



BEYOND THE BINARY

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Human and Non-Human

Digital

Physical

Platform

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Studio Prompt

“ This semester we will be focusing our work on our individual interpretation of the relation between human and non-human and the dualisms that uphold cultural constructs of “nature” and “wilderness”. ”

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Design 3520

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Elpitha Tsoutsounakis

Gender and Sexual Expression

The dualism I selected for this project is 'human gender and sexual expression' and 'non-human gender and sexual expression.' Throughout the non-human world there are many examples of diverse sexual biodiversity particularly in plants. This biodiversity is regarded largely as natural. In the human world the confines of gender are being expanded, although traditionally gender is viewed through a binary lens of males being masculine and females being feminine.

Non-Human



Culture has accepted that the sexual expression and characteristics of plants and other non-human entities are diverse and larger than a binary system.

Human



Modern western culture has a very linear view of sexuality and gender in its "natural" form. Limited by the social construct of heteronormativity and the two gender binary.

FRAMING *section 01*



Sexual biodiversity are widely accepted as natural in nature.
In the human social scape many queer people feel the need
to code switch to be able to adapt to their surroundings.
What intervention would facilitate open mindedness and
eliminate the need to code switch?

Non-Human *Biodiversity*

DOG ROSE

- > Considered a symbol of masculinity in the middle east
- > Considered a symbol of femininity in western cultures
- > Example of how arbitrary gender associations are

(Zavala, 2021)

YELLOW FLAG

- > Can produce sexually through its flower
- > Has bearing fruit and seeds
- > Can reproduce a clone asexually

(Zavala, 2021)

HORSE CHESTNUT

- > Has both masc and femme reproductive organs in their flowers
- > Contain stamens and carpels
- > Named the bisexual flower

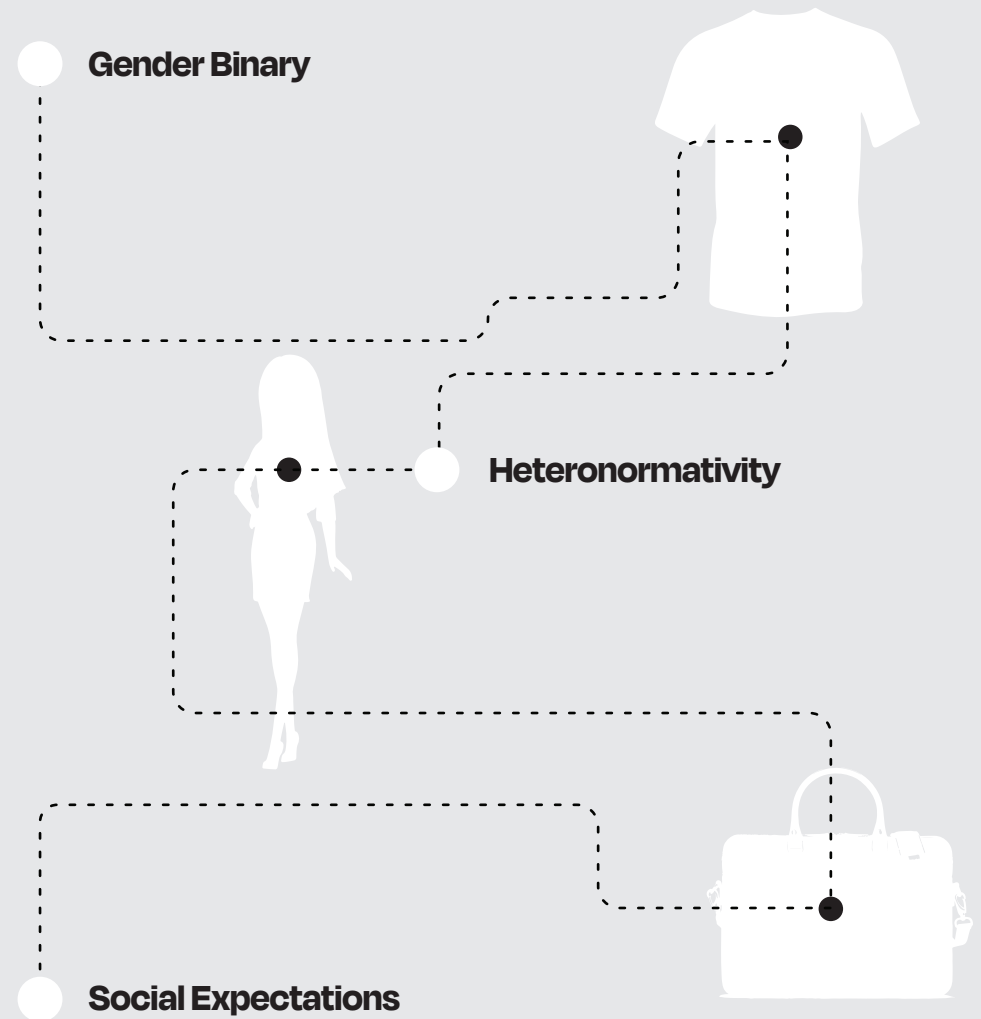
(Zavala, 2021)

Human *Perspective*

The gender binary is the acknowledgement of the existence of men and women (and boys and girls) and nothing else.

The gender binary is vital to a system of heteronormativity. Because it's the creation of two opposing, seemingly completely separate genders.

