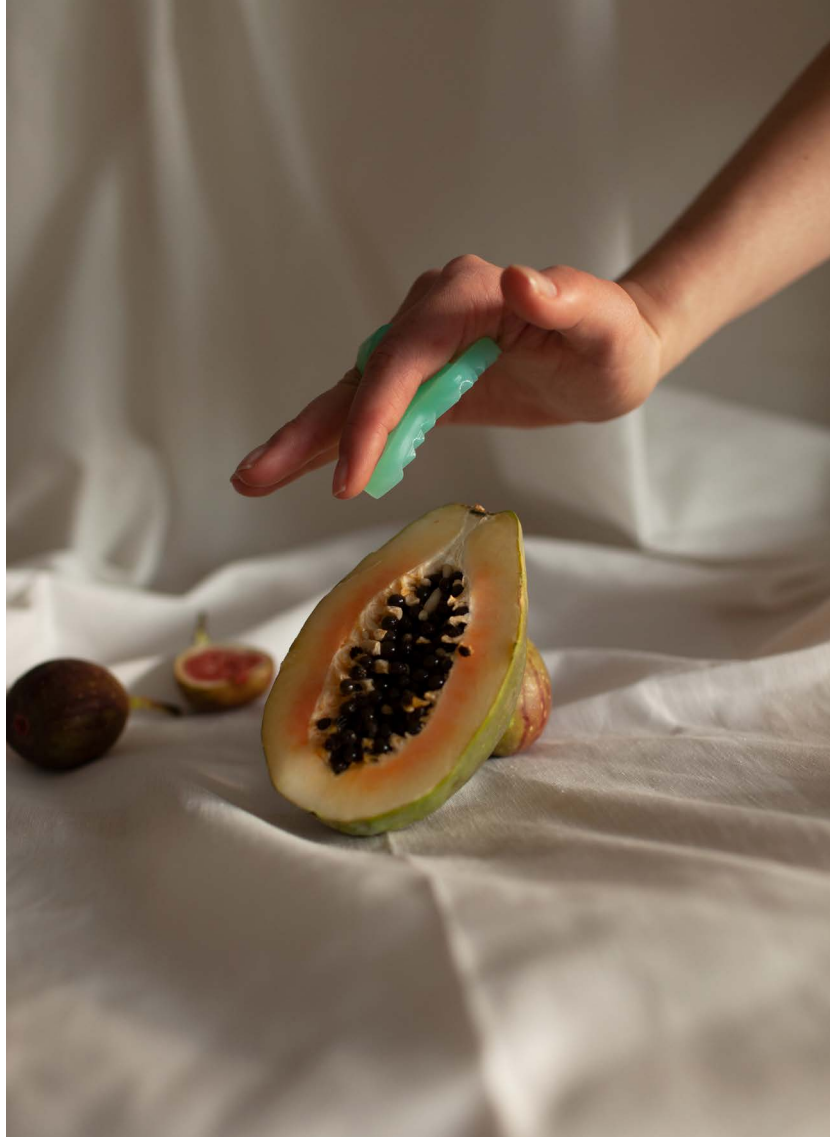


LUST

BACHELOR THESIS BY NATALIA LAURITZEN 2019



LUND
UNIVERSITY

Lust

by Natalia Lauritzen

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Lust is designed and dedicated to encouraging a healthier discussion about sex and masturbation by taking on a new generation of sex toys.

A majority of us masturbate regularly but few consider it important to talk about in our close relationships. Today, pornography, in the absence of an open discussion, seems to be an unspoken source of education for young people. It is the leading moderator on the topic in society and is in command of, and prevails the norm, regarding sex. It gives an utterly monotonous and outdated image of what sexual intercourse is and can be.

Lust was designed with the ambition to question the very clear connection between the sex toy industry and the porn industry which prevails today by focusing on exploration instead of preparing for intercourse. It aspires to de-stigmatize and encourage a healthier discussion about sex and masturbation. A discussion that hopefully contributes to increased self-awareness, self-esteem, and understanding of consent.

Abstract

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BACKGROUND



BACKGROUND & MOTIVATION

A Discussion

Modern society has evolved to be more sex-positive than ever. Not only are people more aware of the nuances of gender, but also of the fact that our sexual proclivities can be wonderful. Sweden has both internationally and throughout history been at the forefront of the liberated sexuality. We were the first country in the world, to in 1955, make sex education a mandatory part of the national curriculum: in many places of the US, sex education is still today met with a fraught political and religious backlash. When it comes to talking about sex they are one of many countries that are questionable and surprisingly outdated. Several states do not have sex education as part of their curriculum and where it occurs, it is all too often an initiative from the church and propagates against any sexual activities. After all, we are no pioneers, nor a prime example that the rest of the world should credulously follow. What others in stupefaction talk about as revolutionary, is actually in most cases just one hour during high school when students in torment, listen to their teacher explaining how babies are made and the importance of protection.

Today, pornography acts as an unspoken source to education in the absence of an open discussion. It is one of the leading moderators on the topic in the society and is in command of and prevails the norm, regarding sex. Porn and movies have conditioned us to follow what's known as a "sociosexual script," which tells us that sex is successful only when it ends with a climax, demonstrating an arranged and unrealistic scene of what one is expected to do to get

there. It gives an utterly monotonous and outdated image of what sexual intercourse is and can be. This is for many their first introduction to what is and is not sex beside the poor sex education offered at school. Their first meeting with sex and their sexuality. An approach that is characterized by the opposite of what Cindy Gallop calls "real-world sex" in her Ted Talk "Make love, not porn". She uses it to reframe an open and healthy conversation about sex that is not yet established.

The lack of an open and healthy conversation about sex and masturbation has been my main motivation for this project from the start. I wanted to affect the discussion in the most efficient way I as a designer could: through design. After looking over the different aspects of the subject I soon found an area where I could target the topic on another level and at the same time use the different means of the design that I have learned and become fond of over the past years.

The importance of an open discussion about sex does not only lie in increased knowledge among people but hopefully also greater understanding and respect for ourselves as well as for others. I have had the good fortune to have a mother, more outspoken than anyone else I've ever met, and who according to myself, usually is quite wise. I am privileged, not only because I have been fortunate to be raised by her but also because of so many other reasons. Many aspects have affected both my knowledge but also my view of things

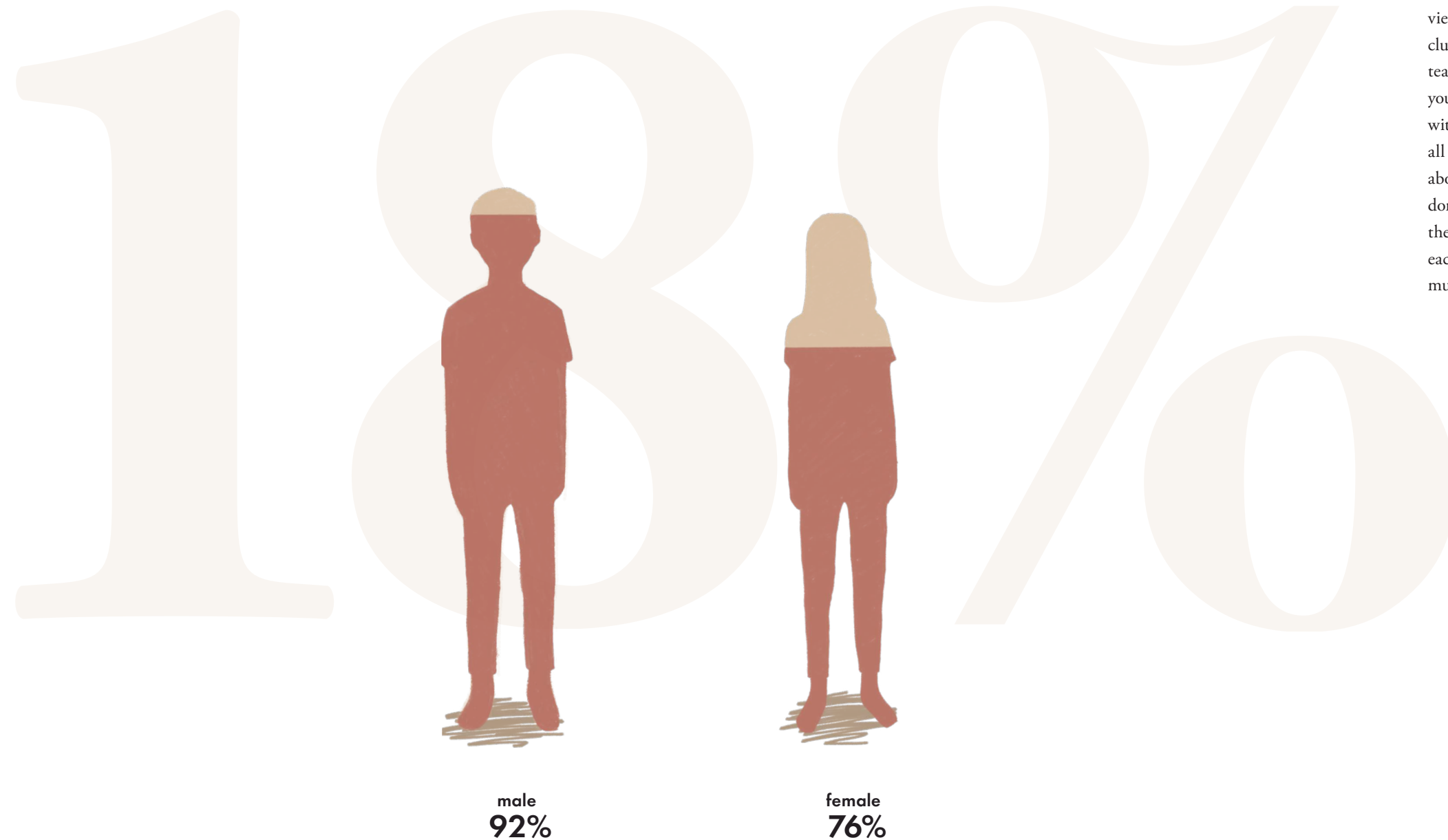
in life, myself, and my surroundings. For many, the discussion about sex and understanding of consent is not as natural, nor is it that often based on equal values. It is difficult to say exactly what is right or wrong in this question but one thing is for sure: by silencing the conversation with shame we will not have space to question and develop on the matter.

