

# FAM Mugs

Riley Kennedy

My aim for this project was to create a collection of mugs that represent different points along the gender spectrum. Users will be allowed to select a mug that they feel represents their gender identity, they feel drawn towards, or simply because of aesthetic appeal.

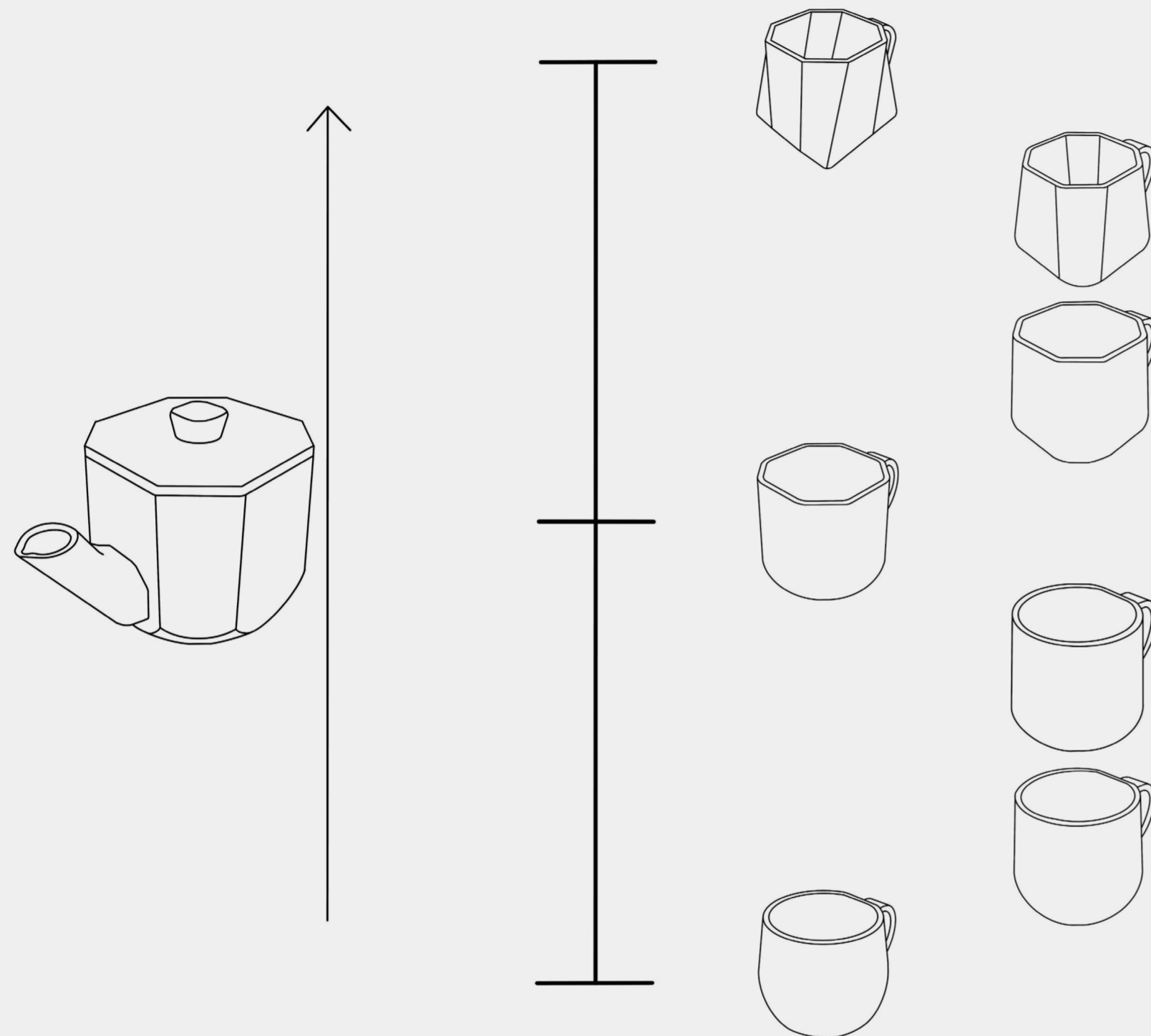
The mugs will have customisation options, as well as the website having a section dedicated to assigning a user with a mug if they cannot choose for themselves. Pre-made sets of mugs will also be available that put a spin on standard 'his and hers' sets.

Year: 2021  
Level: Third Year  
Length: 5 months



### Contextual Research Task

## Research Into Gender Stereotypes Within Design, Queer Art and Design, and The Rise Of Androgynous Design



Before starting this final project I had just completed a research task into gendered design, so when approaching this brief I knew that I wanted to complete a project that sat within a similar theme.

In this research task I looked at gender stereotypes within design, and how to identify them using their general traits. And it was through this research I noticed the link between androgyny and minimalist design.

