

PROJECTIONS

week 2

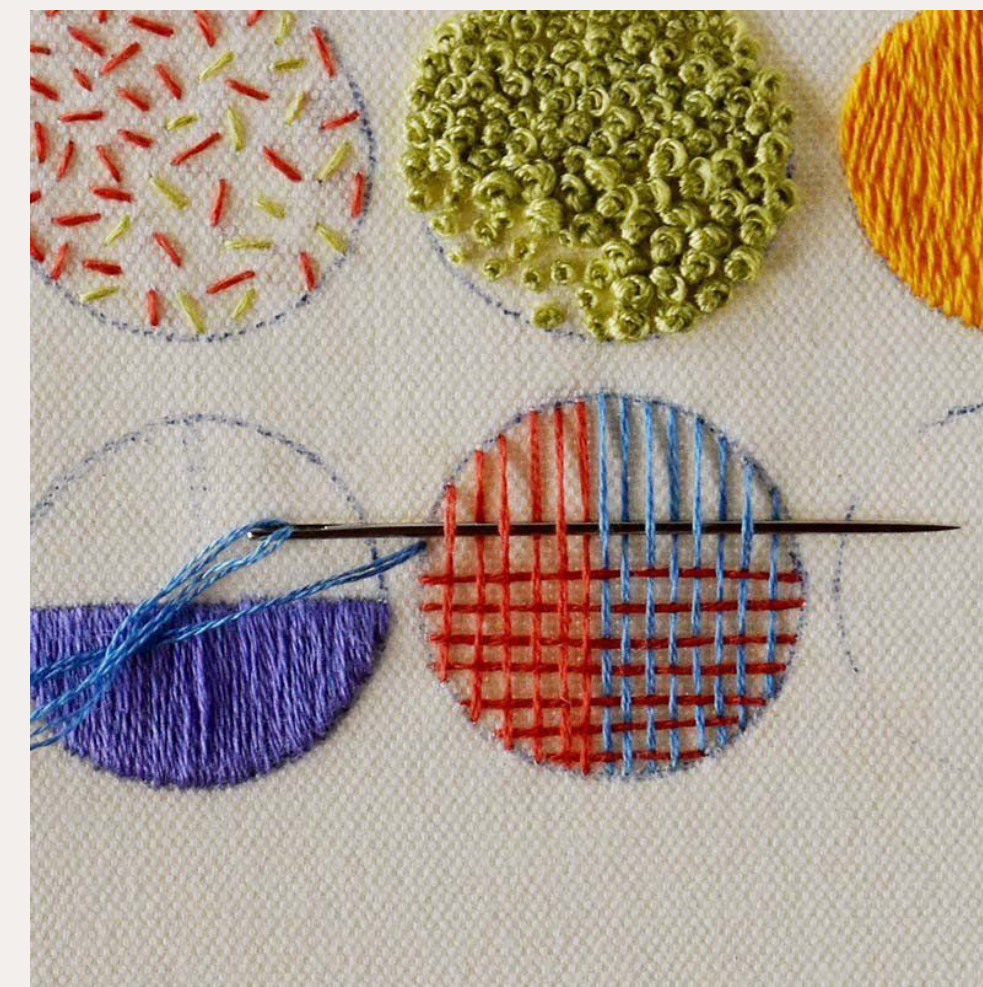
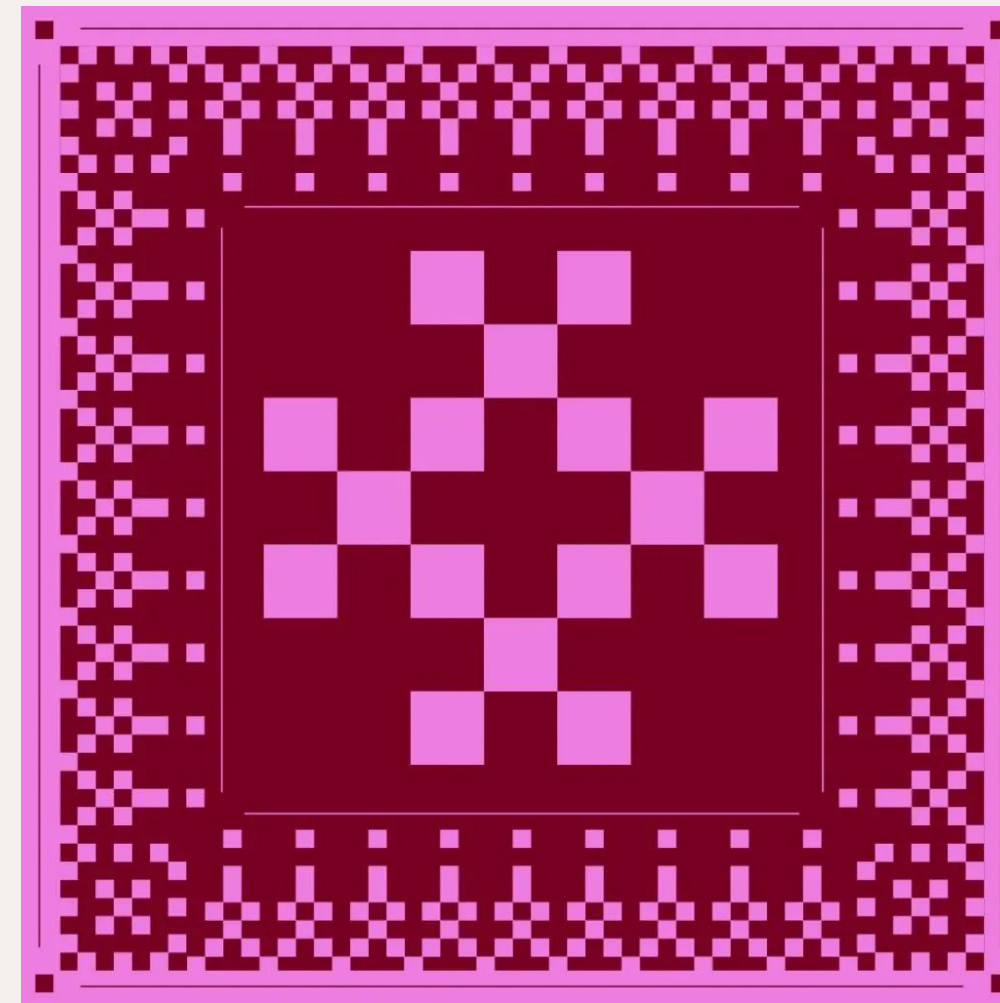