During a sexual act we are in a position both mentally and physically unique to most others. By this, I mean that we in such an intimate meeting that sex is, are as naked and vulnerable (both physically and literally) as we ever can be. It is way too many who do not understand the importance of respect in such meetings, both against themselves and the one they are with. Some have the idea that sex should be based on what they have seen in porn and heard from friends. Whether they are aware of it or not, they bring these perceptions, that are distanced from reality, into actual meetings with another person. As a designer, I will never be able to fully change how others think or act, but I can at least try to influence for the better. I think we must learn about ourselves and not just prepare for sex as an act before we can enter sexual relationships with others. Most people do this in the opposite order. I am not against sex, quite the opposite. However, I strongly believe that respect and understanding for ourselves and our own body are essential to be able to have understanding and respect for others. That's why I chose to make a sex toy.

RESEARCH

Talk About It

During her Ted talk professor Brene Brown stated that “the path to each other starts with our own vulnerability”. She did not talk about sexuality but intimacy and relationships. What is intimacy if not, sex. One could say that sex is a summation, a climax, of the fragility, self-esteem, and attitude we have in all our relationships. It is therefore not only advantageous but essential that we raise the even more taboo but fundamental discussion about masturbation. It is our first form of sexual exploration, an experience that allows us to learn about our bodies and what we like. Masturbation and the experience the practice gives also allows the opportunity of shaping an awareness both in how we want to be treated and hopefully also how we treat others in future sexual intercourses. Dr. Richard Wassersug, a professor specialized in evolutionary biology states: “Having sex is natural, talking about it isn’t”. How can it be so when it is evolutionary fundamental? To touch one’s genitals for pleasure is something that babies do from the time they are in the womb. It’s a natural and normal part of healthy sexual health and development. Therefore, among many other reasons, I am deeply surprised that people, including myself, do not talk about it more.



According to Tenga’s self-pleasure report from 2018, most of us do masturbate but would rather not talk about it. In the US, 76% of women and 92% of men engage in self-pleasure regularly, of those more than half of them would never talk about it. The report also stated that only 18 percent of Americans feel it is important to talk about masturbation with people they are close with, the number was even lower in Europe. Talking about masturbation has many benefits. Promoting sex-positive views in society and our own homes, including around masturbation, allows us to teach people of all ages, particularly the young ones, healthy attitudes and behaviors without shame and stigma. The more we all authentically open up and talk honestly about sex in popular culture, in the public domain and equally important, in private, the more we realize that we have to talk to each other during sex. Mutual exploration mutual communication.

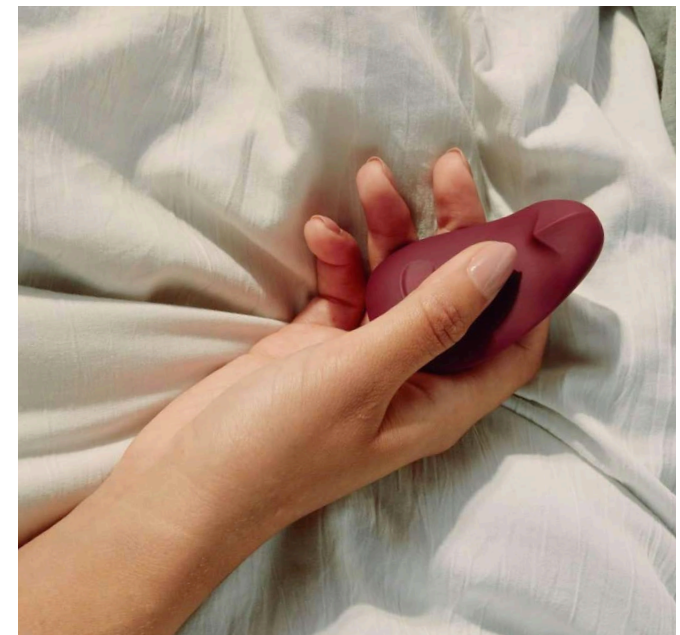


Meet one of the founders of Dame products

INTERVIEW WITH

Janet Lieberman

Janet is one of the two Co-founders of Dame Products. Both Janet and her co-worker Alex are pioneers in their field; designing the most crowdfunded sex toy in history as well as the first sex toy allowed on Kickstarter.



What inspired you to start up Dame products and what motivates you today? I realized that sex toys were a widely used consumer good that I wasn't holding to the same value proposition as other consumer electronics. I'd never questioned that before. What I was doing in my day to day work as an engineer developing products wasn't going into this industry, which meant that companies were profiting off of a sense of shame that I didn't realize I felt. That's still what motivates me today - creating a quality line of products that women can trust. Though now I can add to it the feedback from customers about how our existing products have touched their lives. Talking about sex and masturbation, in particular, is generally rare and considered shameful.

Why do you think Dame products got such a big breakthrough? There are three reasons we felt like our Indiegogo campaign was so successful.

One was the product itself; we've heard couples describe hands-free clitoral vibrators as the "holy grail" of vibrators. The pleasure gap is real, and, as our campaign highlighted, that's the most head-on way to address it. Then there was the zeitgeist we fit into - as a society, we were ready to talk plainly about sex, without sterilizing or sensationalizing it. And finally, Alex & I are the consumer. We're passionate about our work, and I think that resonated with a lot of donors.

So since talking about sex and masturbation is rare and considered shameful: How do you deal with that taboo at Dame products? We get most of our feedback anonymously, which helps people feeling free to comment. Sex (including masturbation) is a really important part of our lives, but we never get to talk about it, so we find that if we can create a safe space, people are often excited for the opportunity to be heard.

How did you manage to reach out to people in the beginning? We started from our personal networks and reached out from there. My first "call for testers"- email had the subject line "Friends, Romans, Countrymen, lend me your..." Once we started getting press, it wasn't long before strangers were contacting us to find out how they could get involved.

From your experience, what would you say are the biggest challenges one faces today as a modern sex toy designer? I think the biggest challenges on the design side come from sexual variety and the lack of understanding of it. Anatomy and preferences are wildly variable, and not only is there little information about that variability, but there's also barely a vocabulary to discuss it with. Therefore, it takes a lot of talking and testing.

Vanessa Cuccia



Vanessa is the founder of Chakrubs, one of the modern sex toy companies I have been studying and been inspired by. They make beautiful hand-crafted toys out of natural crystals which some believe are healing materials.

Meet one of the founders of Chakrubs

From your experience, what would you say are the biggest challenges one faces today as a modern sex toy designer? A major challenge has been to secure working capital in order to expand the business. Because of the nature of my brand, many lenders will not fund it as it is considered a “restricted” business. I have so many ideas for different designs and products that I know would be helpful to so many people, but I need to be very strategic with what I put out and when as to maintain steady and sustainable growth.

What inspired you to start up Chakrubs and what motivates you today? Chakrubs was created out of my own desire for a sex toy that could give me a more connected experience and help me heal sexual shame and trauma. At the time I was deepening my understanding of crystals and intuitively felt that they could give me the experience I was seeking. Today I am motivated to share what I’ve learned on my own healing and spiritual journey and driven to help others find sexual liberation and empowerment.

How did you manage to reach out to people in the beginning and why do you think you got such a big breakthrough? In the beginning, I shared the idea with some open-minded women I was living with along with my sisters. They were my first focus group and provided incredible feedback on shapes and what they got out of the experience. I think many women were feeling the same way I did: they wanted to approach self-pleasure from a more mindful place and use it for healing, and that’s why Chakrubs resonated with so many right away.

Talking about sex and masturbation, in particular, is in general rare and considered shameful. How do you deal with that taboo at Chakrubs? Our ethos is centered on learning to see every part of ourselves as sacred. Because so many deal with sexual shame and trauma, we try to approach these topics sensitively and in a way where we are honoring the diversity of our experiences and learning from each other without judgment.

