of a positive word any man wanted to use to describe a woman in his life with a 100 word accompanying paragraph about who they were dedicating their word to and the reason why they chose their word.

At the close of submissions, Matt and Sarah read every submission and selected the final 101 words for the 'Who Is She?' exhibition.

20% of the final submissions are from incarcerated men and 25% are words in Polynesian languages.

The Artwork



Mataio, Sarah and the 'She Is Not Your Rehab' team prepped 100 canvases in a matte black painted background with Mataio individually stenciling the She Is Not Your Rehab painted lettering onto each of the 100 canvases.

The collaborating graffiti artist; Mr G arrives in Christchurch and paints the 101 words from the submissions along with he and Matt hand-signing each canvas.

A large signature piece of the exhibition was digitally created with Mr G painting over the top, to be installed in a public area outside the gallery. SHE IS TAPU.

Tapu; a Polynesian traditional concept denoting something holy or sacred. The concept exists in many societies, including traditional Māori, Sāmoan, Hawaiian, Tongan, Kiribati, Rananui and Tahitian cultures.

Mr G - Collaborating Artist

Graeme Hoete a.k.a Mr G is a multi-disciplinary artist who specialises in photo-realistic murals.

Hoete was born in 1979 on Mōtītī island in the Bay of Plenty. He is of Ngāi Te Rangi, Ngāti Ranginui and Ngāti Awa descent. He was introduced to spray paint graffiti from Charles William.

His creative career began in Sydney where he worked as a graphic designer for seven years.

Through social media and the sharing of his artworks Hoete was able to pick up international clients including Ice-T and Coco Austin.

In 2016, after the passing of Prince, Hoete was moved to paint a mural in the singer's honour. His Sydney mural went viral leading to a request from Prince's hometown for another mural in Minneapolis. He was subsequently invited to Prince's memorial by Prince's brother.

While in the United States Hoete decided to pay homage to New Zealand basketball player Steven Adams and traveled to Oklahoma City where he was able to create a mural near the stadium where Adams plays.

Recently Mr G was commissioned by Star Wars to create a Māori style carving of Boba Fett's helmet.

mrghoetart.com



The Photography

Each of the 101 piece 'Who is she?' collection was taken, hung and photographed in the second oldest prison in New Zealand. This photography can be exhibited as part of the exhibition.

A cell

A back stairwell

A solitary confinement cell

The corridors

The main staircase



Photographer Felix Wu photographed each of the 100 pieces individually, focusing on the message of the art and the movement of the prisoner in this confined space.



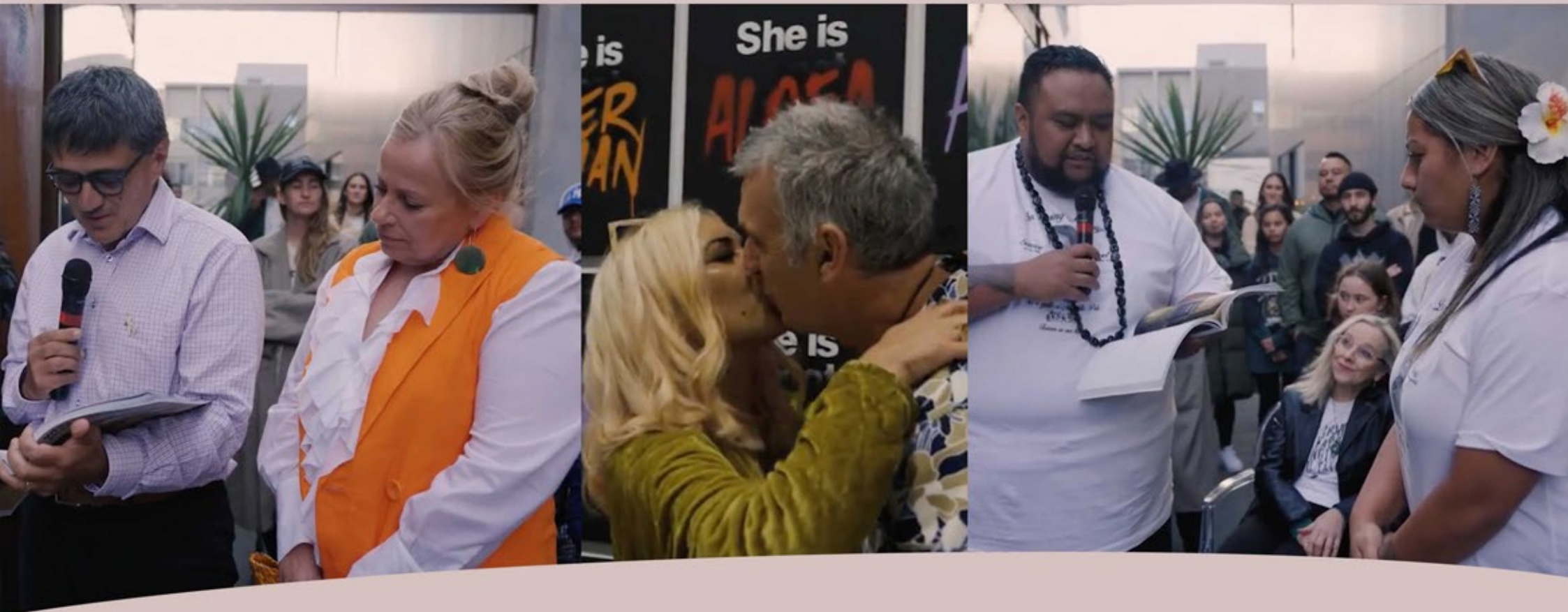
The photography is representative of how much the 'Who is She?' message is needed in environments of incarceration.

