

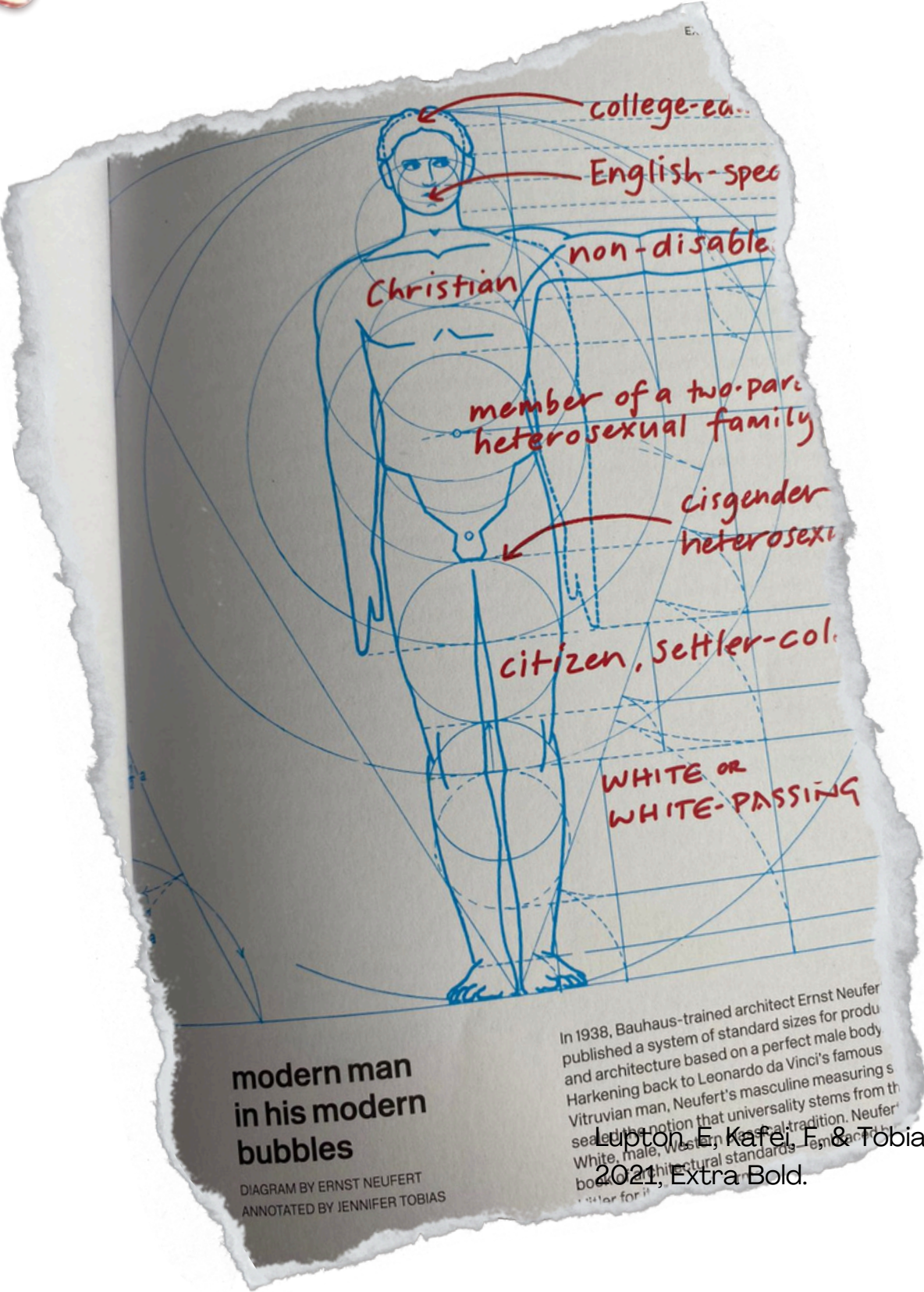


My name is **Carolina**

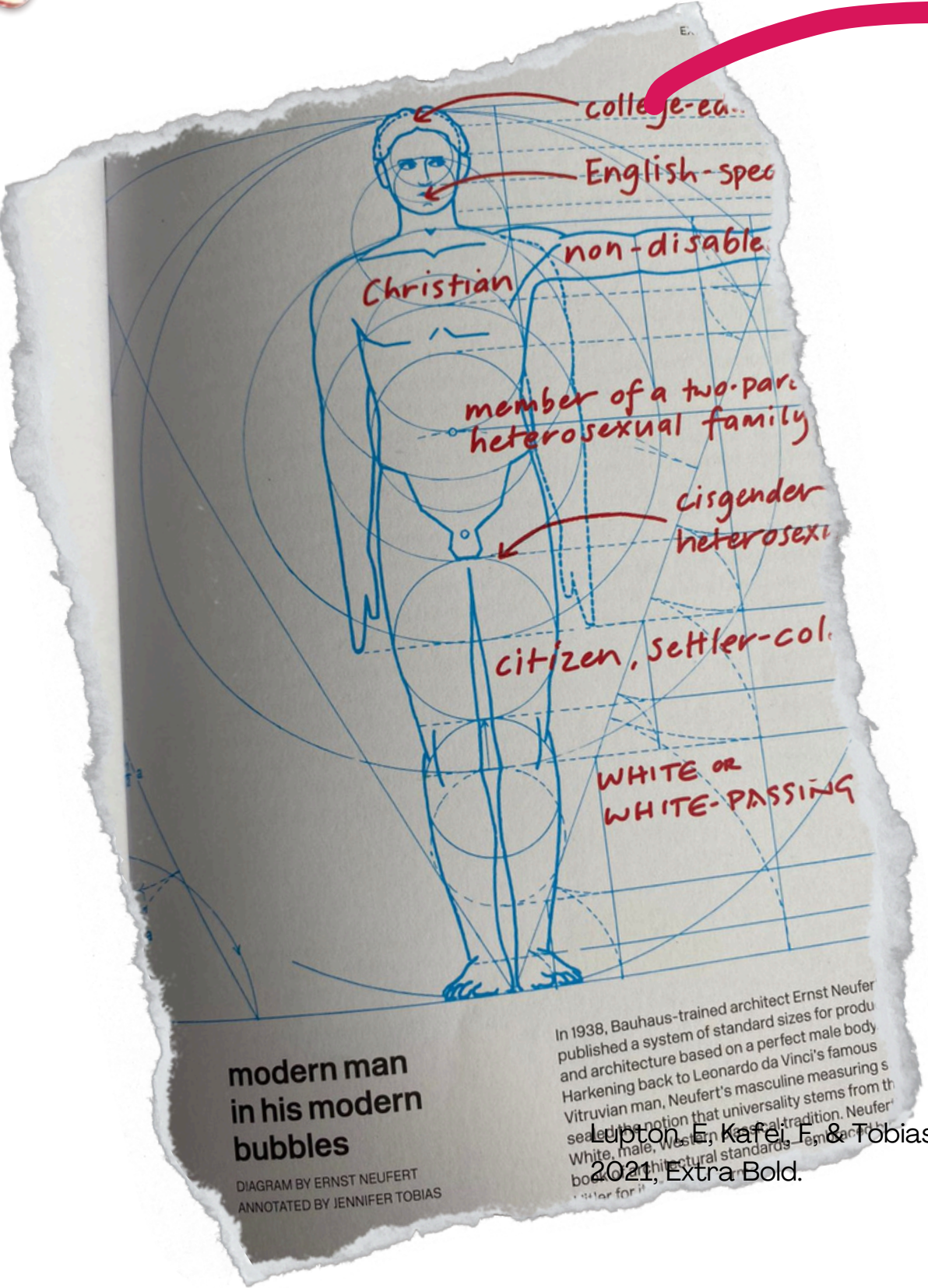


MOST OF THE OBJECTS THAT SURROUND
US WERE DEVELOPED WITH A STANDARD
MALE MODEL IN MIND.

WHO IS THE REFERENCE MAN?



WHO IS THE REFERENCE MAN?



1.75 M; 78 KG

THIS HAS CREATED A GAP BETWEEN ALL
THE OTHER BODIES WHO DON'T
RESEMBLE THE REFERENCE MAN
STANDARD.

BUT,



BUT,



It's
easier, no?