“Many lenders will not fund it as it is considered a ‘restricted’ business.”

Victoria Westvik

In what ways would you say that the conversation about masturbation has changed in recent years and how do you think that development will be in the future? The perception of masturbation is changing by leaps and bounds, and more people are beginning to emphasize their own enjoyment, whether you have a partner or not. The conversation about masturbation has been something that has been very taboo and something that many have grown up with being ashamed of, but this is something that is slowly but surely being erased. Media, movies, comics, and public figures help a lot with this and I think the view and conversation about masturbation will be even more open in the future. We hope so anyway! According to several studies, Generation Y and Z have a more open mind when it comes to sexual issues, which will also help to make it easier to talk about sexual well-being. After all, it is the most natural thing there is, and a subject that should be highlighted for both body and mind to become its strongest self.

How do you imagine the sex toy industry will evolve? We notice that the market is growing, and that sex toys are becoming more popular. New competitors are emerging faster than ever and customers are

becoming more open when it comes to sex. Not a long time ago sex toys were only sold at sex toy stores but can now days be found in a wide range of online stores that traditionally wouldn't sell sex toys. It's starting to become less taboo. This is something we're incredibly happy about!

The market is growing by leaps and bounds and this is also reflected in the products developed by the various companies from which we purchase products. Emphasis on body-safe materials and stylish design has become more popular in recent years, and this is a trend that I believe will continue. I think we will see many exciting news on the market in the near future.

What would you say are the biggest challenges of working in this industry? The biggest challenges with working in this industry are probably that there are still so many prejudices. For example, we who work with marketing can't use marketing strategies with sponsored posts on social media as all of these are blocked and branded as inappropriate and a part of the sex industry, which we, of course, are not. This leads to a lot of challenges, but it is also what makes the job the most exciting job in the world!

Victoria works as Brand Manager at M Shop, one of the leading retailers of sex toys in Sweden. The brand has many years of experience in the business, founded in 1984 in Gothenburg.

Meet Victoria who works at the leading sex toy shop in Sweden



Questioning Market Patterns

After talking to experts in the subject, educating myself with everything I could find online, and studying the products available today, I began to see recurring themes in the market. I discovered both patterns that I considered problematic, which strengthened my thesis but also a lot that would later be useful and could be taken from and implemented in my product.

What was offered to men were primarily sex toys that resembled female genitalia, incredibly realistic ones in appearance. Not infrequently, it also included one or more pictures of the woman who is the model for the molding of the toy. Posing in lingerie only, she looks with a flirtatious glance at the camera and at the person sitting on the other side of the screen. Masturbation doesn't sell, from all we know, masturbation is dirty but sex on the other hand does and the industry uses this. The fact that they include collaborations with models who work exclusively in the porn industry is one of many proofs of the clear connection between porn and the sex toy industry. As previously mentioned, there are many problems with this connection. The porn industry advocates oppression, inequality, and unrealistic expectations of what sex should be. All things that should be avoided when learning about sex, oneself, and how to relate to others in sexual relationships.

The part of the websites that are aimed at women is usually the exact opposite of what I just described. The sex toys are often pink purple or in some other typical "feminine" color, not too seldom adorned with glitter. If they do not represent the male genital, you can also find them in the form of various cute silicone animals such as rabbits or butterflies. The majority of sex toys that exist today support old and outdated stereotypes and are misleading in the messages about what sex and masturbation can be. As previously mentioned, masturbation is, in my opinion, not just a substitute for sex but something personal that does not necessarily have to be expected to have any connection to another human being. What the industry produces today is a bunch of silicon cocks and vaginas, made to be used as tools to either prepare one for sex or to be there when you do not get to have it.

Fortunately, there are a few pioneers in the market who go against the stream and confront the norm. Some of these companies include Chakrubs and Dame Products, two of the companies which I had the honor of interviewing. But the role models are few and are rarely found on the big online sex shops, but sell their products on their own. Unfortunately, the majority of these companies are addressed exclusively to women while this is a problem that undoubtedly affects men as well as women.



BRIEF

Design a sex toy, its graphical profile & a campaign. They should differ from the current market by focusing on self-exploration instead of preparing one self for intercourse.

GOAL

Destigmatize & encourage a healthier discussion around sex & masturbation among young people. A discussion that hopefully contributes to increased self-awareness, self-esteem and understanding of consent.

DESIGN STRATEGY



Today, pornography, in the absence of an open discussion, seems to be an unspoken source of education for young people. It is one of the leading moderators on the topic in the society which is in command of, and prevails the norm, regarding sex. Porn and movies have conditioned us to follow what's known as a "sociosexual script," which tells us that sex is successful if it ends with a climax, demonstrating an arranged and unrealistic idea of what one is expected to do to get there. It gives an utterly monotonous and outdated image of what sexual intercourse is and can be. This is for many, besides the poor sex education offered at school, their first introduction to what sex is.

Because of this I have chosen to focus my campaign and marketing on young adults and

teenagers from the age of 15 and up. The ambition is that even those who are younger than the specific target age should have the opportunity and be attracted to the information and attitude the brand contributes with. The choice to keep the target group young is because that it is in that age that one established and explore their sexuality. It is, for many, a time when both the discovery of one's own body and the lack of knowledge about it go hand in hand. I want the product to be for everyone, regardless of gender. As already known, the focus of my product should not primarily lie in preparing the user for sex but exploring and getting to know oneself and their sexuality – knowledge that is both important and necessary to be able to enter safe and conscious sexual relationships with others.

TARGET GROUP





Understanding the Customer & Unique Value

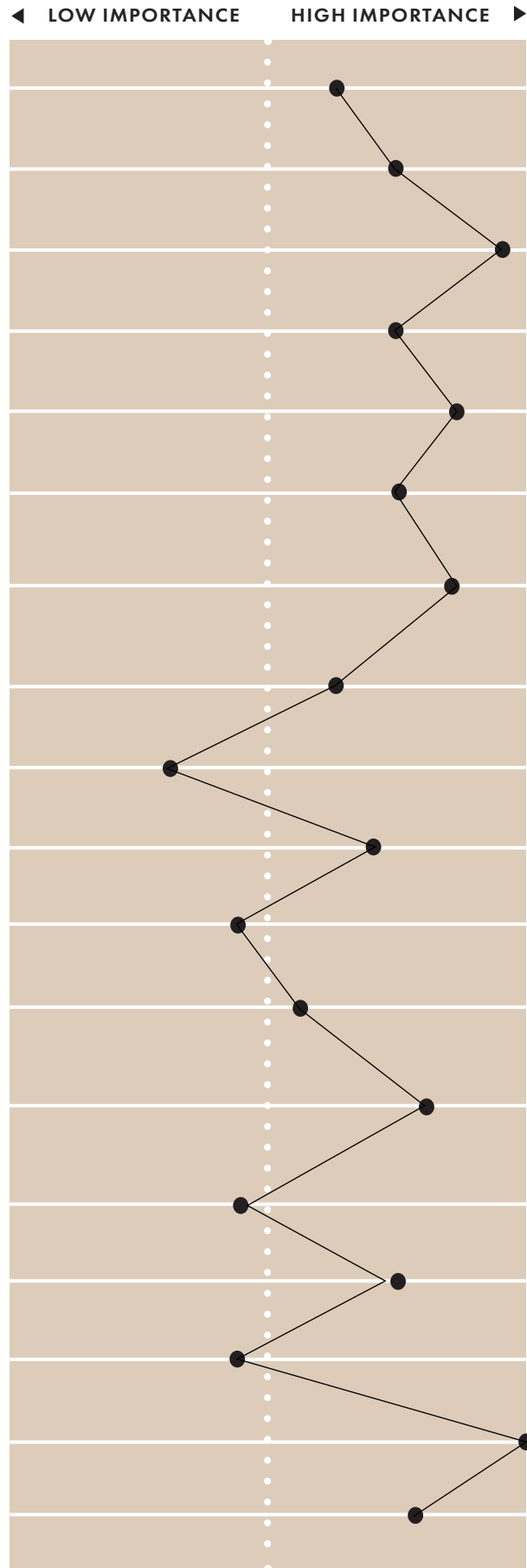
By getting a good picture of what the target group considers to be valuable, one can also get understanding of how to provide additional product value. Therefore I decided to focus on researching value-based trends rather than aesthetic trends. Those trends are based on culture, attitude and lifestyle choices. Values like these are the fundamental driving forces behind how people make decisions and the foundation for the things they appreciate. I did not gather a focus group but based my assumptions on experiences, both my own and from people around me that I have talked to during the processes. In addition to this, most of my knowledge on the subject comes from personal experience, intuition, and research online. Many of the questions I wanted to ask was already answered by someone else, just in a different context. The internet is such an incredible asset, and to me, it would be foolish not to use the studies that already exist. Those studies are often done on a much bigger scale than anything one could implement on one's own. My interpretation of the research I did, the statistics I found on the subject (read more about this on page 15), and my personal experience naturally became the foundation for the project.

