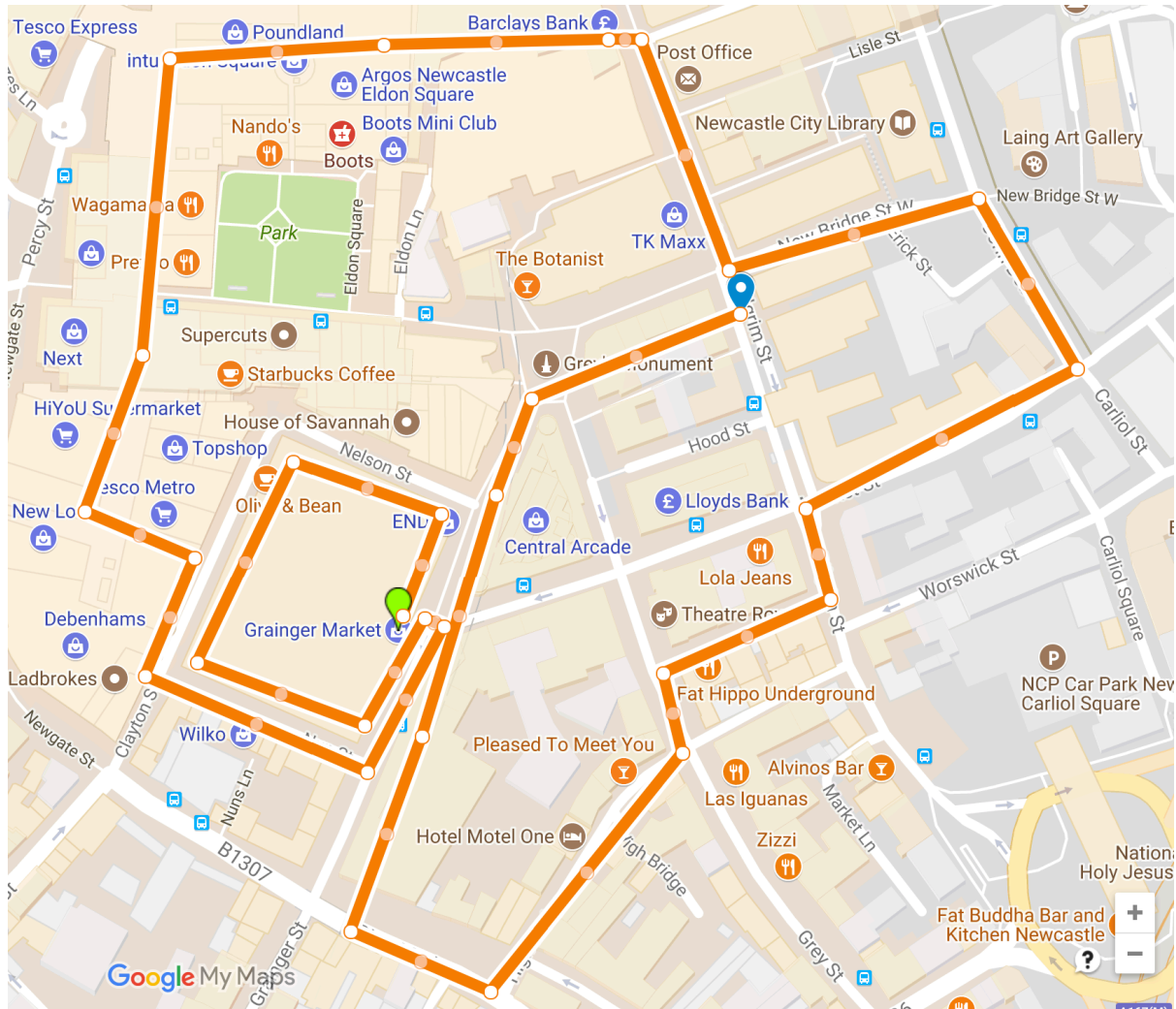


Shift Signal

EPISODE #2: RELINQUISH BEAUTY INSTRUCTIONS FOR THE WALK PODCAST / WALK LENGTH: 1HR 16M



1. Do a circuit of the Grainger Market, ending up back at The Yesterday Society Vintage Boutique. Go around in a counter-clockwise motion, and take it all in: Ruffels opposite, the wig shop next door, the bazaar selling materials and fabric for making clothing and home goods, dance wear, Marks and Spencer's original penny bazaar, stores for jewellery, among cafes, shoe stores, Robinson's pets, and of course the large Vegetable Market. There's Ellen's cosmetics too, and other newer arrivals, Pet Lamb patisserie, La Petite Creperie, the new Hygge shop, hunters, and lots of small traders named after men, lots of butchers, urban grill, little Italy, and the Weigh house. Take about four minutes.
2. Go outside at this exit. Look to you left to Sally's, opposite one of many dozens of beauty parlours in Newcastle: Cover Beauty. Walk the other way, down Grey Street towards the Train Station and turn right quite soon onto Nun Street, past the nail bar, the hair salon, and tattoo parlour as you walk toward the

Duke of Northumberland pub. Go right and then before Tesco's go into Eldon Square and up the escalator and stop at the top (obviously not right at the top!) between Debenhams, the Disney Store, and Dior).