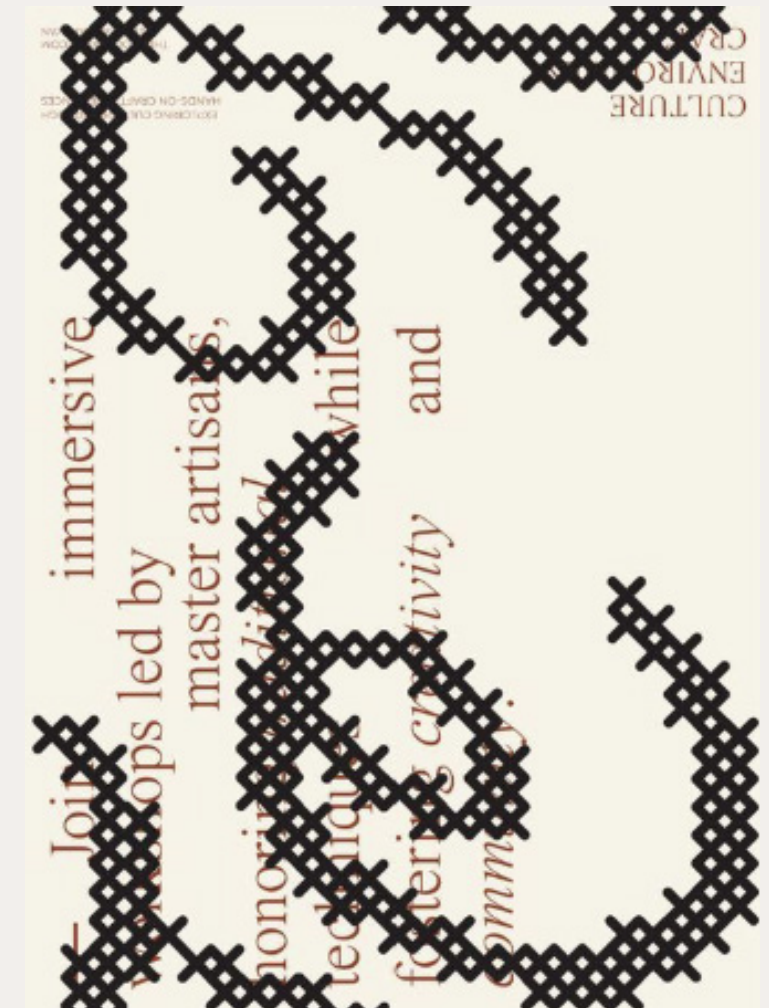
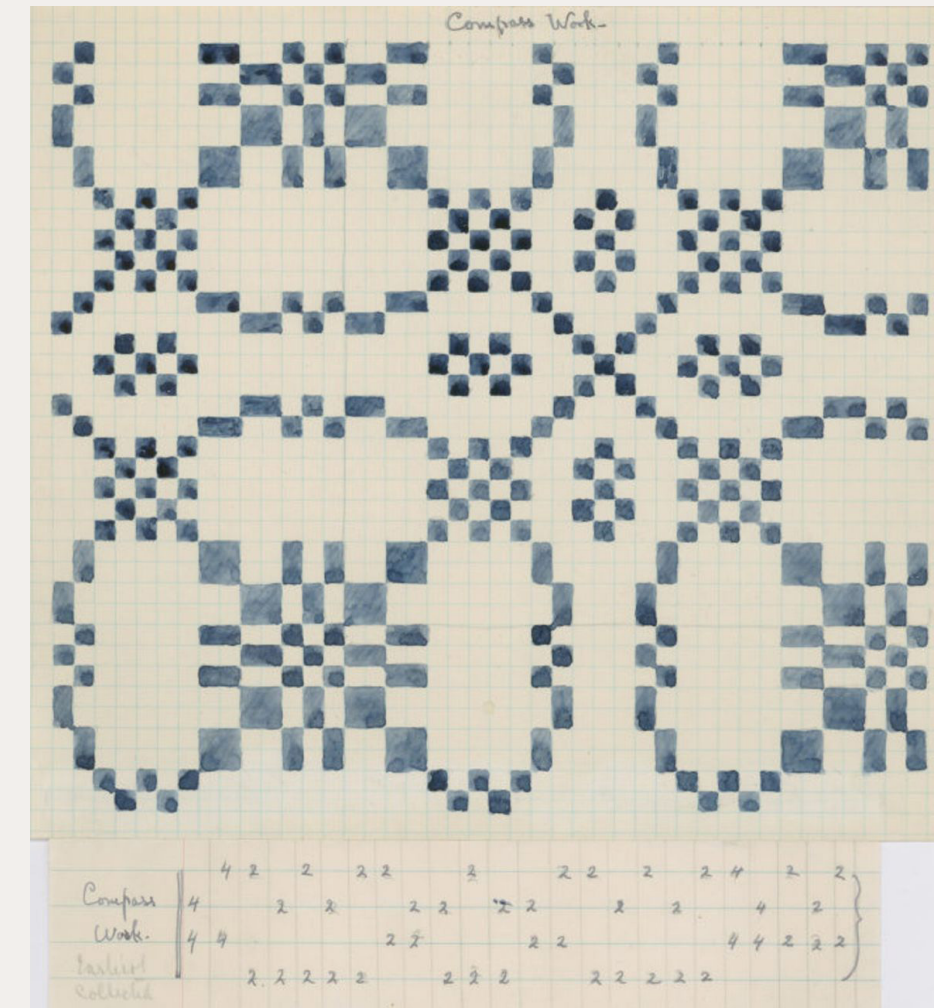
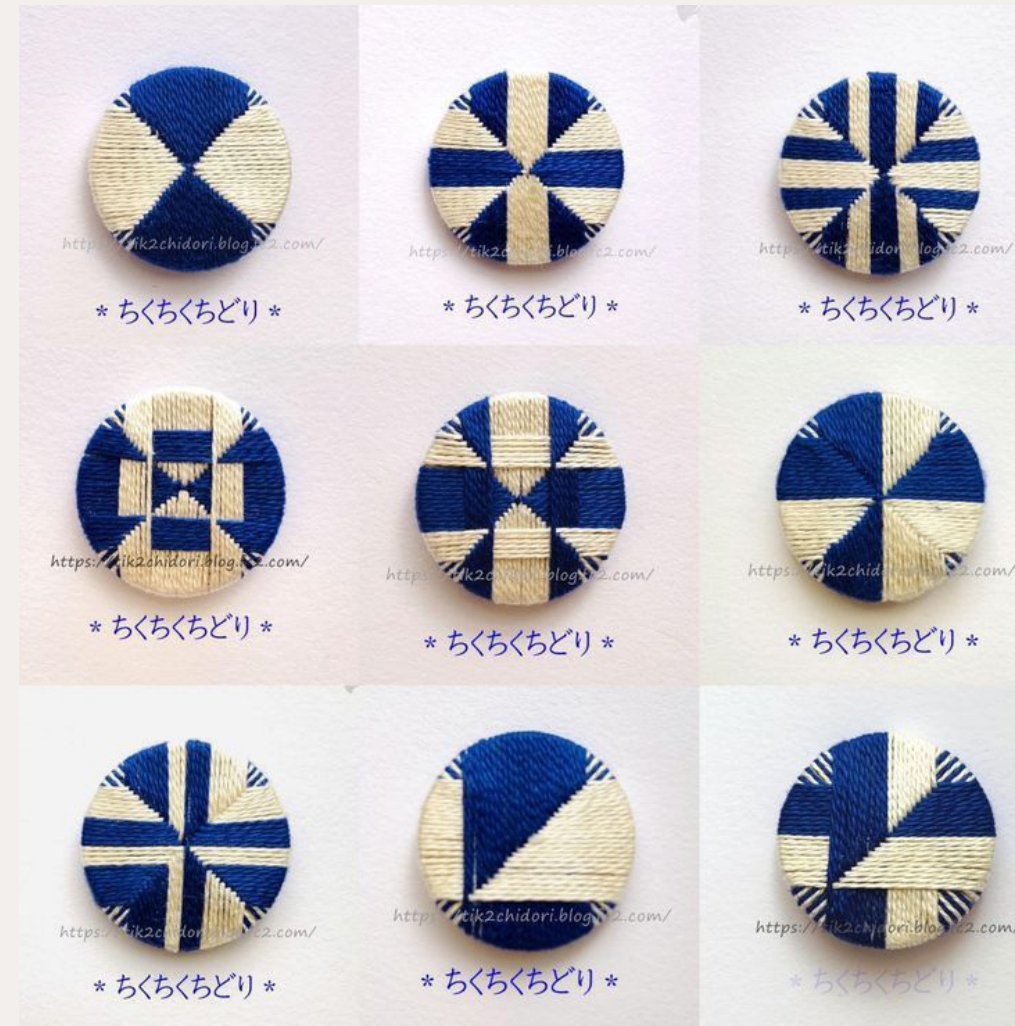