This template asks queer people to ascribe to heterosexual social expectations to gain access to the same or similar rights and social privileges. (Nelson, 2015)



Human *Queer History*

MAHU

In ancient Hawaiian tradition, māhū possessed tremendous cultural and spiritual value. Māhū played an important role in the Hawaiian community because they held a lot of cultural knowledge and would pass it on to future generations to preserve practices and traditions.

When American missionaries arrived in the 1800s, they were shocked and infuriated by these practices and did everything they could to abolish them. They condemned our hula and chant as immoral.

(Ravida, 2018)

HIJRA

While recognition of genders outside male and female has only recently been discussed in Western societies, in Hindu society, people of non-binary gender expression have played important roles for over 2000 years.

Called the third gender, evidence for their existence in Hindu society can be found in Hindu holy texts like the Ramayana and the Mahabharata, where Hindu hero Arjuna becomes the third gender.

(Leach, 2021)

NADLEEHI

Within the Diné language, the term would be Nadleehi. A Nadleehi is a person of both masculine and feminine energy, hence the rough English term, Two Spirit. Nadleehi have been around since the formation of Diné culture, and our presence and creation are mentioned in the origin story.

Nadleehi can present as either male, female, or neither. Sometimes a Nadleehi person would be trans, personal identity and gender does not correspond with their birth sex.

(Shaggy, 2021)

Code Switching

Community

Amongst members of their community, gender non conforming pronouns are respected and authentic expression is encouraged.



Family

There are often more conservative expectations when in a family setting. Preferred pronouns aren't always respected.



Workplace

In the work place there is often uniforms or social expectations for gender performance of individuals. I.E. Skirts, suits, etc.

(Macdonald, 2014)

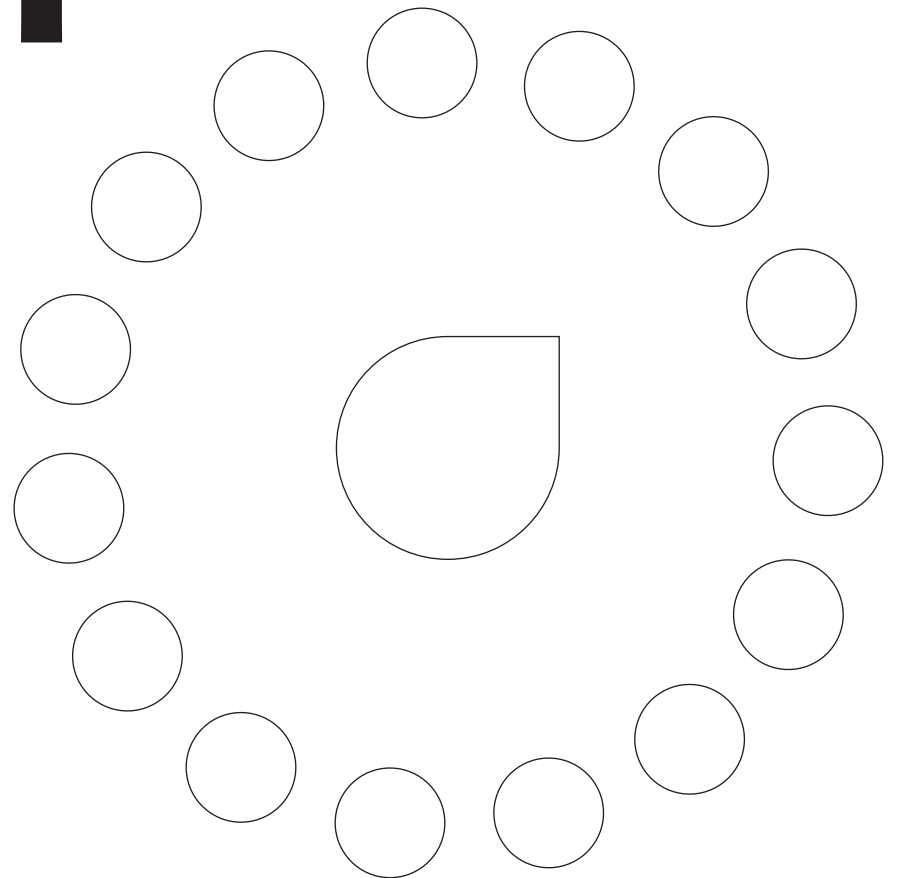


/Code Switching/ Having to tone down key elements of self in order to fit into a group. This template asks queer people to ascribe to heterosexual social expectations.

