

SYNTHESIS OF THE 75 HOUR DESIGN PROJECT

According to the Cambridge dictionary, to destroy is to damage something so badly it can no longer be used.

I confronted an Aztec mythology with the removal of statues in the United-States after the events of 2017 in Charlottesville, Virginia. I realized both of the destructions in these contexts clashed with the common conception that we have of destruction. In fact, in these cases, destruction is considered as a step that is part of a process, it is not the final achievement. After destruction comes reconstruction. The problem I raise is : **how to deconstruct prejudices in order to reclaim the freedom of being oneself ?**

I wish to explore the boundaries of gender in order to destroy prejudices and fight discriminations, to allow people to express themselves freely. I thought of an awareness campaign, that requires space, graphic, and fashion design using immersion, confusion and playfulness.

According to the queer theory, gender, sex and sexuality are considered as three dissociated concepts. Our society shows a binary conception of gender : feminine and masculine, but recently more and more people have expressed that they do not identify to either of these categories, highlighting the diversity of genders.

My first approach uses the principle of immersion. I imagined a spatial installation that uses anamorphosis to reveal various identities. When the visitor enters the room and stands at the center of a metallic structure made of tubes, hidden faces reveal themselves. This installation focuses the eye on the individuals and not on their gender, because a person's identity is not defined by its gender. This installation would take place in an exhibition that questions the expression of gender at the Palais de Tokyo in Paris, as a matter of fact this museum has already welcomed queer events.

My second approach is focus on graphic design and uses confusion as its main principle. Confusion unconsciously focuses the brain on the essential elements of an image. I took several images of « unconventional » individuals that expressed their gender in a more untraditional way that overcomes the social barriers of gender. I used accumulation, overlapping, transparency and gaps in order to create that confusion. I also tried to weave two images together to create confusion. Confusion created by the addition of several elements put together, and it makes it harder for the brain to notice every detail of the images. Therefore the people's « differences » no longer stand out. I thought of this process as a way to democratize free gender expression. These graphics would be used as a visual campaign that promotes the exhibition at the Palais de Tokyo by while promoting tolerance and acceptance.

Using graphics as a way to communicate, I also imagined an installation included in the exhibition, where the visitors would draw on to a digital tablet that instantly transposes the drawing on to a transparent shield. The visitor places himself behind the shield, and as a consequence reveals his identity and emotional response at the same time as he reveals his physical appearance. This disposal aims to confront appearances and feelings, showing that people are not defined by the way they look, and shouldn't be judge upon it.

Last, I wish to raise awareness with children in a playful way. So I imagined a unisex jumpsuit, that children can play with while personalizing the clothing as they wish, allowing them to express themselves, without restraining them. I imagined one design that is available in several fabrics, and colors. The children can choose to change the fabrics, the patterns, the kneepads, the elbow pads, and the shape of the clothes depending on their will. I used easy velcro and press studs to make it possible for small kids from three to seven years old, to dress themselves up. It gives children independence and makes them feel proud of their achievements while stimulating creativity, therefore encouraging them to embrace who they are and making them feel proud. This jumpsuit would be sold by global retailers such as H&M, and Zara, making the clothing accessible to a majority of people.

I tried to find ways destroy stereotypes concerning gender by revealing diversity and individuality before gender, so that a person isn't confronted with discriminations because of the way that he/she/it is defines and express's its own gender.