From very early on in this project I knew I wanted to create pieces that combine elements of masculine and feminine design to create non-minimalist androgyny and a more accurate representation of androgyny.

### Feminine Design

The overall shapes of feminine design and products incorporate more smooth edges and curved shapes. As well as taking inspiration from the shape of feminine bodies.



### Masculine Design

Masculine design uses geometric shapes, rigid layouts, straight, and sharp edges when coming to overall shapes.



### Androgynous Design

The link between androgyny and minimalism results in shapeless forms and even less packaging and branding

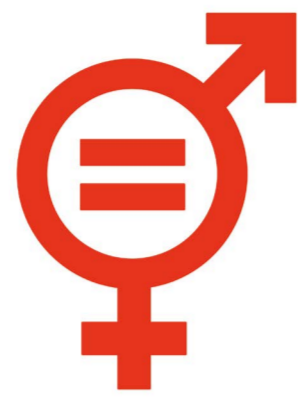


**3 GOOD HEALTH AND WELL-BEING**



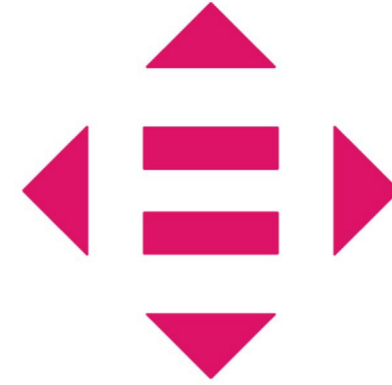
Improving mental health - using light, colour, and texture options

