

## **Artistic work 4**

*Norm vs Fluidity.*

The piece illustrates how predefined design objects (girls dancing, boys playing football) maintain gender norms compared to a fluid design (a bunch of pearls) that opens up for a variety of interpretation regardless gender, ethnicities etc.

*Norm vs Fluidity* has been exhibited at the exhibitions “The Great and Small” HongKong 2014, “Blue+Pink>>>Rethink” at designxport Hamburg and designtransfer Berlin 2015. iGDN – International Gender Design Network, <http://genderdesign.org/>

# NORM

## VS FLUIDITY

DISCIPLINES  
TECHNOLOGIES  
ETHNICITIES  
MATERIALS  
RISKS  
SEX

*"Objects that are designed on the basis of a fluid approach tend to suggest options of use instead of prescribing them."*

UTA BRANDES, 2009

*"A fluid design practice is open to a polyphony of relations!"*

VAGUE RESEARCH STUDIOS, 2015



I ONLY PLAY WITH REAL BOYS!



I ONLY PLAY WITH REAL GIRLS!

I PLAY WITH WHOMEVER I WANT!



Vague Research Studios

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Lena Berglin / Kajsa Eriksson  
Drei unterschiedliche Bügelperlen-Sets  
Obwohl immer das gleiche Material wird und Gender-Stereotypen betriebsinsensitiven Sets zeigen einen hüftanzierenden Mädchen.  
Unser Beispiel für gendersensitiv Schale mit Perlen, die offen für

hergestellt von Lena T.H. Berglin  
Kajsa Eriksson (Stornburg)  
Objekt: Bügelperlen  
Design: hergestellte von Lena Eriksson / Obermaier  
Hersteller