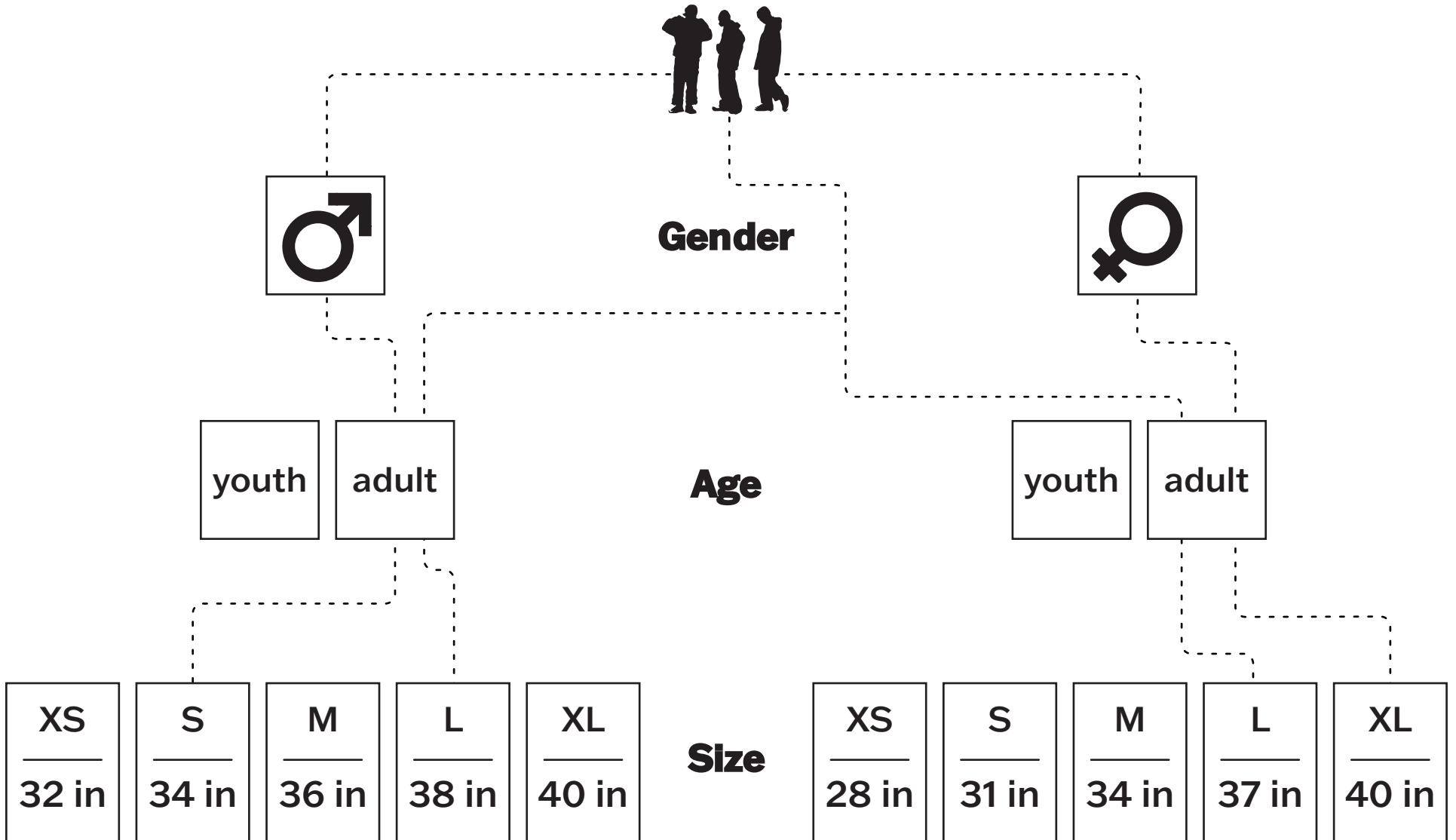
(Macdonald, 2014)

SIZE *section 02*

SYSTEM



Current Size System



History of the Size System

MADE TO WEAR

1800



Garments were tailored to specifically fit each customer

READY TO WEAR

1812



First began with military uniforms for men in the 1800s



War of 1812

SEPARATES

1852



separates allowed for versatility in the different proportions



Easier to mass produce separates

History of the Size System

USDA STUDY

1939

Criteria stipulated that the women had to be white.

Some non-whites did have their data collected, those measurements were eventually excluded from the study.

COMMERCIAL STANDARD

1958

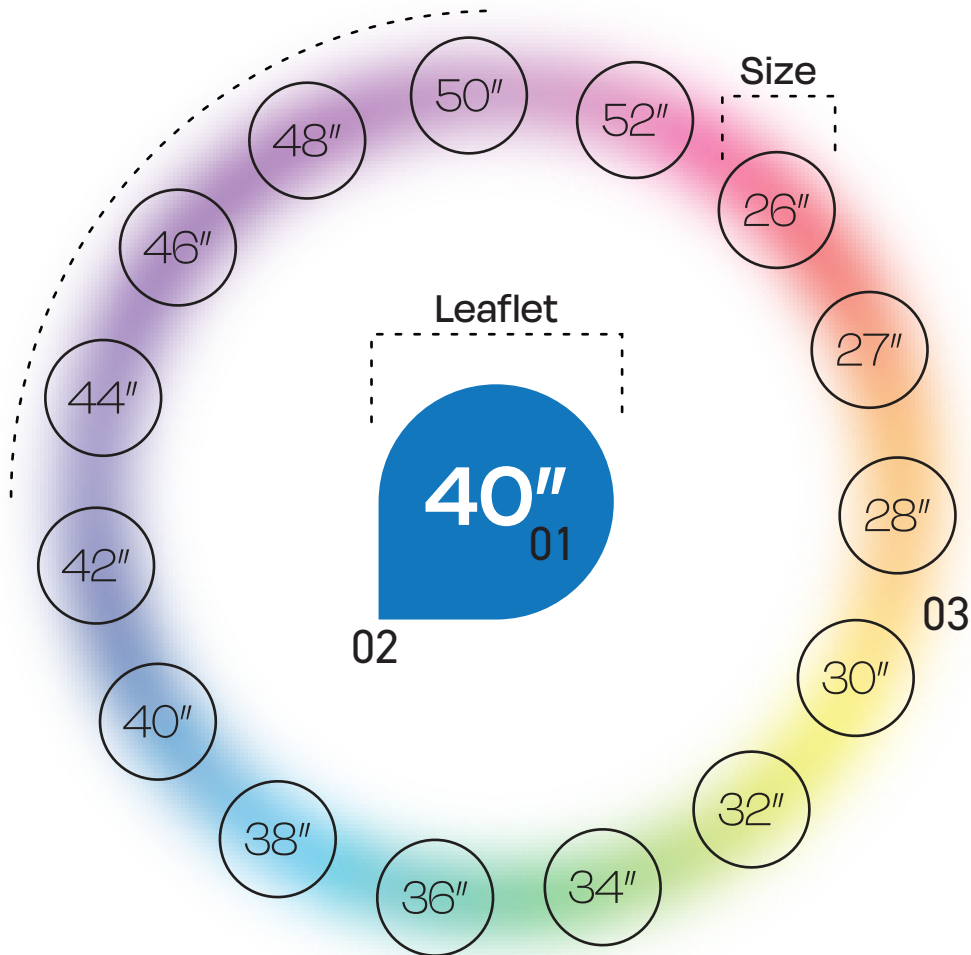
Accounted for hour glass shape. Which only 8% of women have.