**5 GENDER EQUALITY**

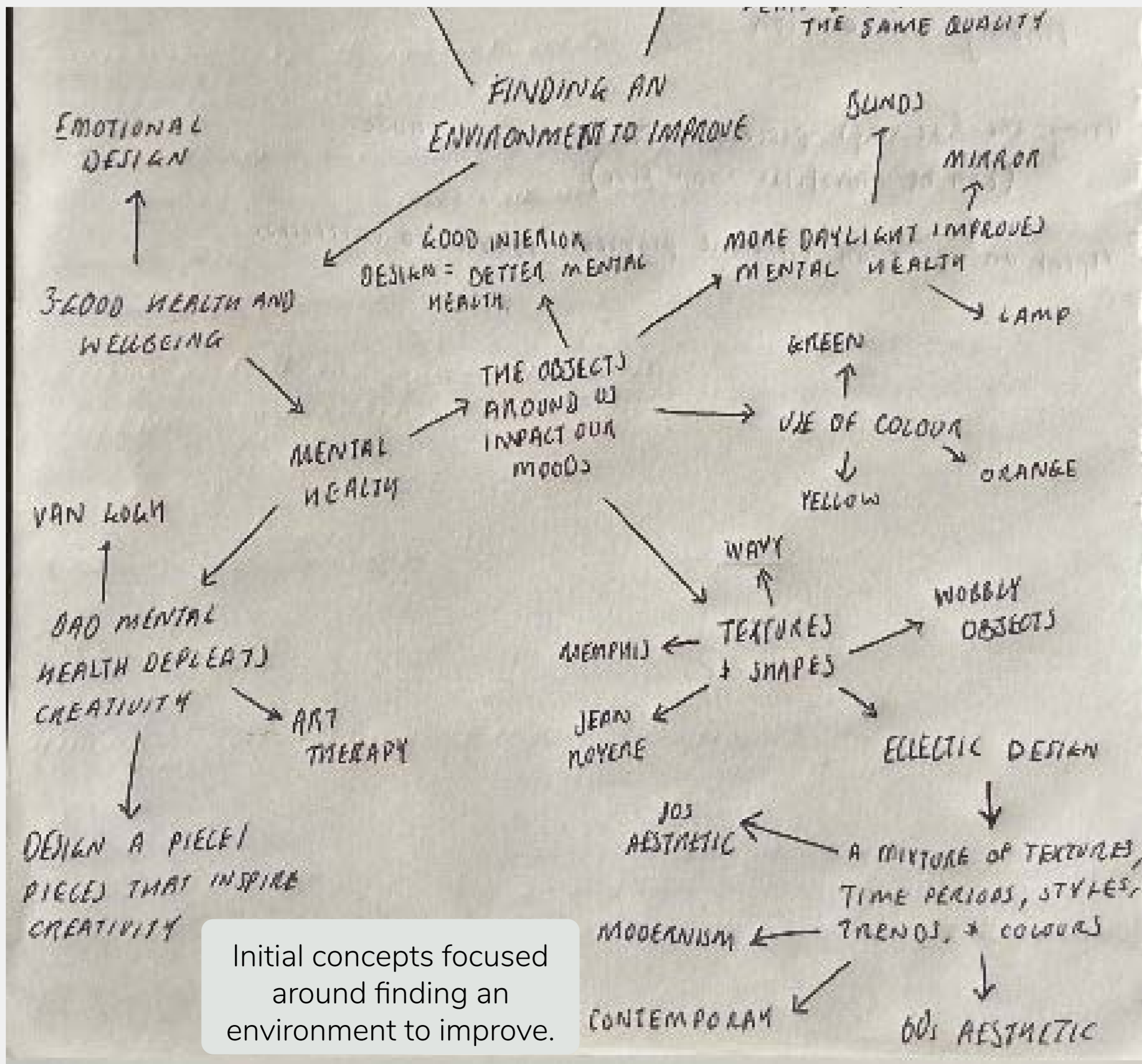


Using non gender specific body shapes as inspiration

**10 REDUCED INEQUALITIES**



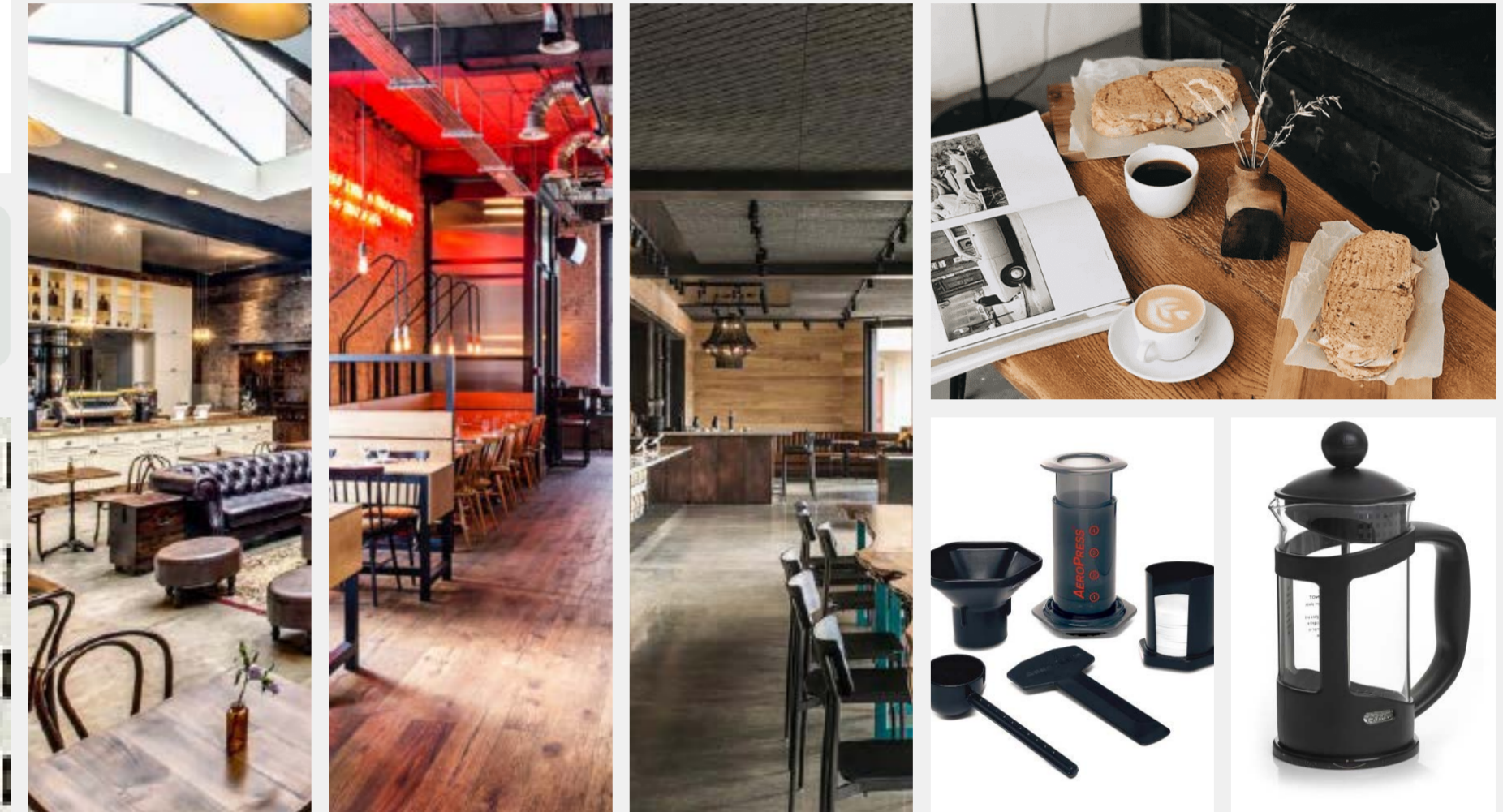
Stretch marks and vitiligo being displayed on the products



Initial concepts focused around finding an environment to improve.