After studying other modern sex toy designers I soon came to the conclusion that the majority have their primary focus and value when it comes to the design on the actual function. However,

to me, it appears to me that one can not evaluate or generalize good design in the sex toy industry because the outcome is highly individual. Among the best-selling products, the trend is very clear: people want what others have recommended which, of course, is not surprising. We usually want to buy what others have already tested, to be sure that it works. In my opinion, it says a lot about how our culture has shaped how we view masturbation and self-exploration. It is not possible to compare a sex-toy to any other product on the market. Not only is it very individual how it actually will function when in use nor is it a guarantee that it will work at all immediately. Therefore I wanted my toy to have a design that offers and encourage exploration. As mentioned before, my ambition is not to make the best sextoy human kind has ever seen, but to raise a discussion and make people explore themselves. So instead of trying to design the overall best sex toy I decided to design one that encourages selfexploration. It's hard to stand out but by making the sex toy a conversation piece they transcend the limitations of simply being a visual product. The second proposal is by giving the product a unique value such as a statement we can connect to the user on a completely different level. The sex toy is given an actual meaning, it is a product with a statement.

Personalized attributes generates unique value

- Offer versatile use
- Be flexible
- Invite exploring
- Comfortable grip
- Be soft
- Not be connected to porn
- Texture both vertical & horizontal
- Be norm-based gender neutral
- Be unique
- Be used in a natural motion
- Be durable
- Be aesthetically appealing
- Designed for everyone regardless of gender
- Be steady
- Not simulate any genital
- Be easy to clean
- Be medical grade
- Be affordable



FUNCTIONION CANVAS

REASERCH AND REFLECTION

Analysis of Research

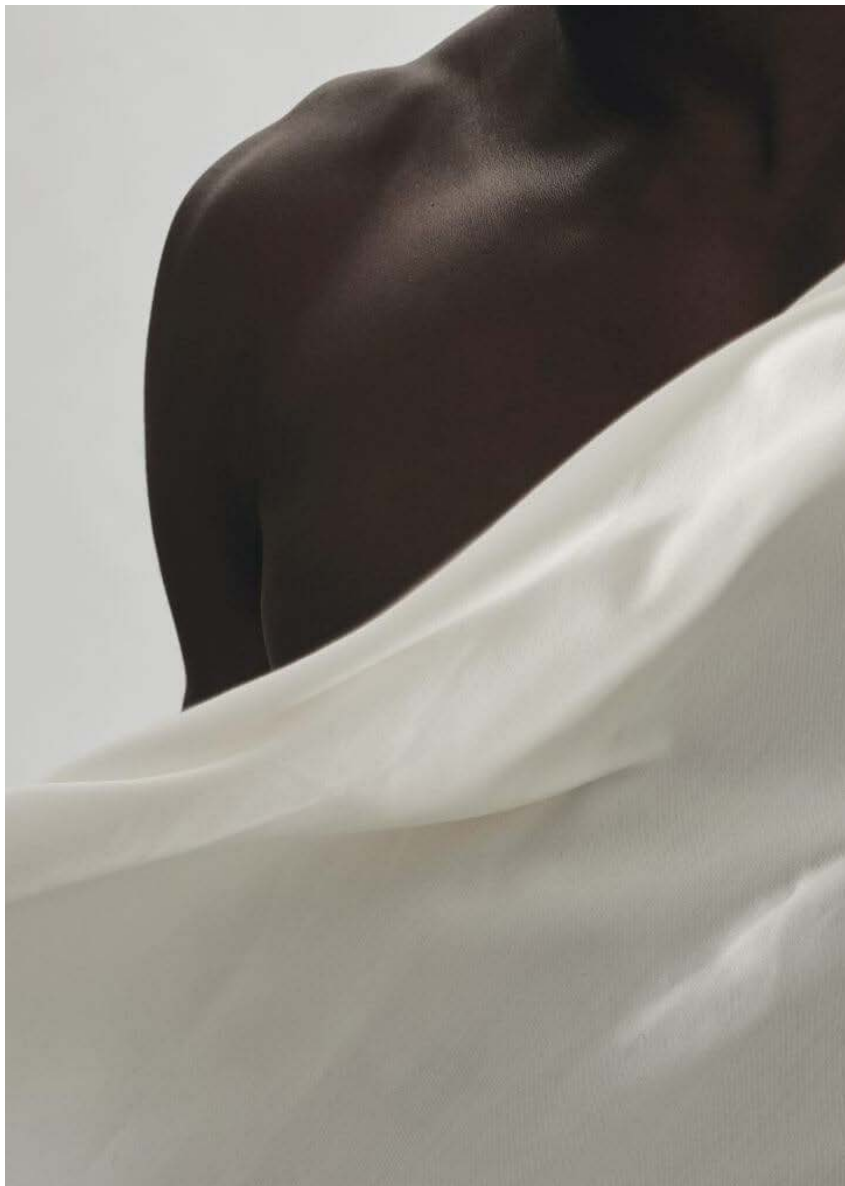
One of the important steps in my design process was to define the purpose of my product and make a functional analysis. Since this project is very strongly based on my life philosophy and my values, it was important to me that the product in the end also reflected my thesis and was well thought through on all aspects.

Something I have discovered during my years working in the field of product design is that it is always easiest to take the easy route. Often you ponder and think for a long time about the meaning of your project. The purpose weighs heavily and I agree, storytelling is a big part of a good project. But unfortunately, not too infrequently, you see projects where the brief has not followed through with the project itself. It is easy to forget the philosophy of its origin when embarking on a project and nestled into the practical. Keeping it fresh and reflecting its thesis in practice is a fine art in itself.

Therefore, it was terribly important for me to constantly return to my thesis and target group through the course of the project. The sex toy had to be both functional but also rewarding on an educational level. This could be done partly through the product itself but also through external means such as social media and marketing. The shape was also challenged on this issue as it is difficult to depart from, and not copy, the traditional sex toys available on the market. My product would be something new that encouraged exploration. But it could not be too foreign and complicated as it should also be functional and an attractive and relevant alternative to the existing market.

Since my chosen target group is slightly younger, between the age of 15 and 25, the price of the product was also a high priority. It had to be durable and could not consist of overly expensive components such as electronic functions. Therefore, in order for the sex toy to keep up with the competitors, I had to constantly keep its unique value in mind during the design process. It had to stand out in an appealing way and to analyze, and then adapt trends, was therefore highly relevant and essential for the project.

SEX TOY DESIGN



Sketching & Modeling

Based on the idea to design a tool that connects seamlessly with the hand, the forming of the product began. The shape was developed in two steps; ideation through sketches and further form studies and development of the shape in clay. My first idea was to create a sculpture-like product that would attribute open use. Before designing this, I studied, among other things, creators such as Julian Watts and Wang and Söderström, as seen on the mood board on the previous page. I wanted to create a form that did not resemble genitals, but which through its undefined form enabled exploration. The main focus should be on the individual and that person's journey to get to know oneself rather than prepare one for sexual intercourse. I wanted to reduce the distance between the user and the tool and, therefore, decided to discard my first ideas and start over. My interpretation was to take the basic idea of the hand as our main tool and make a design that would act as an extension of, and complement to, the hand's own properties.

With the function analysis in mind, I made shapes that were informed by the texture rather than the aesthetics. The reason for this was because I, as mentioned earlier in the target group analysis, have chosen to exclude technical components. Since vibration is a common and appreciated function of many sex tools on the market I designed with the ambition to simulate this manually.

If one observes what vibration looks like in slow motion it creates a wave-like pattern. This was, of course, something I needed to take into consideration because even though the aim wasn't to make the perfect sex toy it still needed to be interesting and meet up to the standards of what is expected of a sex toy on the market today. Hence, the texture came to be one of the biggest focuses in my design process. My ambition was to create a texture that emulates the friction and feel that vibration gives. I wanted to avoid limiting the use of the product as much as I could and the product, therefore, needed to function in both vertical and horizontal directions. It is intended for everyone, regardless of gender, and should offer a varied and open use.

After some sketching, I chose one of the designs that I wanted to work further with. The process was moved over to the clay workshop where two versions of the form were developed. I tested different sizes and variants of the tool and its texture, experimented with the grip, and worked on the edge treatment. After some user testing of the grip, texture, and user experience, I decided which design to go for and a first prototype from the silicone rubber I received from Helsingborg was made. From this prototype, some further changes were made in both size and grip.



