Project 1 Conceptual Statement

For our first project I wanted to make something that coincides with what most of my work is typically about, which happens to be feminism and the expression of one’s femininity. Femininity is no longer described by traditionally “female” things and is now only defined by how one would like to express it, i.e. everyone’s femininity will be expressed differently. I chose to make a generator site that gives you an abstract representation of the user’s femininity of the day. The user is instructed to interact by pressing the “buttons” ( the triangle, circle, oval, and start over button) to randomly generate corresponding shapes of random colors. If the user likes the abstract representation of their femininity that day, they can then take a picture or screenshot it and use it for a background, etc. There is also the option to start over by clicking “start over” which will allow the user to make a new abstraction. They can click to their heart’s desire. The point of using random generation of shapes and colors is to play into the fact that everyone will express their femininity in a different way based on who they are individually. Femininity is a spectrum and an abstract concept. It doesn’t have to be represented by the color pink or soft shapes and iconography. Ideally this could be an interactive exhibit where the user could then either download jpg of their feminine abstraction to their phone, print the abstraction onto a shirt or a sticker or whatever they would like and have it as a “souvenir.”