### Coffee Houses as Masculine Spaces

Coffee is still seen as a masculine drink, the most recognisable way is the grief and insults men receive when ordering a drink that could be seen in anyway as slightly feminine.



### Tea Rooms as Feminine Spaces

Tea rooms became spaces for women once coffee houses didn't allow women to patron them. They originated from women dedicated one room in their houses to become a tea room, and are now associated with afternoon tea.



# User Analysis



Evie - She/Her  
Bisexual

## Favourite

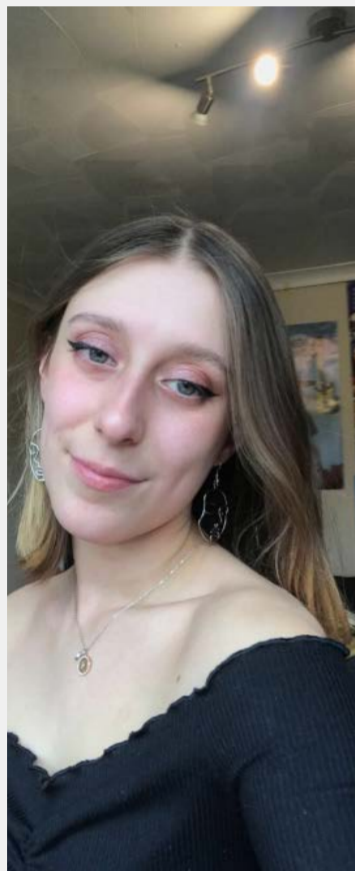


Positives - Size of mug, size of handle  
 Negatives - Is not used due to sentimental reasons  
 Ranking - First because of emotional attachment and because of the design

## Least Liked



Positives - The overall visual appeal  
 Negatives - Handle design is bad, when full it is too heavy to carry by the handle  
 Ranking - Last because it is boring



Mia - She/Her  
Bisexual

## Favourite



Positives - Size of mug, the appeal of the changing pattern  
 Negatives - The pattern is getting damaged  
 Ranking - First because of sentimental attachment to mug and artist on mug

## Least Liked



Positives - Shape of the handle  
 Negatives - Size of the handle is too small, fingers are made to rest against the hot cup  
 Ranking - Last because it has caused a burn before



Riley -They/Them  
Pansexual

## Favourite



Positives - Overall size of the mug, design and width of handle  
 Negatives - Handle size is too small, pattern off centre  
 Ranking - First because of the size and the design

## Least Liked



Positives - The colour and detailing  
 Negatives - Overall sizes of mug and handle are too small, fingers made to rest against hot cup  
 Ranking - Last because of its size and design



As well as looking at the aesthetics of these mugs I also looked at how they are held by each of us. I also asked what we look for when purchasing mugs. Evie and Mia both answered that they favoured pattern and visual over form, where as I am the opposite. What was interesting to note was that none of us had any matching sets of mugs, even the espresso cups are in different colours.