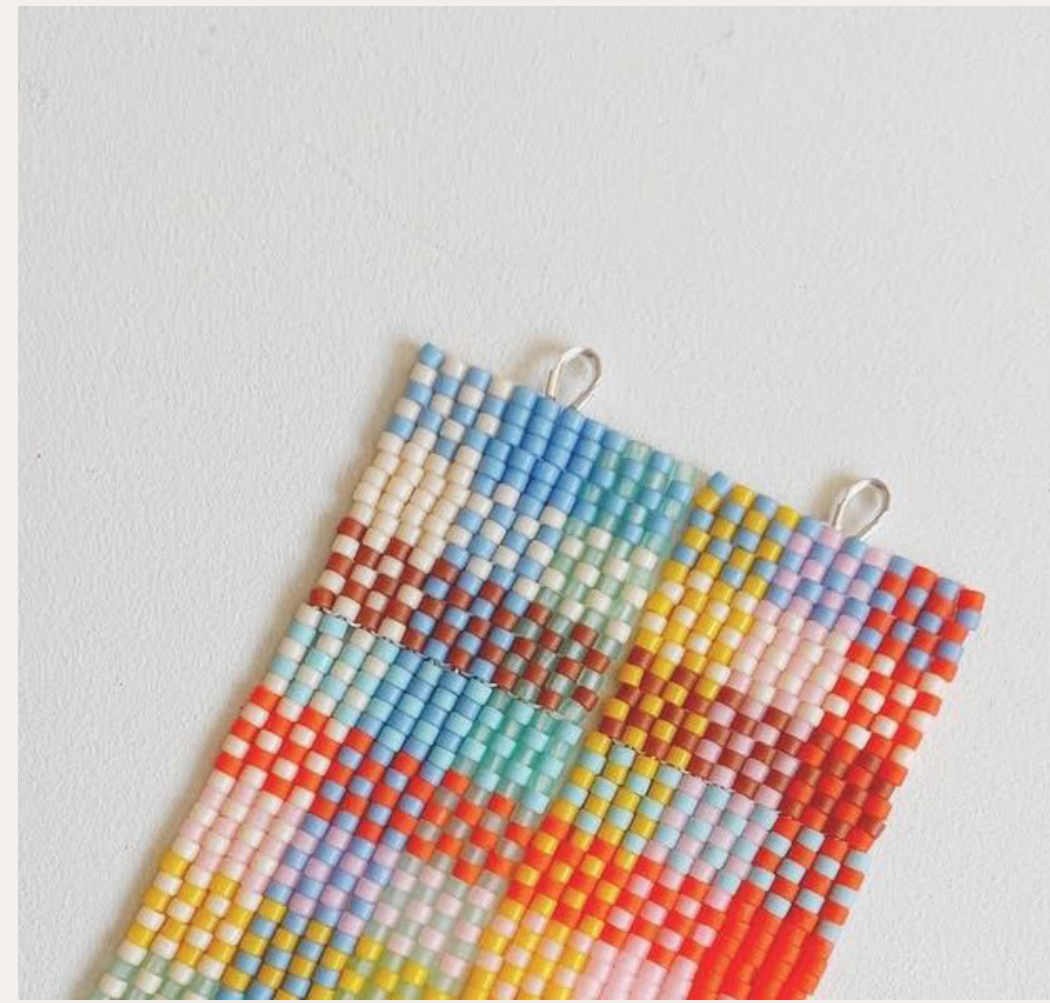
Within the UK design industry 77% are male-identifying and only 23% are female-identifying. 86% of the industry is white and 14% are of minority ethnicity.