People with breasts chest size doesn't always match their waist size

Rethinking Sizing

The redesign of the system aims to abolish the need for the existing "male" and "female" sizing systems. It uses a 3 code system of identification.

Sizes exist in a circular system that allows for a continuous loop



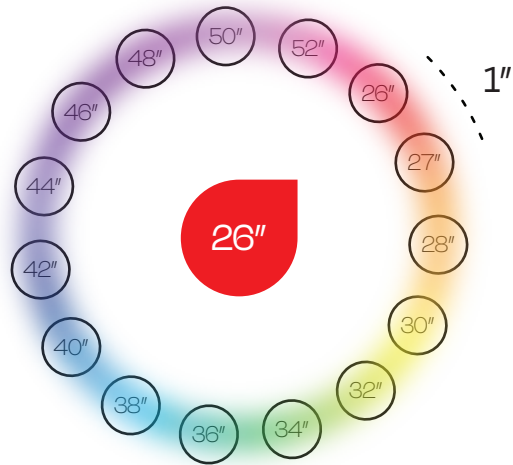
- 01** A numerical measurement of a part of the body
- 02** The direction the leaflet is pointing indicates the measurement of the wearers body
- 03** The size scale exists on a color wheel so that one can easily compare sizes and quickly recognize a size that they prefer

Your Size:

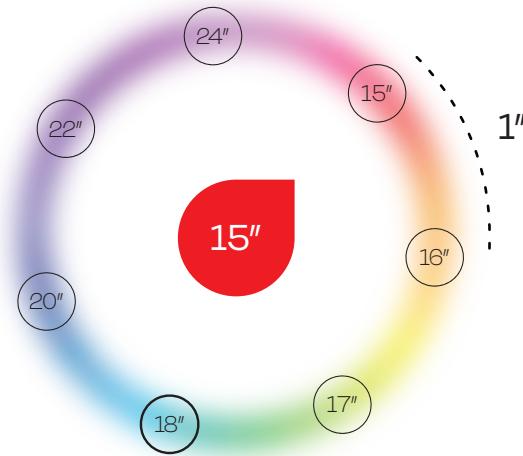


Rethinking Sizing

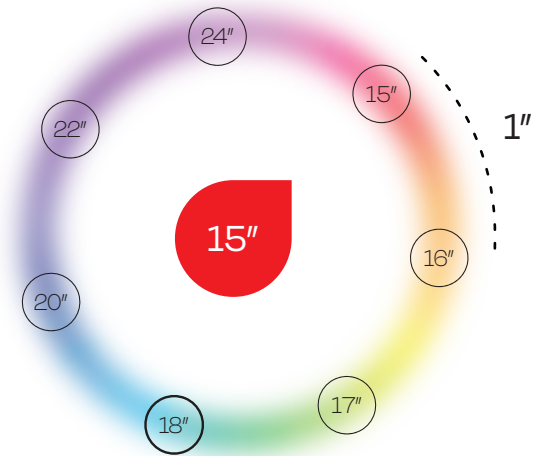
Using these six measurements a user will be able to find clothing that is to their desired fit.