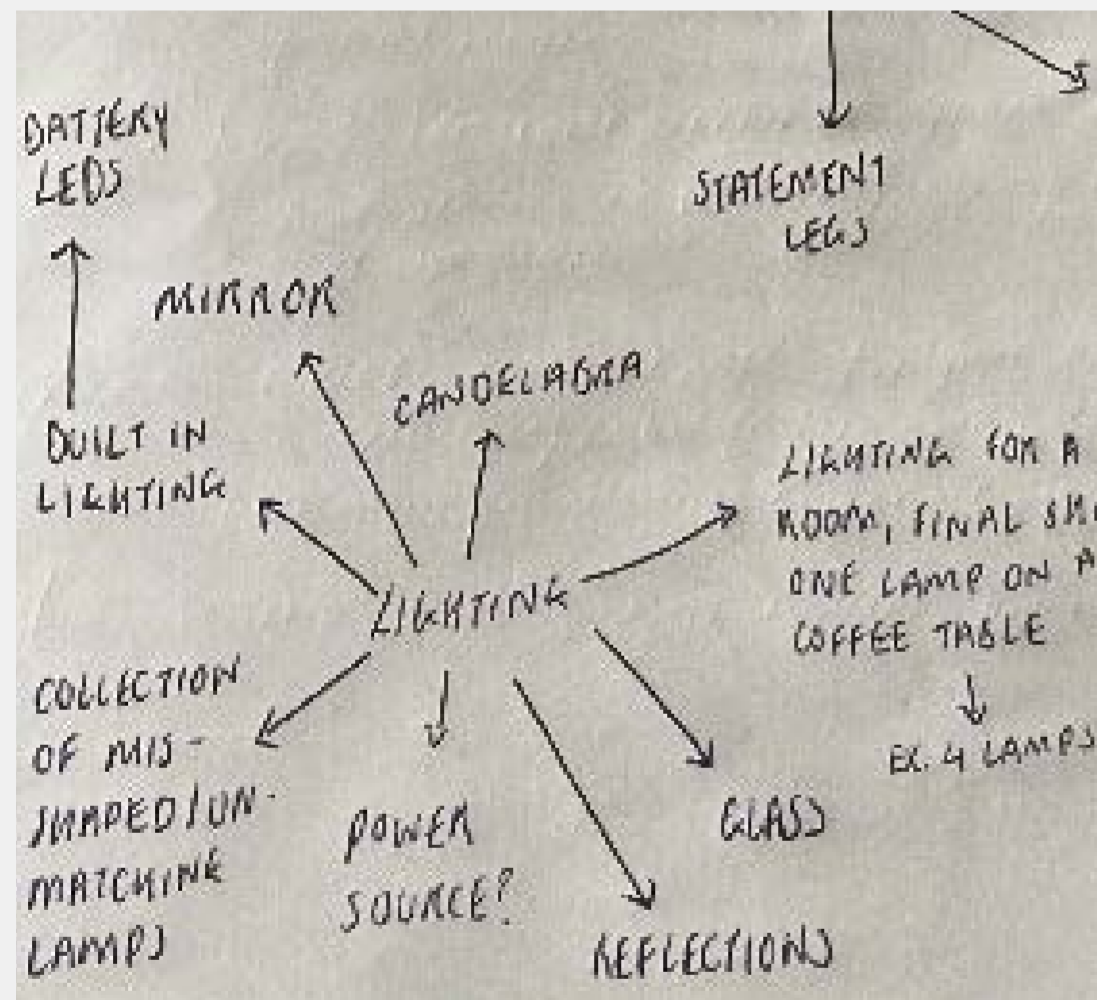
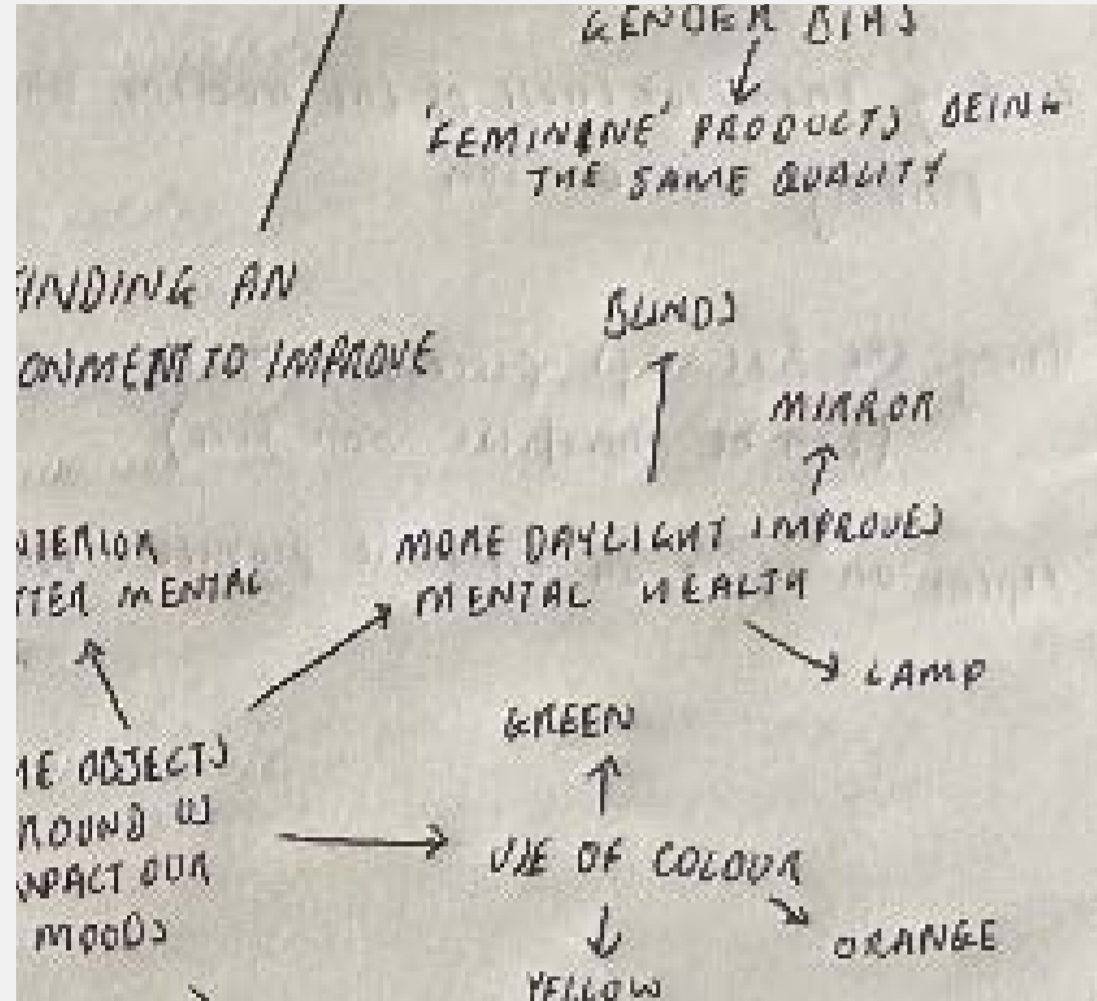
From analysis of these existing mugs I know now what design elements should be included;