Designing the Sex Toy



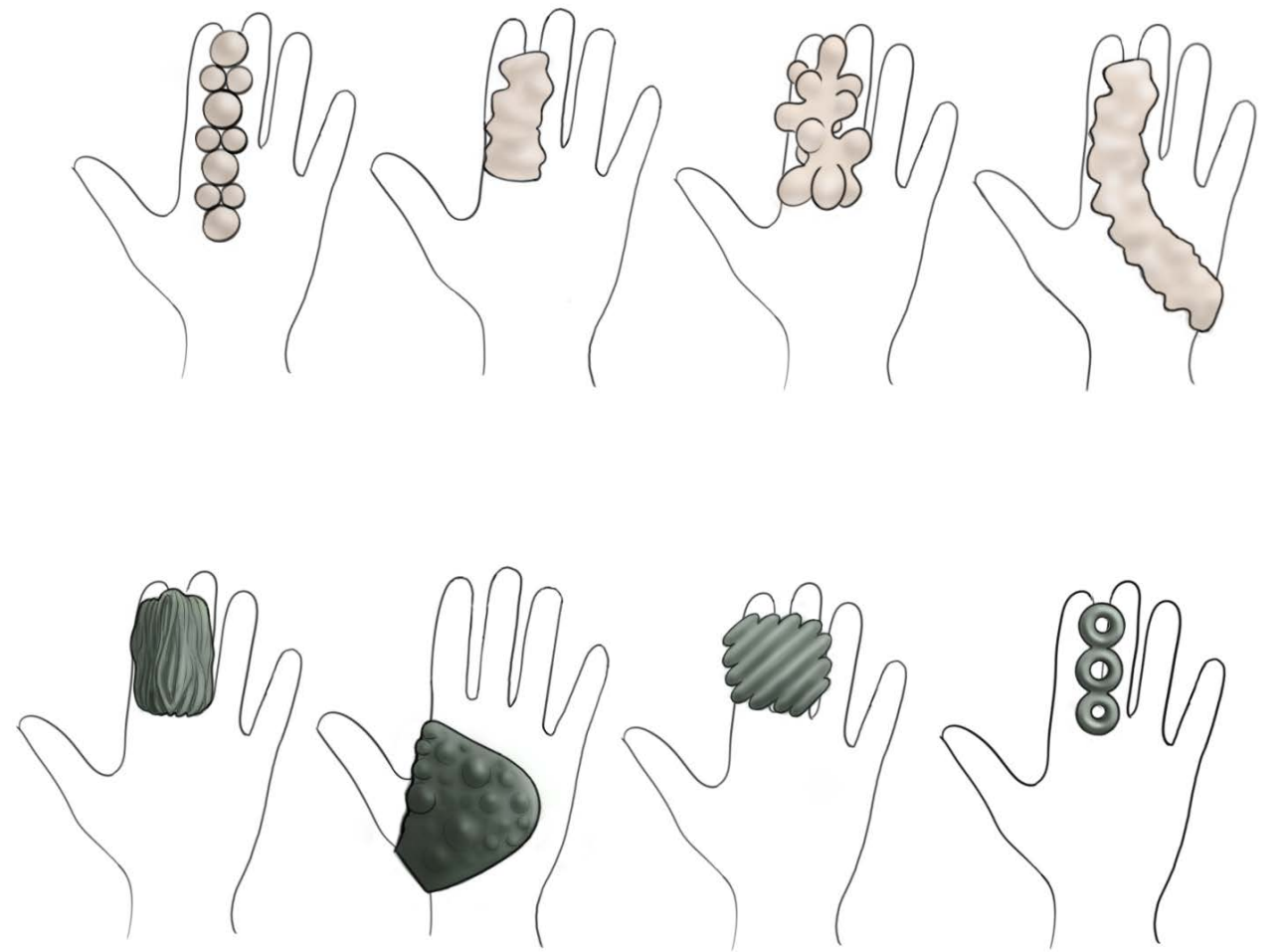
To explore and shape the sex toy, I mainly used two means: sketching and clay. I have been going back and forth between the clay workshop and my desk several times throughout the design process. Working in clay is, to me, beneficial in many ways. It is an excellent material to use both to get a feeling of volume and grip as well as a forgiving tool to use at the very beginning of the ideation phase. In combination with the quick means of sketching, I eventually got to a design that I liked.

Based on the function analysis I had several requirements the design had to meet and qualities it had to include, both when it came to the shape, choice of material and texture. I first decided that I wanted to go for something more sculptural. My main aim was to design a sex toy that did not resemble, or look anything like, a genitalia.



The design should not be obvious at first sight but encourage one to explore. It should not primarily prepare one for sexual intercourse but allow the user to learn about and focus on themselves.

To find a design that would be suitable for all sexes was truly a challenge. Even though I did not want the design to mimic any genitals, nor should the way of using it be too obvious, it still needed to attract the buyers and be beneficial to use. After some time I soon realized that we all do have one fundamental tool in common, the hand. It is our first and, for some, only tool to use when masturbating. Almost all sex toys today are being used with the hand and I wanted to take this further and design a sex toy that could give extended qualities to the hand itself. Make a tool that naturally works in symbiosis with one's hand.





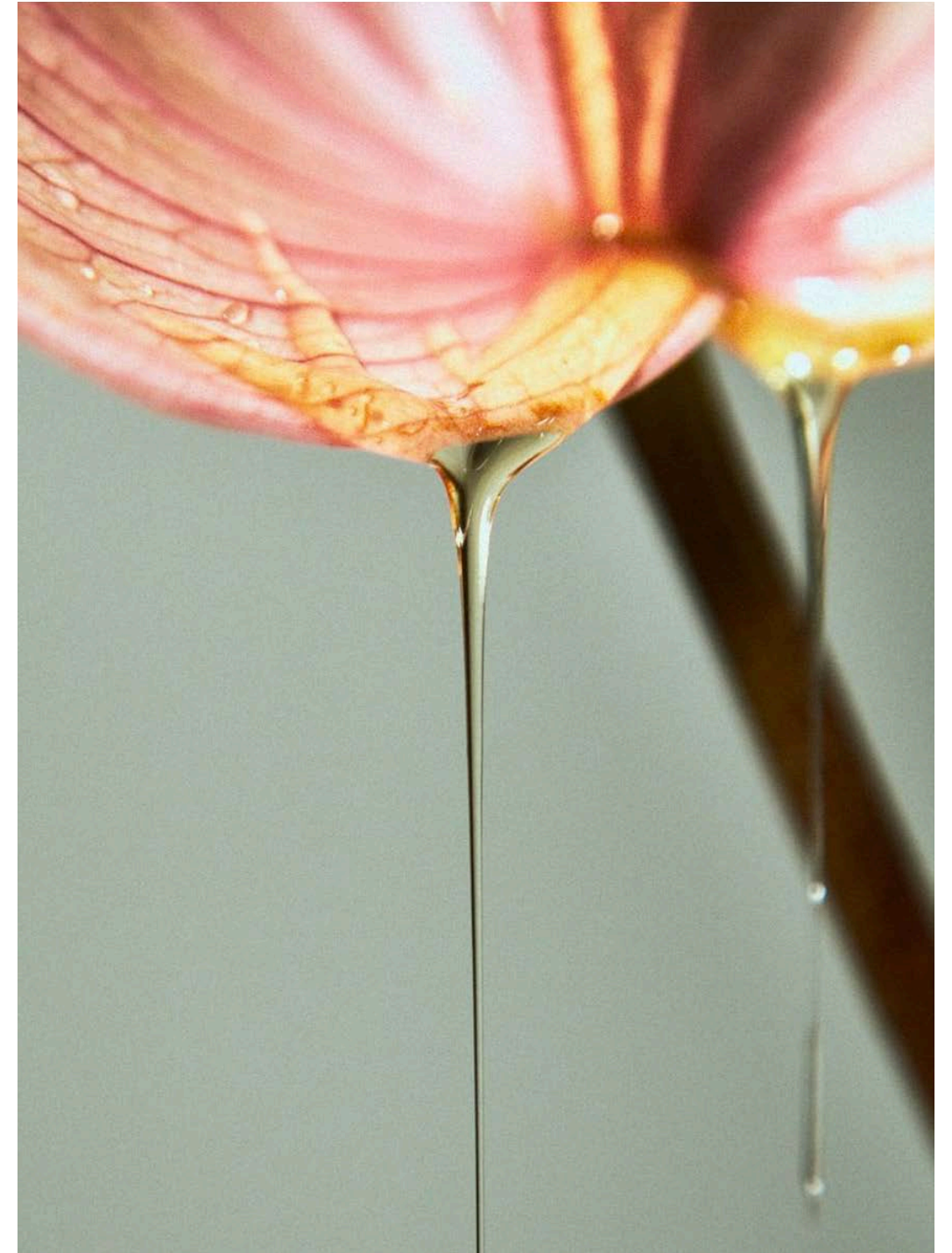
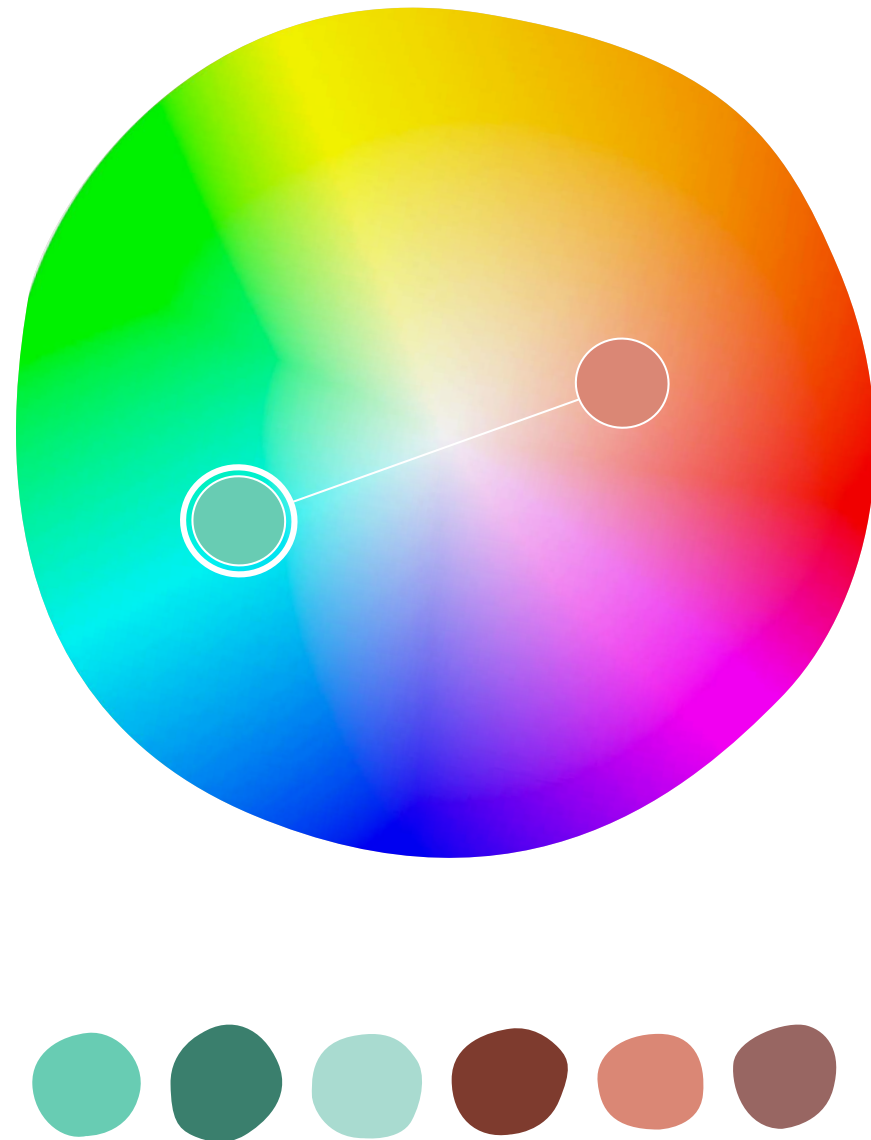
Right: After I had decided on a shape to proceed with I went down to the clay workshop to develop it.