How is it that these statistics revealing a gap so big could be so under-represented? Often hidden in lengthy reports and covered up by corporate marketing, the reality of the design industry is one often overlooked or unrealized. With this in mind I question how I could reiterate and contextualize this data to better amplify these statistics and create increased awareness within the design community? On top of that I set out to do so through the art of weaving – a medium rich in sidelined histories and the oppression of the female voice.

As a response to my inquiry I first wove a set of scarves serving as a form of wearable resistance design that could be used as a vehicle to grow awareness for the industries layered inequities. These scarves utilized symbolism, data visualization and typography to communicate the statistics. However, weaving scarves by hand proved itself an incredibly time consuming practice, inhibiting potential for circulation – in addition to being a seasonal garment. With this in mind I began to think smaller, nimbler, and more distributable. What resulted is still a form of wearable resistance design but is instead in the form of small cross stitched pins. These pins are woven to depict the icon of my project, the “≠” sign which means ‘not equal to’. The stitches themselves quantify inequity ratios shown through color. Linked to these pins via the information on the back is a website showcasing the full data, its impact, and resources for change.

In circulating these pins to the London design community I plan to utilize industry events and word of mouth – starting locally with hope for gradual spread. The purpose of the pins is to spark conversation – “what is that and what does it mean?” “where can I get one?”. While the audience breadth may seem large, narrowing in to a specific sector would be ignorant to the fact that these inequities touch every part of the industry, and it will take students, designers, CEOs, everyone to inch closer to a more equitable landscape for the design industry.

CROSS STITCH X ICON EXPLORATION X PINS X BEAD WEAVING



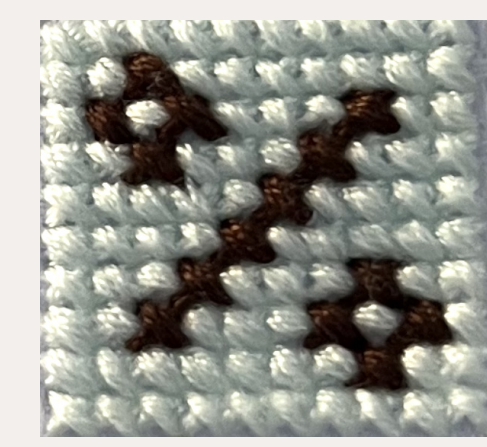


◊ICONS IN USE◊

≠ is the symbol for 'is not equal to'
% is the symbol for a ratio of a whole



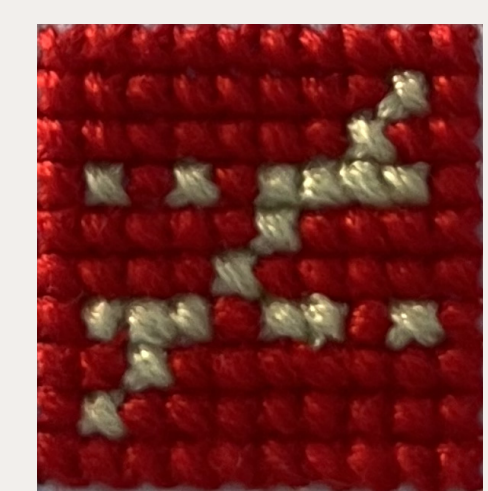
Representing gender inequity
using % as icon
23 stitches to represent women
77 stitches to represent men



Representing racial inequity
using % as icon
14 stitches to represent minority ethnicities
86 stitches to represent white majority



Representing gender inequity
using ≠ as icon
23 stitches to represent women
77 stitches to represent men



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◊ICONS IN USE◊

≠ is the symbol for 'is not equal to'

‰ is the symbol for a ratio of a whole



Representing gender inequity
 using ‰ as icon
 23 stitches to represent women
 77 stitches to represent men



Representing gender inequity
 using ≠ as icon
 23 stitches to represent women
 77 stitches to represent men