Overall size of mugs  
 Handle size and design  
 Visual appeal of the mug

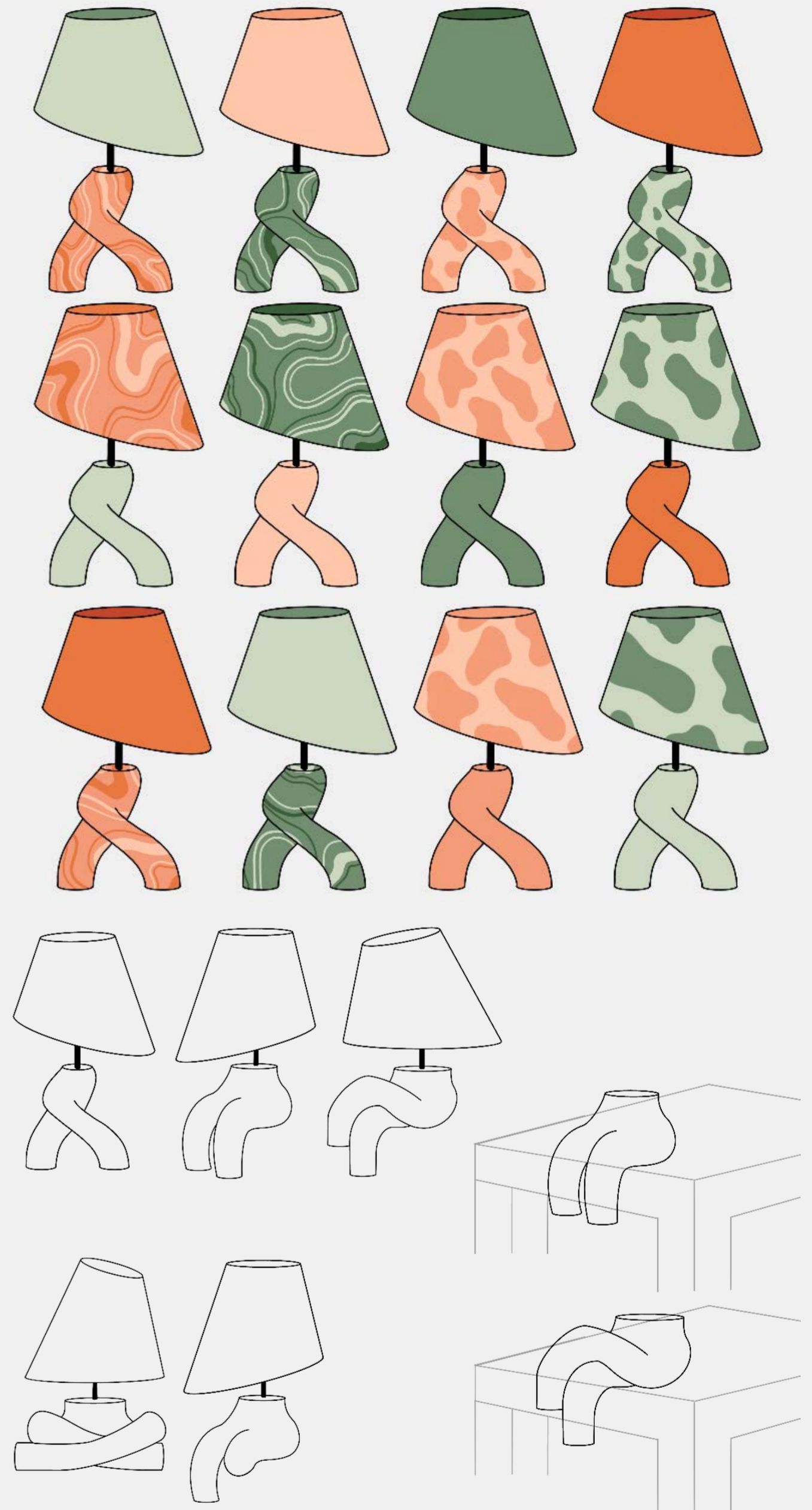


# Initial Concepts

The first concepts focused on lighting and creating androgynous inspired shapes that created mismatching sets.