Visiting: Helsingborg's Gummifabrik



Above: One of the factory workers showed me a wall full of boxes with color samples of the silicone, it may have been all the RAL codes that even exist.

I chose to make two varieties of the sex toy, one a mint green and one a peach pink. These are two contrasting colors that I am trendy and relatively gender-neutral.



Choosing Color:
Unisex & Contrast

MODELING

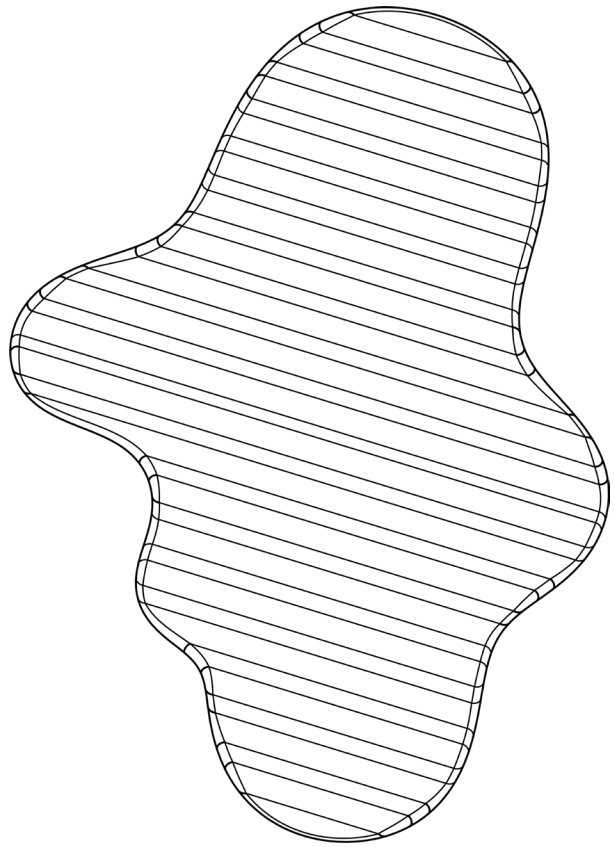
Prototyping

I began prototyping even more extensively after I visited the rubber and silicone factory in Helsingborg. I had been told in the factory that the material might develop internal air bubbles while working with it - bubbles which according to the factory workers are hard to get rid of.

I made a few prototypes but realized soon that it was hard to be accurate working in this material. The edges turned out too soft and it was hard to ensure and even more so, to replicate, the right dimensions of the prototype. A crucial criterion to guarantee the possibility of mass-production and in this stage, the ability to do a number of similar prototypes and tests. I experimented with the silicone clay for a while, tested different sizes, grips, and angles of the grid. The measurements were then set and the silicone mold designed and 3D printed.

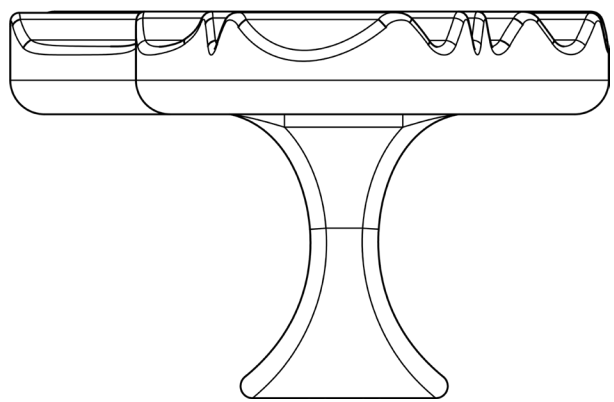
The sex toy should be manufactured in medical silicone but the final prototypes that I made were made in non-medical liquid silicone as this is more accessible and affordable to acquire as a private operator.





53 (2.09')

73 (2.87')



24 (0.94')

25 (0.97')

35 (1.38')



THE DESIGN

Design Explanation

It is a challenge to stand out and make a sex toy a conversation piece that transcends the limitations of simply being a visual product. As previously stated, I wanted to create a form that did not resemble any genital, and which through its undefined design would enable self-exploration. As already stated, that is where the main focus of the product and act, in my meaning, should be.

The design of the sex toy makes the tool an extension of the hand itself and complements the properties of it. It has a thickness of 10 mm, is 53 mm at its widest point, and is 73 mm long. The measurements are based on user tests I made on a mixed group of people to find dimensions suitable to fit hands of different sizes. Future development would have been to specify the measurements further and design the toy in different sizes to optimize the fit.

The dimensions of the sex toy are based on the following criteria: (1) the length of the sex toy should be long enough to partially reach around the male genitalia; (2) the sex toy should vary in width to offer variation in use vertically which I believe is the direction it mainly will be used in by female users; (3) it should be thin enough to be able to bend but also thick enough to maintain its stability.

The sex toy is designed to be held by placing the hourglass-shaped grip point between the index finger and middle finger with the long side of the toy laying along the palm. The curved shape of the grip point is designed based on the average size of the fingers of women and men to give the toy a natural and stable grip.

My ambition was, as I noted earlier, to simulate vibration, however performed manually. My solution is a wavy pattern that contributes to friction and stimulation in both vertical and horizontal directions. The texture and soft curves of the sex toy are embraced by the semi-opaque silicone which with its matte surface allows the light to travel through the object softly.



