

Beauty Ideals

Beautification affecting our Daughters

In a world, not far from now, women will try to live up to the expectations concerning their social roles to an extreme. The different social roles women fulfil, ask for different body images. Where a lover has to be sensual, a mother should be soft and a boss should look stern. They use injectables that work immediately, and will dissolve within a couple of hours. They can subtly alter their appearance by applying the injectables themselves, just as one would apply make-up.

Since girls get their first period younger every decennium, they are welcomed into womanhood at an early age, varying from 8 till 12 years old. Since being a woman means living up to certain expectations, they get a special present when they get their first period: their own first injectables kit.



Beautification affecting our Relationships

We already live in a world where the way we beautify ourselves gets in the way of pleasant touch. Think of loads of make-up, hair products or extensions and in extreme cases plastic surgery, such as labiaplasty. All these ways to beautify ourselves, tell the other person to admire us at arm's length, but not to touch. In combination with people getting more awkward and distant, due to the perfectly filtered social media images, a couple decennia from now people will have lost the desire and ability to touch and hug one another.

Touch, however, is the first sense that is developed in the womb and is healthy and necessary. Hugging releases hormones that reduce stress and anxiety and calm the nervous-system.

In order to fulfil this primal need for hugs and touch, a chair is designed. Instead of cuddling on the couch, users can climb into separate cocoons and fully immerse oneself into a womb-like experience, while still sitting together. The inside of the chair is inviting: it is soft, warm and has a sense of richness. Where the exterior of the chair is sending the message not to touch or come too close. While the body is immersed in this chair, your beautiful face is framed and still on display.



Beautification affecting our Mental Health

In a future world the beauty ideal of ageless and untouched has reached a new level. Similar to your wedding china, facial muscles and facial expressions are used as little as possible in order to keep them from damaging. From an early age, preventive Botox is used by the public, in order to preserve the wrinkle-free, youthful faces. Due to this extensive Botox usage, expressing emotions, amongst which smiling, has become next to impossible. Smiling however is healthy and creates the production of the feel-good hormones, dopamine and serotonin.

In this future scenario, smiling is not the norm, but the exception. In order to produce these feel-good hormones and wear a smile as accessory, a face jewel is designed. The jewel forces the facial muscles of the user into a smile, which creates both a smile as accessory as well as happy hormones. The jewel can be worn to celebrations and parties and makes sure that the user leaves the event looking and feeling her best!



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Beauty Ideals
July 14th 2020
MSc Design for Interaction

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