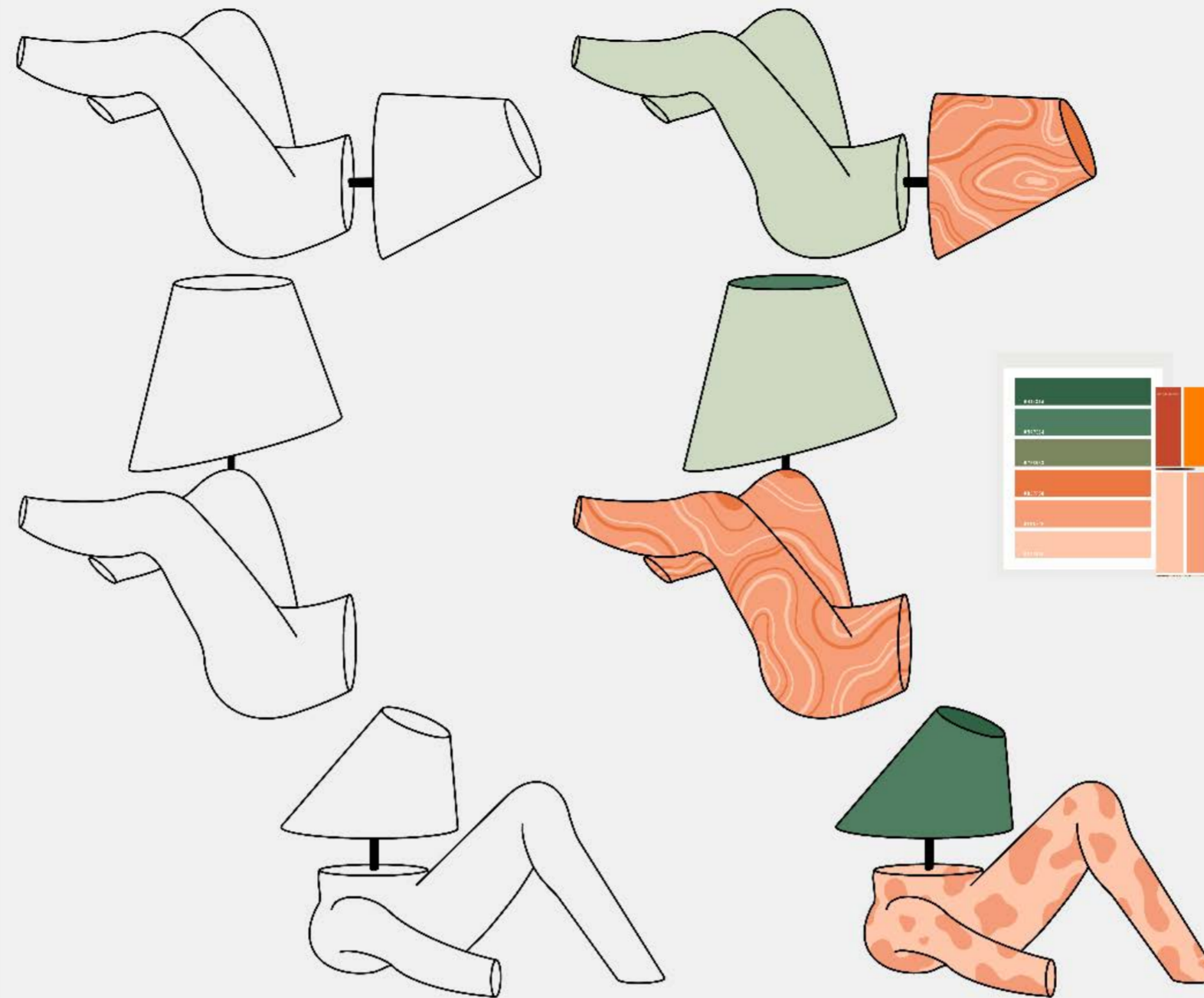
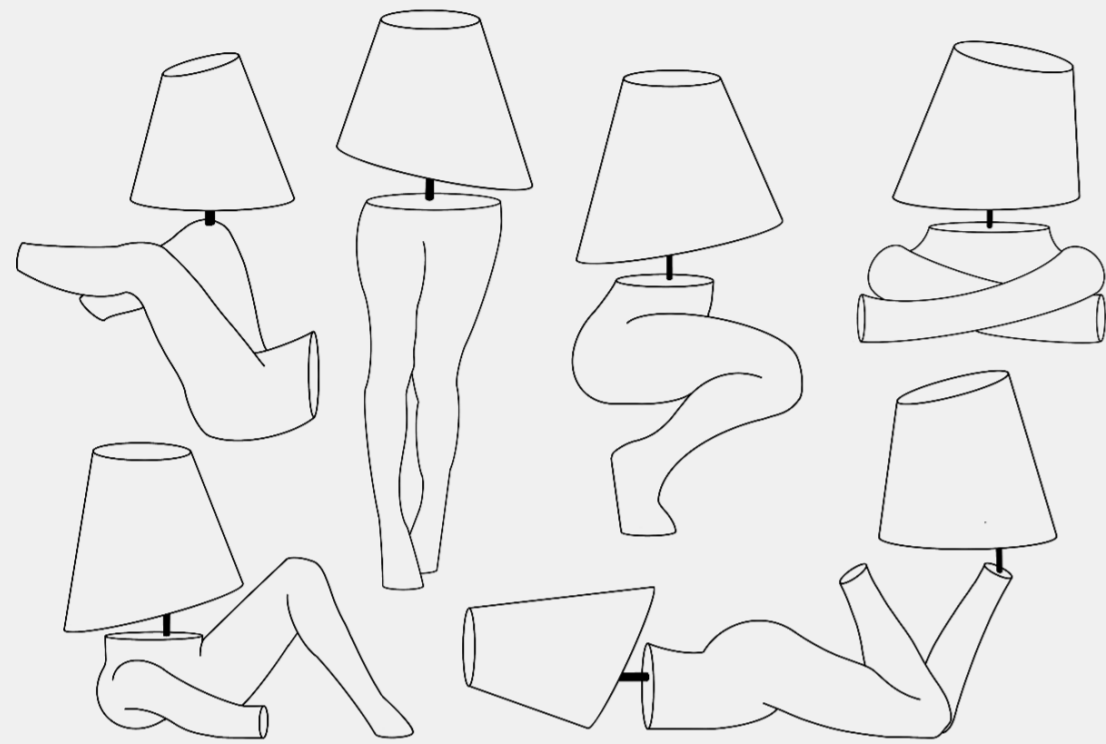
The use of green and orange came from research into the meanings behind colours.