VISUAL IDENTITY

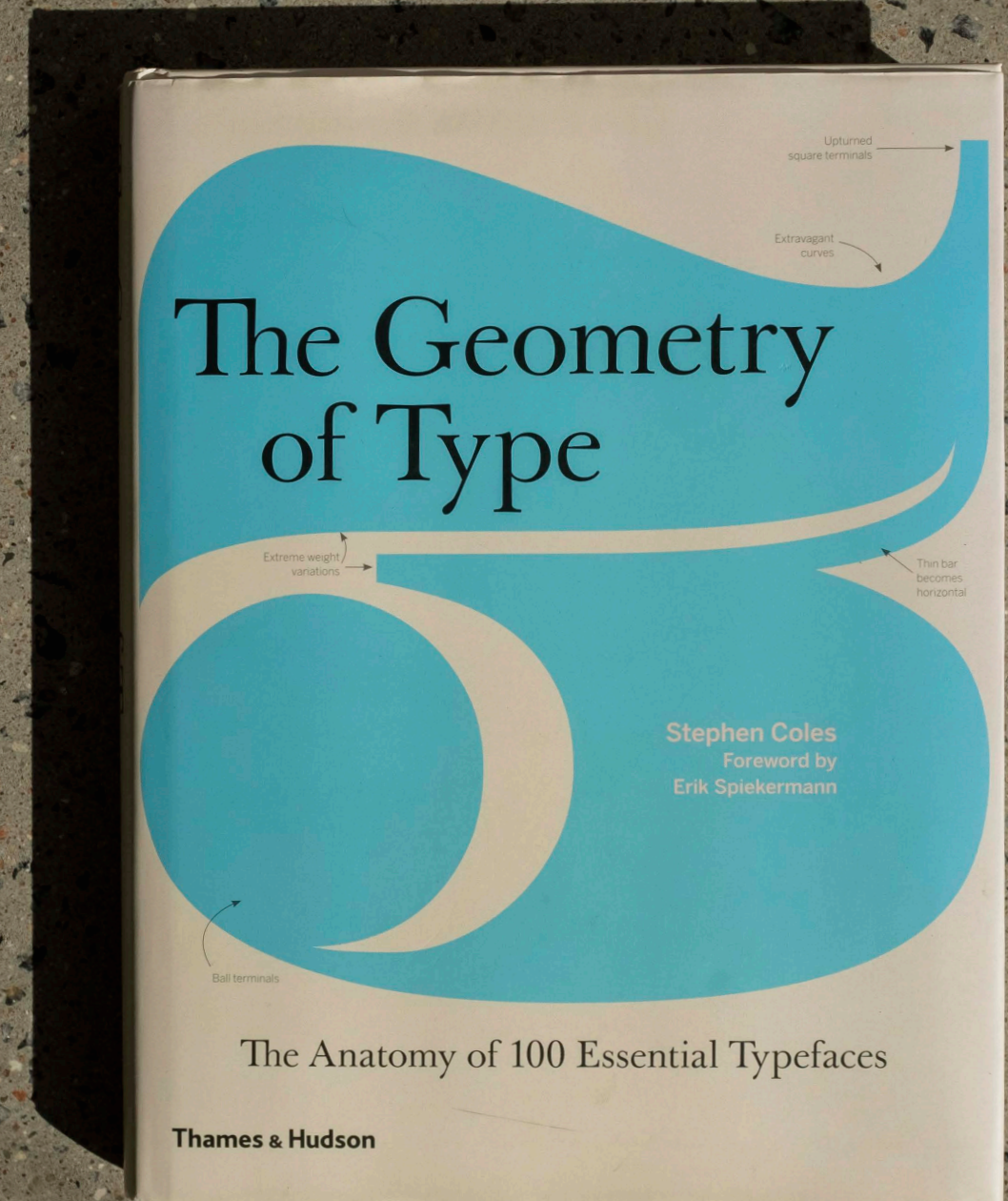
Studying Typography

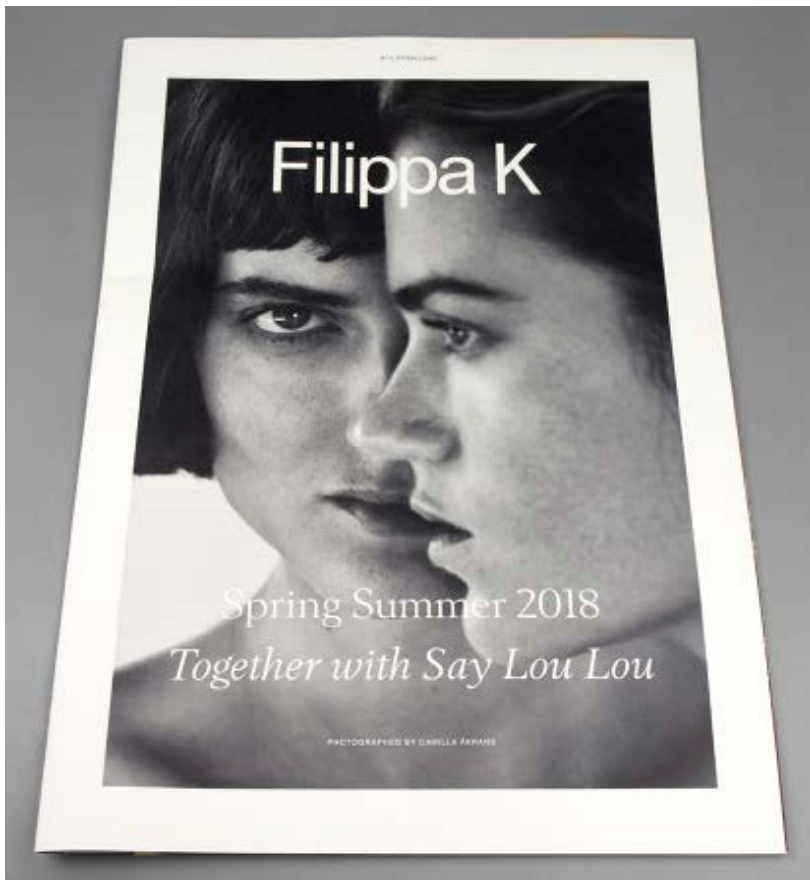
To reach my audience, I studied pretty much everything I could find about marketing and also took from what I already knew about the subject. I took inspiration from some of the big fashion houses, both graphically but also in how they portray their products. The logo should be large, clear, and encapsulating. The book “The Geometry of Type” was also helpful in the creation of the visual profile as it comprehensively details the art of typography.

Since its inception, my project has never been about just the physical product itself. Above all, it has been about the product’s purpose, message, and impact. Therefore, it was important to me that this was formulated and presented correctly. Visual communication became a natural and important part of the project.

To reach the young audience, I chose to focus on social media and took inspiration from the trends I have noticed and appreciated in companies that have established themselves well in that medium. I designed the outline for what could have become a website, made different concepts for Instagram and physical goods such as merchandise that could spread the message publicly.

The idea behind these media was of course to sell the product itself, but they should also, if not primarily, educate and start a conversation on the subject. I included features such as interviews with famous profiles that influence the young, neutral, and beautiful images that portray nudity and sensuality, and informational segments with the purpose to educate.





JIL SANDER



LOEWE



Off-White™



lust

abcdefghijklmnopkl

mnopqrst

vwxyz

LOGOTYP

LUST

TYPOGRAPHY

Futura PT

Heavy

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XYZ!?"',.
abcdefghijklmnopqxyz

Neue Haas Grotesk Pro

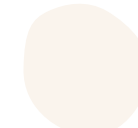
Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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COLORS