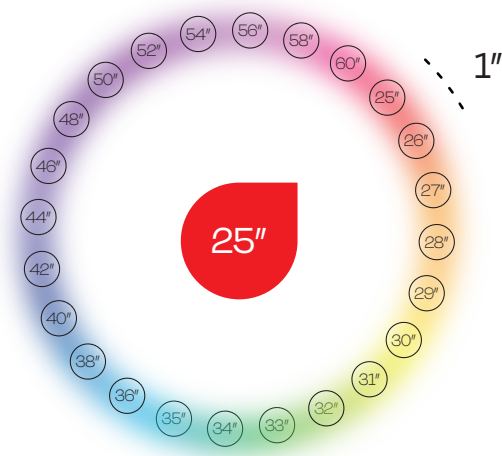
Chest



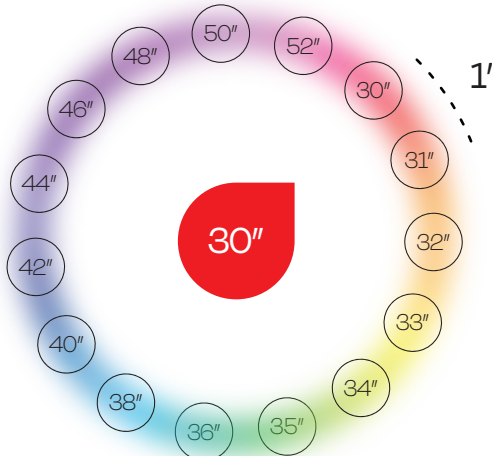
Torso



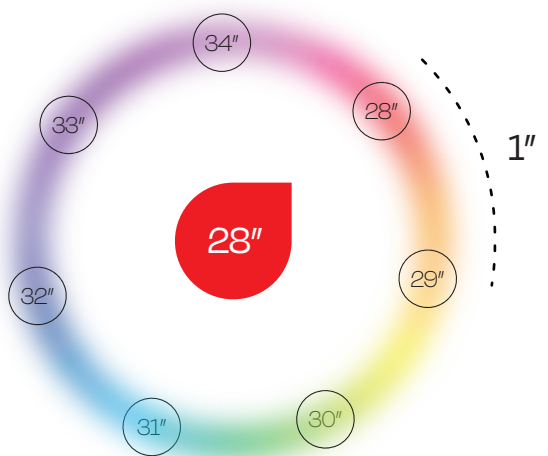
Arm Length



Waist



Hips



Inseam

EXPERIENCE

 *section 03*





leaflets size system

GENDERLESS SIZING PLATFORM

SIZING REIMAGINED FOR HUMANS

Compound Leaf



Compound Person



*/leaflet/*A leaflet in botany is a leaf-like part of a compound leaf. Though it resembles an entire leaf, a leaflet is not borne on a main plant stem or branch, as a leaf is, but rather on a petiole or a branch of the leaf. (Zavala, 2021)

Interconnectivity

EXPERIENCE GOALS

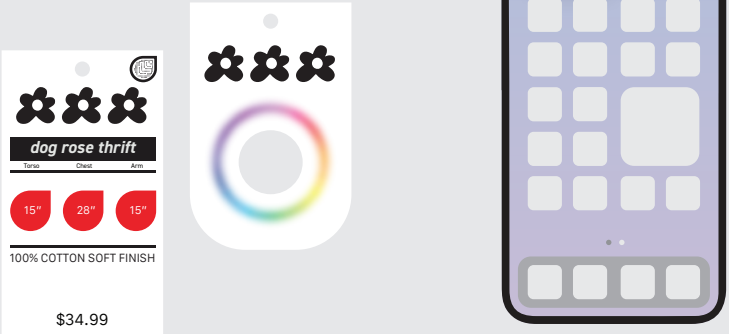
- Unify size measurements of all clothing into one single measurement system
- Encourage people to shop less by gender and more by their own specific preference
- Create uniformity of clothing sizing across brands
- Genderless platform

WAYS TO CONNECT

PHYSICAL PRODUCT

+

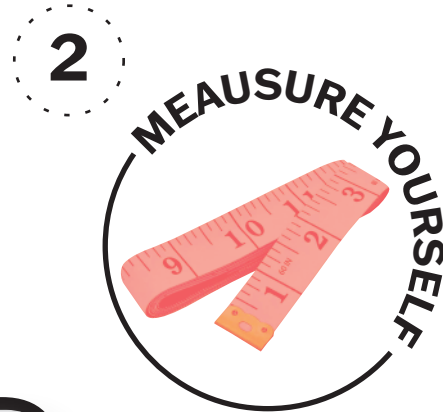
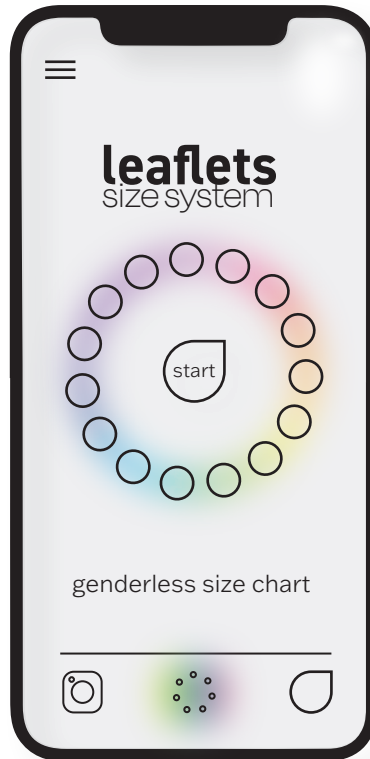
PHYSICAL PRODUCT



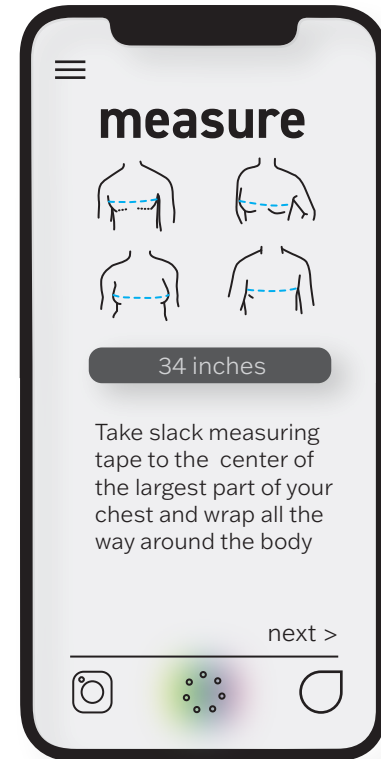
Leaflet Application



Open the Leaf Sizing app to start measuring yourself on the genderless size chart. Tap to continue and set up your profile and find your measurements.