Every year in New Zealand, around 7,000+ people start a prison sentence for which family violence is the lead offence. 1/5 of people on a sentence at any given time will have a family violence conviction associated with their sentence.

Over 50% of men and 33% of women currently in New Zealand prisons have either current and/or previous convictions for family violence.

53% of all prisoners have experienced family violence victimisation in their lifetime, with 48% experiencing family violence as children.

The Stories



Courageous for Maurz

Because some days she strode in, other days she walked in, or wobbled in, or sometimes was wheeled in, but every day for 30 days without fail, she went into that radiation treatment room to receive 3rd degree burns on the inside and outside of her throat. Add a double dose of illness with chemotherapy on the Mondays. And not once did she hesitate, or flinch, or show fear. Because this Wahine Toa went into battle for all of us first; the so many who love her, who couldn't hide their despair or their tears, because that is her nature.

- Blair, 53, Christchurch, New Zealand



Safe for Kel

With my wife I can be my true authentic self.

No need to hide or be someone I'm not. I can just be me.

Safe to me, means honesty and trust and being able to have conversations where we can voice how we feel. There are no secrets, because there is no need to hide things from each other, when your relationship is safe. It also means she holds me accountable. In lots of ways I feel like she knows me, better than I know myself.

Safe means being able to cry, grieve, laugh, love, and dream - together.

- Jase, 45, Napier, New Zealand.



Hers

Women in my life growing up, had little or no choices or options.

They were options themselves, mainly by abusive males.

I know a woman who had no say over herself.

She is HERS. She is not my rehab, she is not my anything, she is HER everything.

Hers to decide for herself. Hers to live life her way. Hers to speak for herself.

Hers to walk the way she chooses. Hers to wear what she wants.

Her money, her body, her sex, her no sex, her house, her car, her pets.

Her way, her style, her size, her life. Her choice. Hers, not mine.

- a brother incarcerated.

The Documentary

The entire creative process is documented by videographer Brandon Te Moananui, to share selected stories behind the submissions to support and give context to the exhibition. This 18 minute documentary is available to be shown as part of the touring exhibition.



Included in the documentary is the story of 17 year old twins; Tanemahuta and Teakaraupo Pakeha-Heke, who witnessed horrific domestic violence as children. Together, they sing and share their own story regularly at events all around the country in hopes of reducing domestic violence. Their Mother was a victim of domestic violence and passed away when the twins were 5 years old.



The word **Tapu** is submitted in honour of her.

We also meet former Black Power gang leader Jordon Rangitoheriri; Father of Moko Rangitoheriri, the toddler who in 2015 was beaten to death in Taupo by his caregivers at the time. Jordon shares his own regrets and journey of forgiveness and submits the word strength in honour of his wife Lariah, a woman instrumental to supporting his own healing journey in becoming the father to his children now, that he never had.

Touring Exhibition



The She Is Not Your Rehab touring art exhibition is a mixture of 100x painted acrylic canvases measuring 20" x 24" with accompanying stories from the men who submitted the word, 1 large signature art piece, 101 photos taken in prison and an 18-minute Documentary.

High res copies of the artwork and photography can be all sized and printed locally to save shipping the original artwork from New Zealand. Art/Photography prints, books, postcards and T-shirts are already created and available to sell as part of the exhibition.

A local component can be added with men submitting words from the host community/prison or a respected male influencer/celebrity submitting a new word to be part of the exhibition to support publicity and promotion for exhibition. A live component can also be added with a local artist creating a signature piece at exhibition to compliment original collection.



Contact



Please contact Ngaroma Crown
(based in Christchurch, New Zealand)
for all art exhibition enquiries.

Host organisations, art galleries, museums and curators
are welcome to enquire about the opportunity to sponsor/host
this touring exhibition in collaboration with
She Is Not Your Rehab.



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