3. Walk on. Past New Look and River Island, past Topshop and Topman and the Apple store and Next and HMV, and stop at the next set of seats opposite The Body Shop and The Perfume Shop.
4. Carry on now, past Ann Summers. Continue up to Beaverbrooks. Then turn right at the jewellers and Vodaphone, along past Swarovski, past the beauty parlour Inglot before Lakeland, with L'Occitane and Kiko Beauty on the other side, then Lush, Whittard's and John Lewis, and then stop at the statue of a man carefully and compassionately holding a pigeon in his hands round the far side of the escalators, near (if you're doing this walk before 2018) the huge Xmas tree outside Boots.
5. Let's get on. Past the CRAVE shoe shop, and on down to the exit. Pay attention to the Fragrance shop on your left. Go down to the exit where you come out Northumberland Street, and again, pay attention to the sign above the door. "We hope you had fun," the Eldon Centre wishes you. "See you again very soon." Outside, go and stand in front of the Outfit store window, and take in for a final time the different ways that men's clothes and women's clothes are sold. Then walk down the High Street a little, to your right as you exit the mall, and stop outside the Vodaphone store where, if you look above, you'll see two women dressed in what look like Tudor or Elizabethan outfits, with the words CLOCKS and CUTLERY cutting through the middle of their bodies.
6. Go down on the left of the High Street, over to JD Sports, and see between JD and Superdrug the Newcastle Hair and Beauty Clinic. And when you get to WH Smith's you have a choice, in the style of Robin Ryle's Choose Your Own Adventure in Gender book. For the next three or four minutes you can go into EITHER WH Smith's and look at the magazines, and particularly the women's fashion magazines, OR you can go into Fenwick's and wander around their Beauty Counter (or if you're quick, you can do both). Take in the ways in which these body and beauty ideals are marketed, promoted, and sold to us—to women, but increasingly to men too—with little regard of debt cycles, environmental sustainability, or the mental or global health of people. Come back out in four minutes and gather in the middle between Fenwick's and WH Smith's.
7. Carry on down to the bottom of the high street, noting the nude nymph on the top of the jeweller's golden clock. Turn left alongside Five Guys burgers towards the Laing Art Gallery. Don't cross over towards the Laing, but instead go right here, away from the Library and down the sloping bottom of John Dobson Street, staying on the right, past the Mexican looking graffiti of a man and woman in black and white, where we'll get to Bamburgh House, and here go right onto market street, but stop outside the entrance to the social space called Kommunity, with a K.
8. Go on the way we were heading before we stopped, towards the Grainger Market again. You'll walk past Carloli House then cross over towards The Town Fry and turn down Pilgrim Street to the Corner of Shakespeare Street, and turn right, past Lady Greys the pub, past Salon M Beauty Therapy, Davidson's the Jewellers, and across diagonally left so you go down High Bridge, with Blake's café on your left, and past the Baltic—look out for any female artists—and then stop in front of The Stand comedy café.
9. Let's carry on to The Bigg Market. Those of you who came on the walk for Episode 1 of this podcast will know we've been here before, looking at these spaces through the lens of toxic masculinity—toxic for men, as well as women—and I'm purposefully going over some of this ground to look at it fresh, with new information.
10. Go to the corner with the VietCafe and right, up Grainger Street, past TJ HUGHES and all the perfume on sale, past Start Fitness and then divert across the road and through the old central arcade. See how ornate it is, and think in terms of its size and space in relation to the Eldon Centre mall we've just been through ... Go past Space.NK apothecary, Cath Kidston, bcharmd, and out the other side, and cross through the winter market, if it's still there, to the left of Byron Burgers, and down High Friar Lane to the Tyneside Cinema. And stop at its film schedule poster. We're going to do our outdoor version of the Bechdel test, and check for women actors and directors.
11. If you're listening to this podcast before 5pm on a Monday to Saturday, we're going over road and into Commercial Union House, the one that sticks out into the road, into the lift, and up to the 4th floor, where you'll turn right into Ampersand Inventions, the home of The Fashion Lab. If you're not, you might want to take a seat at the Vicolo café and listen to the end of the podcast in comfort.