The app guides you through the 6 measurements used in the system. The app includes specific instructions on how to properly measurement the body to get accurate results.

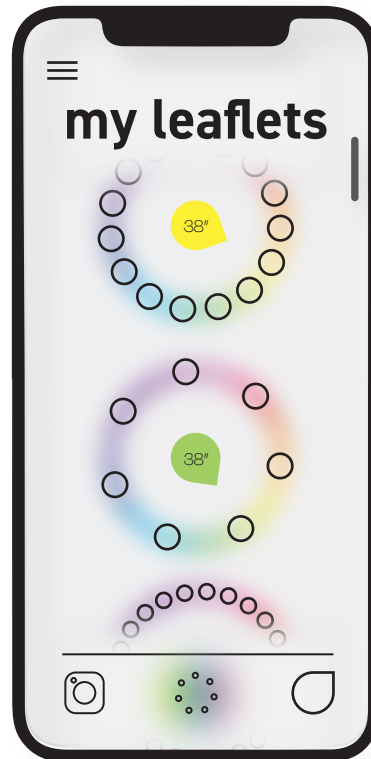


Leaflet Application

3



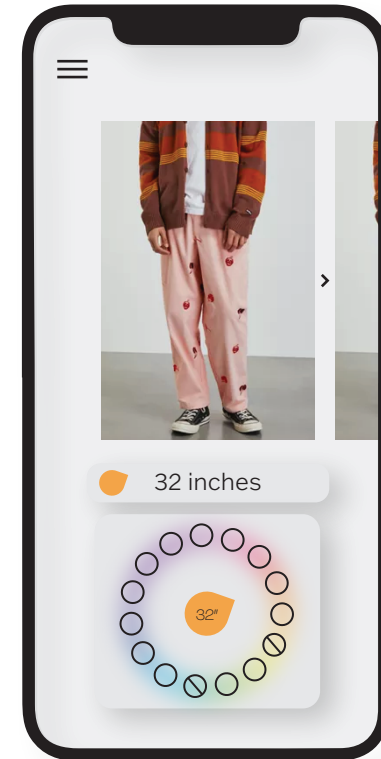
Once the profile is set up the "my leaflets" is the main page a user would encounter. Here the user can have quick access to their size information and their fit preferences.



4



While online shopping the user can drag through the sizes available. The user can find their size based on measurement, color or position of their leaf.



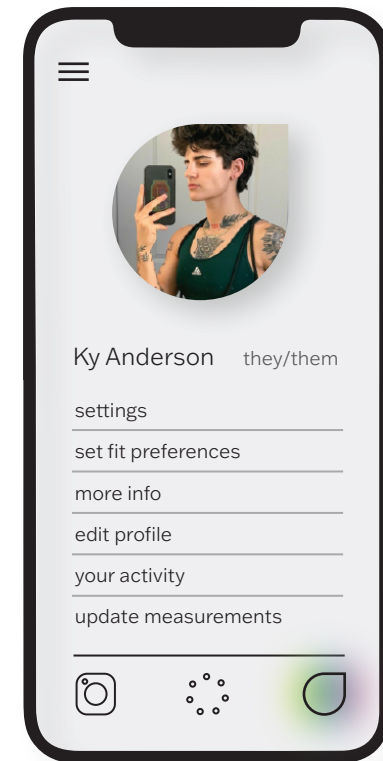
Leaflet Application



In person the user can scan the QR code on the Leaf Tag to compare sizes. Based on the information the app will make recommendations.



If the user needs to ever make changes to their measurements or fit preferences they can make those changes in the profile section of the Leaf App.



IMPACT *section 04*



Physical Product

clothing tag

Leaflet with 3 code indicators
degree, color, and
measurement



Top tag highlights the
chest width, when
removed the sale
tag reveals other
details like torso and
arm length



