May 16th, 12:00 PM - 3:00 PM

St. Vincent’s “Equal-Opportunity” Guitar

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To add to her dynamic career, St. Vincent (Annie Clark) released a customized signature guitar in 2016, in collaboration with legendary California-based instrument manufacturer Ernie Ball Music Man. Clark is the first female musician to release her own customized signature electric guitar that she had a lead role in designing and engineering. She recently released 4 additional colors, complementing the color scheme of her latest album, MassEducation.


**Inquiry Question:**

In what ways did Ernie Ball music man use a third-wave feminist framework in its media materials surrounding the release of St. Vincent's guitar?

**Main Claim:** Ernie Ball Music Man’s Signature St. Vincent guitar filled a need for an inclusive guitar in the music industry and their promotional materials reflected this.

**Methods**

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