“Discriminatory design often operates through standardization. Everything from the average size and height of a seat in a car to the size of “ergonomic” finger depressions in tool handles to the size of frets on a guitar were all initially developed based on statistical norms that privileged one-third world male bodies (one-third world is feminist scholar Chandra Mohanty’s reformulation of the dated and hierarchical term first world).”

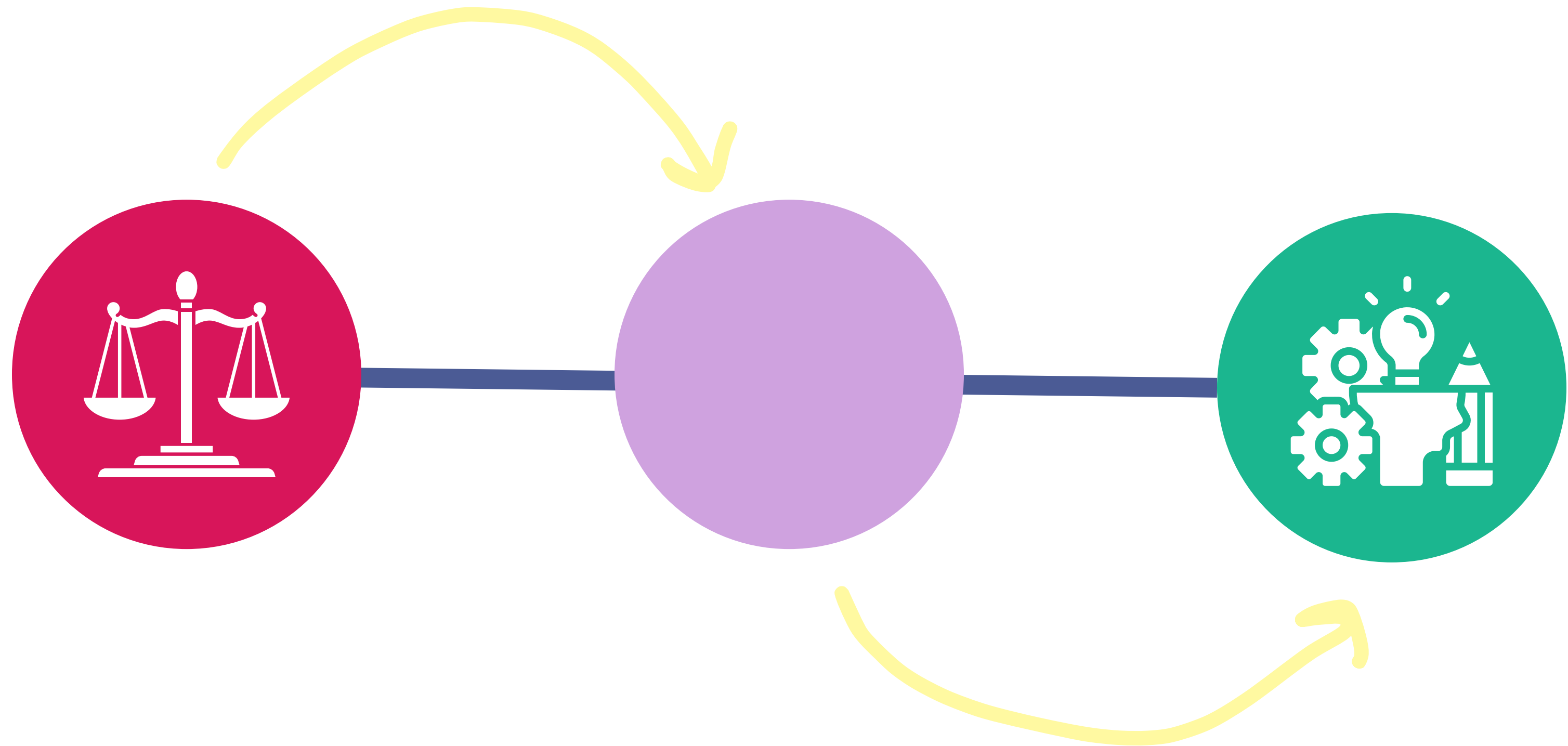
Sasha Constanza-Chock, Design Justice, 2020.

BUT...

WHY

ME?