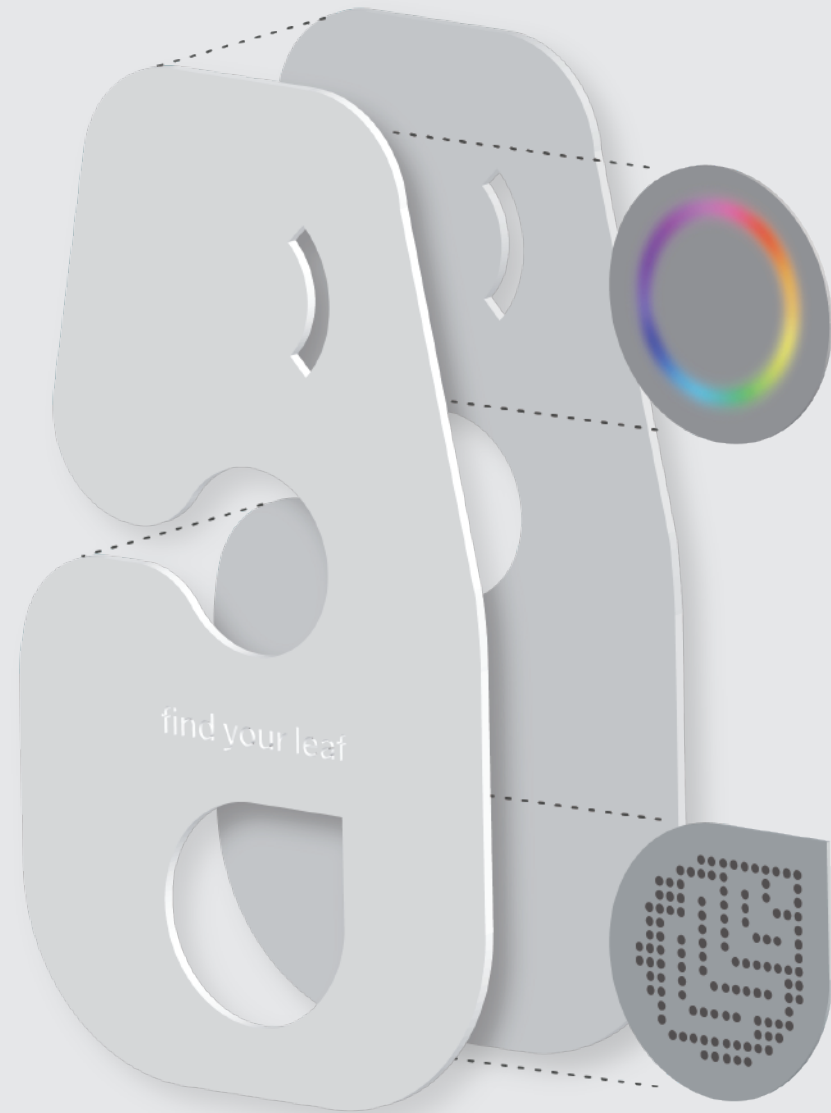
Physical Product

hanging guides

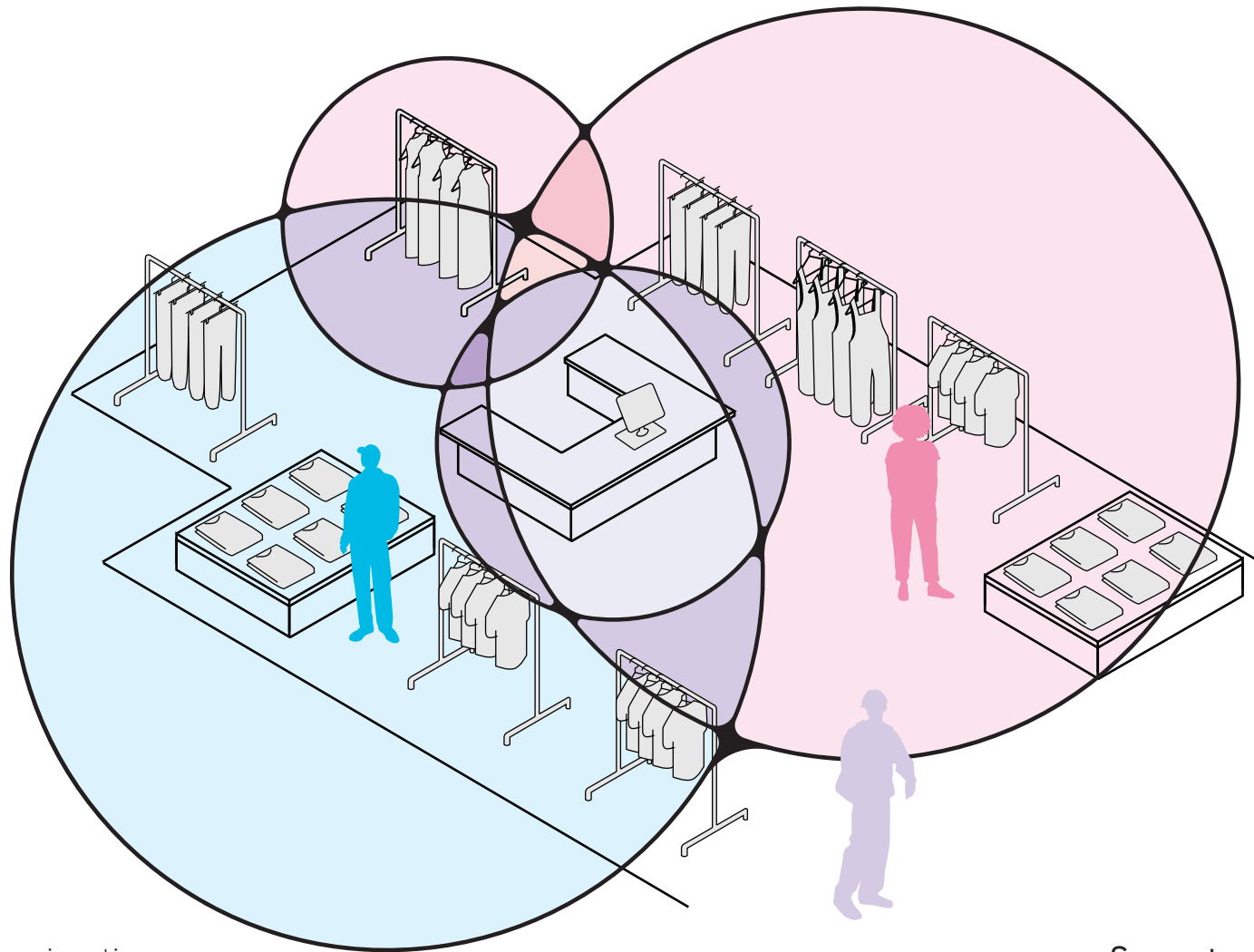
Cut out indicates a range on the size spectrum for quick access to your size



