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As an interdisciplinary artist, I strive to create pieces that inspire thought and behavioral change. My career as a graphic designer combined with my background as a 2d/3d artist and writer allows me to communicate ideas through digital work, written and visual messaging and narratives, sculpture, metalsmithing and poetry. My work starts conversations about environmental and social injustices, addressing such issues as water conservation, litter, plastic pollution, gun violence, grief and aging, women's rights and pesticide use.

In addition, I founded and ran a community activist initiative for a decade prior to covid. Focusing on the trash issues in Baltimore, MD, I utilized both art and marketing skill sets: planning, organizing, marketing, and executing trash-related events, trash installations, trash pickups, and curating and participating in environmental exhibitions. I wrote copy for and designed marketing materials, campaigns, collateral and maintained social media accounts for both the initiative and my business. Through grant writing, I was able to find funding for school outreach, creating and delivering educational presentations about trash and pollution, planning and conducting school trash/art projects like trash murals and storm drain stenciling. During this time, my initiative and business blended as my design work shifted from marketing product to addressing causes.

In recent years, my sculptural training has resurfaced through making jewelry and wearable art. Metalsmithing has allowed me to work smaller, work through more ideas quickly, and break the barrier between the art and viewer. In addition, many satisfying conversations about causes have been prompted just by wearing my work as it too, usually incorporates upcycled materials and/or makes a societal or statement.

Using my creativity to bring problematic issues into public focus is incredibly fulfilling, giving me a way to deal with the troubled state of people and planet.

Bridget I. Parlato