



## “Uovo s’ode” from Hula Hoop Cultural Center

Contributed by Tommaso Trillò, 2016

“Noise shakers were distributed during the first *Non una di Meno* [Not One Less] rally in Rome on 26 November 2016, which I attended for my field work.

*Uovo s’ode* is the name of an ingenious campaign promoted by the Hula Hoop Cultural Center in Rome, Italy, on occasion of the *Non una di Meno* rally to protest male perpetrated violence against women. The campaign exploits the word play created by the similar sound of *uovo s’ode* [an egg you can hear] and *uova sode* [boiled eggs]. The object is the inner plastic shell of a Kinder egg filled with corn seeds, and was used to make noise. It stands for the voices of the women who can no longer speak, and accompanies chants at the rally. Every original egg had the name of a victim of femicide and the date of her murder.”

