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Professor Allison de Fren

IMA Capstone Studio Section 1

**Working Project Title:** The Female Concept

**Project Statement of Purpose:**

While cultural differences across the world have started wars in consequence to their fundamental disagreements, there is but one fact an array of cultures agreed on: women sexuality is unholy and must be oppressed. Said disregard of women’s sexual needs has led to a clear misinformation across the female gender, thus leading to the maltreatment of certain sexually-induced diseases. Not to mention, little to no information can be found regarding humane and ordinary tasks concerning the female, such as the act of masturbation.

Through careful and exhaustive research, my project will compile powerful and crucial insights concerning the female body which will thereafter be shared on a tailored platform. By granting women, and their partners, access to said information, I hope to bury any myths concerning the female body and raise awareness about subjects not typically discussed. The themes intended for this project include pain during penetration, dyspareunia, masturbation, menstruation (exactly *what* happens to women’s bodies while menstruating), abortions (how they can be carried out, along with alternative methods to the standard in-clinic abortion), vaginismus, birth control methods, hypoactive sexual desire disorder (myth vs. reality), among others.

**Project Significance:**

I believe my project’s significance, if executed correctly, would be of noteworthy value. For years, women have found it difficult to access information concerning their bodies as well as their sexual desires. Various topics have been deemed taboo and are rarely discussed even amongst female friends. My project, in itself, will serve as a guide to women given it will publish crucial information related to the daily curiosities women tend to have concerning their bodies and sexuality.

Long-term wise, I expect to build a supportive community amongst women that will encourage communication on a personal and physical level, not just digital. *The Female Concept* seeks to strip the taboo away from women’s bodies. I wish to achieve a more thorough transparency between men and women concerning female sexuality. In short, I want future generations to be comfortable talking about topics such as menstruation, masturbation, or vaginismus given how incredibly human and natural these concepts are.

However, in order to achieve such an ambitious goal, I will primarily focus on a more specific audience. Said audience being liberal, open-minded women whose ages range from 16 to 35. I mention liberal given that conservative, religious communities continue to consider the promiscuous women unholy and, thus it would be difficult to earn their loyalty to my platform. Liberal, open-minded women, on the other hand, will be grateful to have an informative, fact-checked, and interactive platform which will grant them access unknown diseases and daily yet typically taboo concerns. Truth is, many women don’t even know the information they’re missing out on and how much we have been waiting for a platform of said ilk.

In regards to the age range, I have chosen 16 to 35 year-olds given most people tend to begin toying with their sexuality around the age of 17, according to the 2005 Global Sex Survey conducted by Durex. Thereafter, I chose to cut off my age range at 35 given most women in 2016 have had children by 35. Below is a chart taken from an article published by The New York Times called, [*The Age That Women Have Babies: How a Gap Divides America*](https://www.nytimes.com/interactive/2018/08/04/upshot/up-birth-age-gap.html)*.* My reasoning behind such a decision was that a woman’s body changes significantly after birth. Therefore, for a woman over 35, my information could be erroneous.

My project will be of insignificant value to my target audience given female sexuality is an issue we have little to no accessible information on. Liberal, open-minded women who choose to embrace their sexuality will be grateful towards my platform. Once they find the information they didn’t even know they were lacking, they will be relieved to find they are simply not alone (excuse the cliché).