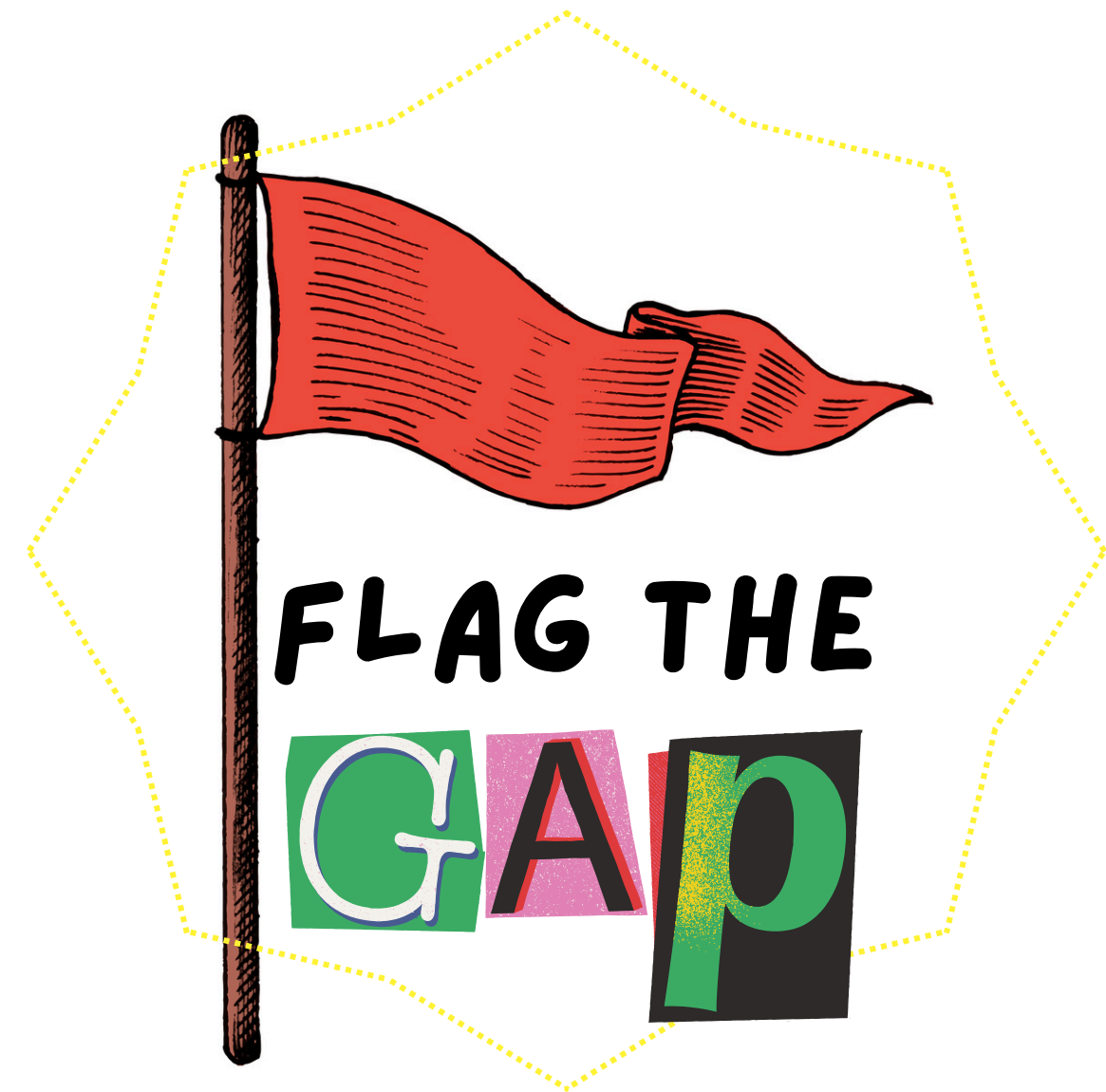


THIS JUST MADE ME SO

mAd!

HOW CAN WE HELP PEOPLE IDENTIFY AND
QUESTION THE DESIGNS THAT REINFORCE POWER
STRUCTURES AND INEQUALITY FROM A GENDER
PERSPECTIVE?

Social movement that aims to
raise awareness about
everyday objects designed
with only men in mind that
reproduce an oppressive
system.





2

Collecting stories:
interviewing people about
their opinion.

3

Speculating about a better
future.



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THANK

YOU!