#a1b19f



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#e3d4c1



#ead1ad

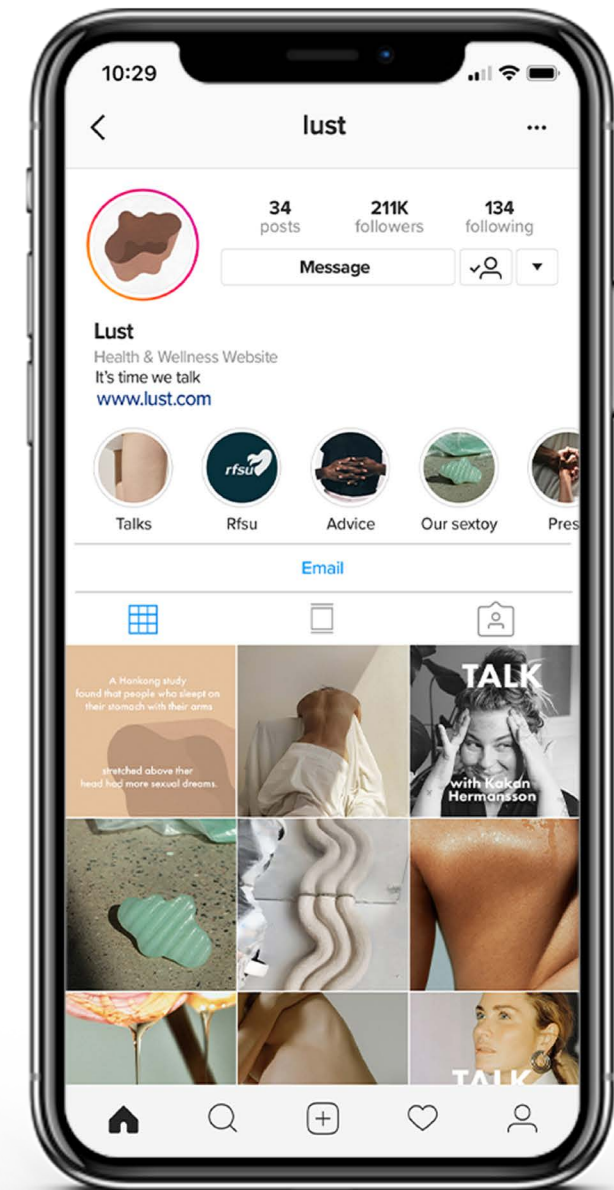
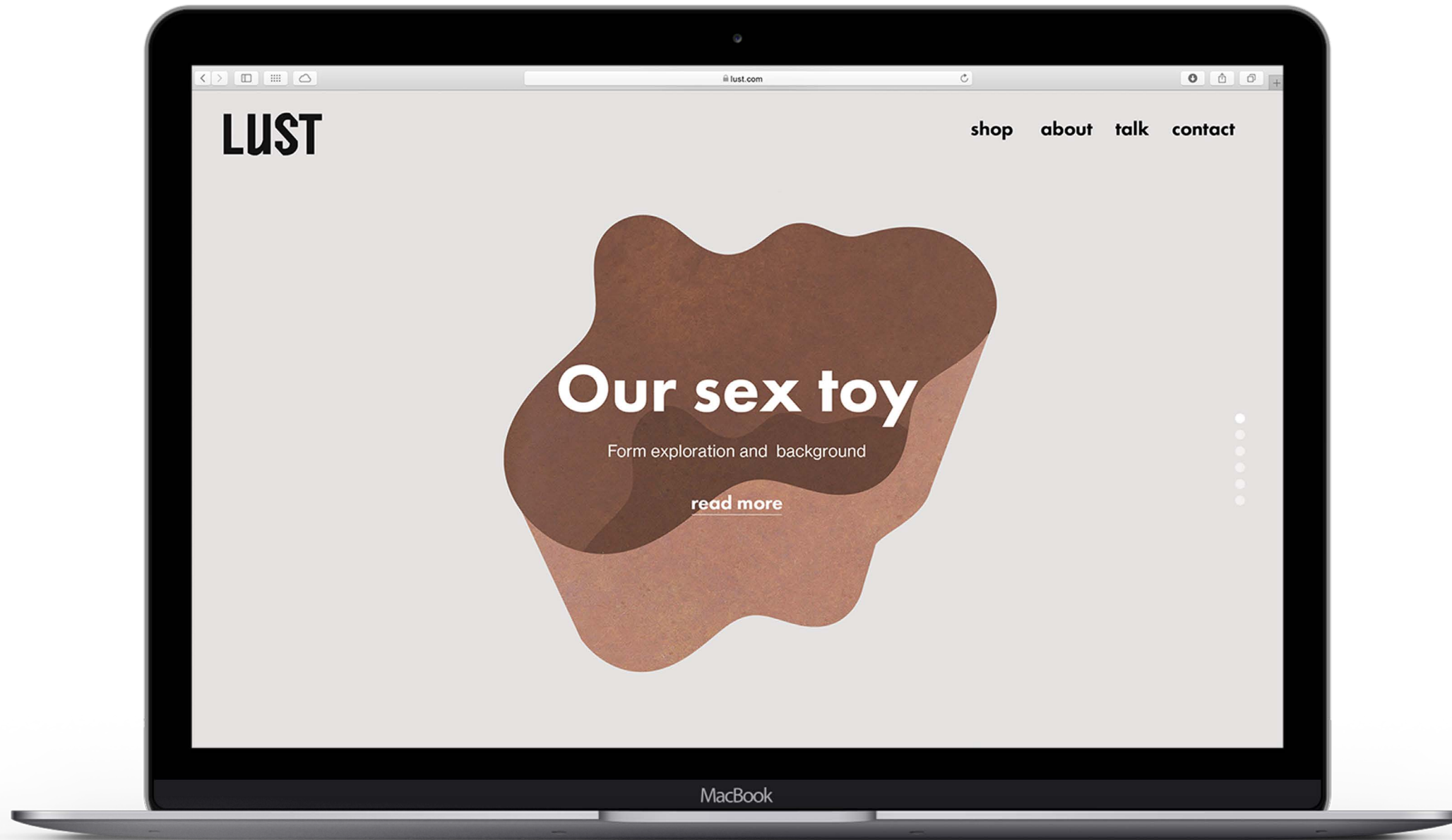


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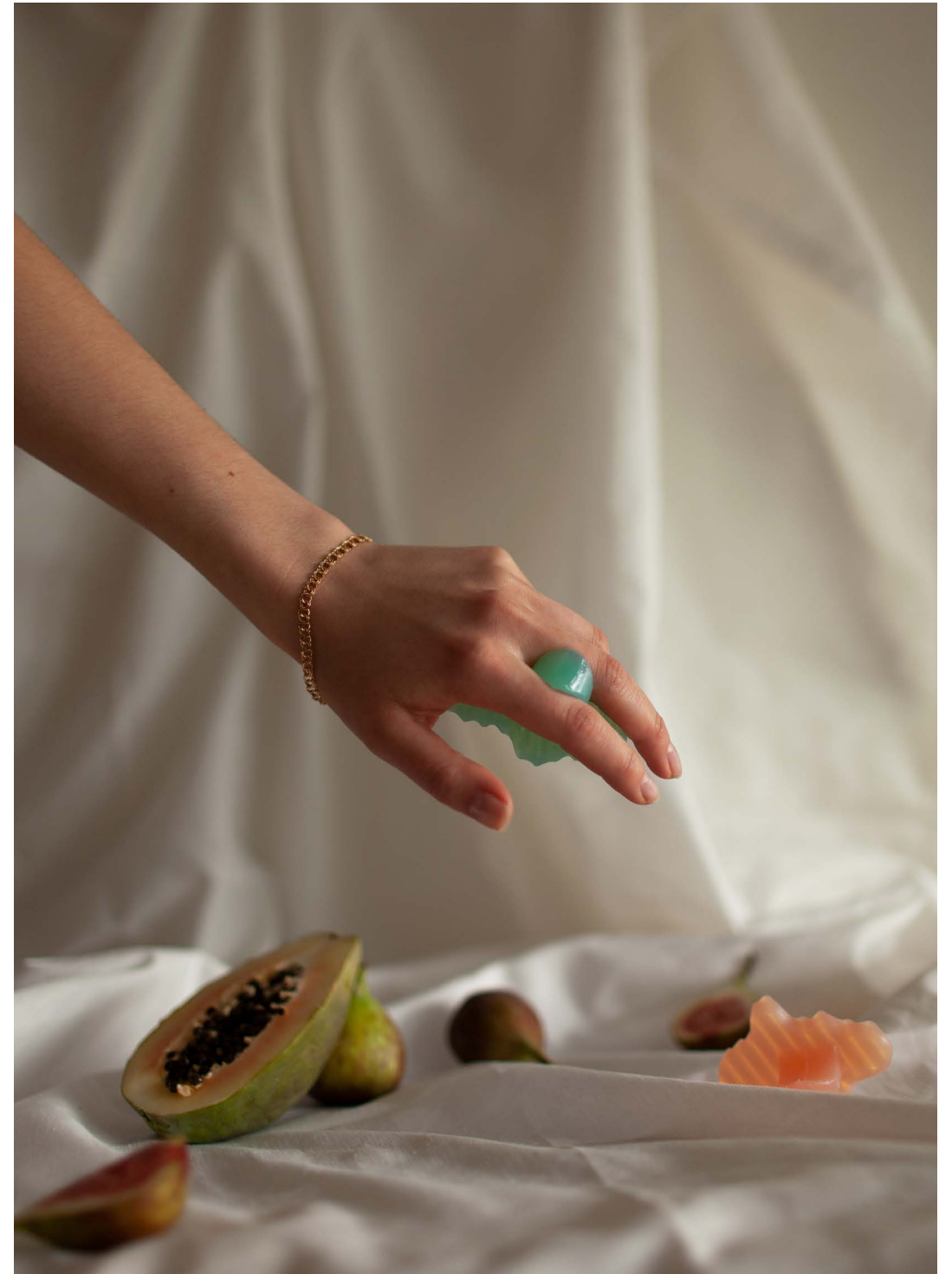
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FINAL RESULT





Left: An example of what Lust's merch could look like. The merch is an important component of the campaign and offers effective dissemination of the brand and its message. This version portraying Masters and Johnson research team, composed of William H. Masters and Virginia E. Johnson, pioneered research into the nature of the human sexual response from 1957 until the 1990s.





We believe that understanding and respect of consent and others derive from an understanding of our selves. To encourage an open and healthy discussion about masturbation, sex and consent is to make a difference.



LUST
It is time we talk.

FINAL RESULT

Reflection

As a whole, I am very happy with this project. I chose to tackle a topic that is, in many ways, controversial and taboo and I felt the need to confront that attitude. I wanted to learn more about the subject and work on a project that is human-based, which was a primary part of this project. If I had more time, I would have liked to gather a focus group to interview before the product development-phase and a test group to try out the prototype.

I would also like to develop additional areas of the brand such as marketing, the website design, and merchandise further. I only managed to make a brief introduction of these during this project but it was essential to give a nuanced feel of the brand identity.

During this project, like many projects before, I did not produce enough visual content. I usually work with the end result or more accurately described: the visual feel of the project in mind from the very beginning. From what I have experienced, this can both be an asset and a barrier. I often forget to document the process and only care to document when I have a result to show. I understand that it takes practice and awareness for me to change the way I work; because that change is essential for the understanding of the project.

Image References

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Thank you.