Leaf Code is present on the hanging tag to connect new users to the platform via the app



Current Store System



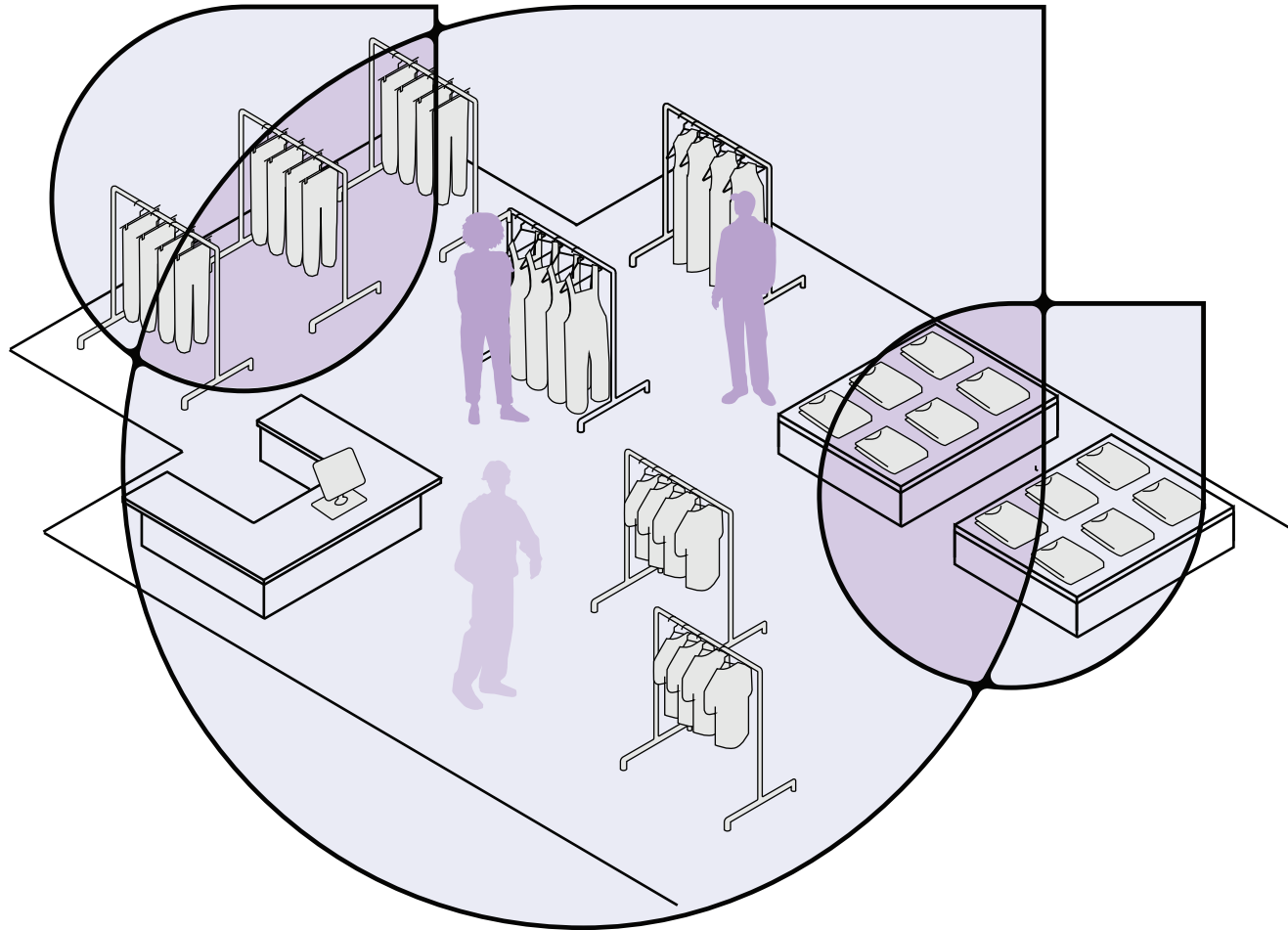
- Women assignment
- Man assignment
- Non-binary zones

Separate sizing systems

Division of store is gendered

Social pressure to not stray from assigned sex at birth

Leaflets Store System



- Women assignment
- Man assignment
- Non-binary zones

There is no division by gender

Unified size system as to eliminate code switching

Clothes are sorted by tops, bottoms, and full body fits

“ To even begin shopping for new jeans, we are commonly asked to assign ourselves to one of two fashion genders: men’s or women’s. This happens at brick-and-mortar stores, which divide up

with little crossover. Fashion’s purpose is for self-expression, and so the idea that this force or this energy that we call fashion has become in some ways oppressive for people’s understanding of their own

menswear and womenswear into separate areas, floors, and sometimes even buildings. It happens online, too, where many of the most popular luxury e-commerce sites divide their offerings

gender in how we market it, it’s really quite ridiculous. Fashion should be the opposite: It should be a force for liberation. ”

-- Willow Defebaugh
(Brannigan, 2022)

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