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The Powernator: A Socio-Artistic Project for Interaction on Equal Terms

By Aisha Gücul

The Powernator is the latest groundbreaking art project by visionary Danish socio-artist Molly Marina as part of the Power People Project™. The name "Powernator" combines the terms "POWER" and "Narrator" and embodies the central idea for 2024/2025: inspiring people to share their stories about power and empowerment.

Molly Marina - Denmark's First Socio-Artist

As Denmark's first socio-artist, Molly Marina combines her expertise in social work with her photographic skills. Her art captures the complex mood of society, influenced by trends, technologies like artificial intelligence, and human psychology. It's about more than just images; it's a new way of understanding and shaping change.

For instance, Molly believes that generative AI will affect our interpersonal dialogue. She therefore sees the Powernator as

an important tool to focus on genuine exchange and consensus. Without this foundation, she sees no possibility for positive change in society.

Molly's background in social work, her Southeast European roots, and her never-ending passion for portrait photography have significantly influenced her artistic approach. Her natural creativity, willpower, and love for people are the cornerstones of her artistic journey.

The Power People Project™ - More Than Just the Powernator

The Power People Project™ is a socio-artistic project that combines individual stories about power, told by women and men, with various art forms and social theories. The Powernator is the centerpiece of this project in 2024/2025, but there were other activities before.

One of the most remarkable projects was "100 Portraits of Copenhagen's Power Women 2023", exhibited at Copenhagen's City Hall Square. In 2024, Molly Marina expanded geographically from the capital region of Copenhagen to Odense and Aarhus, continuing her socio-artistic exploration of the concept of power.

What Makes the Powernator So Unique?

At the heart of the project is a captivating traveling exhibition designed as an interactive arcade game. The Powernator forms the focal point of this show, surrounded by theme-specific impulses that invite dialogue. Participants present themselves with an expressive portrait photo and tell the story of a person

of the other gender - a contemporary interpretation of the classic "ode".

The impulse for the project stems from the realization that traditional hero stories often paint an unbalanced picture of the genders. While women are often underrepresented or reduced to stereotypical roles in these narratives, men are also not always portrayed in their full complexity. Stories told by women about men in the past also tended to convey a distorted worldview and reduce men to certain roles and characteristics.

With the Powernator, Molly Marina creates an innovative format that combines individual narratives, creative self-expression, and social engagement to break up these one-sided representations. The Powernator invites us to re-examine the diversity of genders and their relationships to each other and to question stereotypical notions. Through the exchange of personal stories from women and men, a more differentiated and holistic picture is to emerge that honors both genders in their complexity.

Global Support for the Powernator

The Powernator project has its roots in Copenhagen, Denmark, but aims to have a worldwide impact. People from Denmark, all over Europe, and from all parts of the world are invited to support this initiative.

One option to get involved is to participate in the traveling exhibition. Interested individuals can participate with an artistic portrait photo and a story about a person of the other gender. The content in the Powernator will be presented in at least Danish and English, with additional languages added as

needed. Language and the understanding of the spoken word are at the technical center of the exchange.

As part of the traveling exhibition, the Powernator will make stops in Denmark and possibly other countries at central public places, universities, museums, and companies. Further details on participation can be found on the project's landing page at join.powerpeopleproject.com.

There is also the possibility to financially support the Powernator project. The Power People Project™ has received the official fundraising permission from the Danish government, underlining the seriousness and relevance of the project. Donations can be made via the project website.

A Step Towards Interaction on Equal Terms

The Powernator is more than an art project - it's a step towards an interplay of genders on equal terms. The aim is to stimulate reflection, break up entrenched narratives, and contribute to an equal representation of women and men in stories. The Powernator inspires us to redefine the roles and relationships of the genders and to work together on a worldview that does justice to the complexity and individuality of each person - regardless of gender clichés.

The Power People Project™ and the Powernator demonstrate how art can function as a catalyst for social change. Through the fusion of art and social intervention, the Powernator aims to contribute to approaching each other openly and initiating changes through dialogue.

Be part of this fascinating journey towards interaction on equal terms! Visit the official website of the Power People Project™ at powerpeopleproject.com or the landing page for participants and supporters at join.powerpeopleproject.com to learn more about the Powernator or to support the project.