While creating these flowing shapes, one piece resulted in looking like a pair of legs which is what lead me to looking at incorporating human forms.

# Initial Concepts

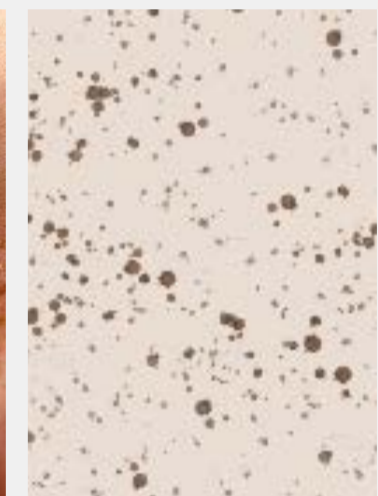
Still focusing on lighting, I started playing around with different leg positions and how they would interact with the light shades as well as their environment.



The patterns on the pieces are inspired by stretch marks,

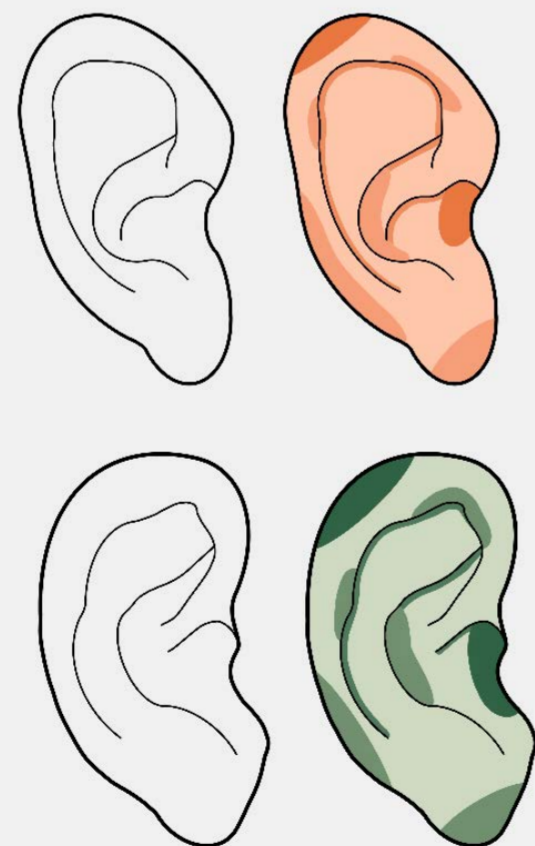


vitiligo,



and freckles.

Being inspired by body parts I was also looking at other body parts that could be incorporated into the project.



After some time I had more of a shift towards approaching the tableware used in these spaces, but still took inspiration from the original concepts through the patterns and forms of ears.

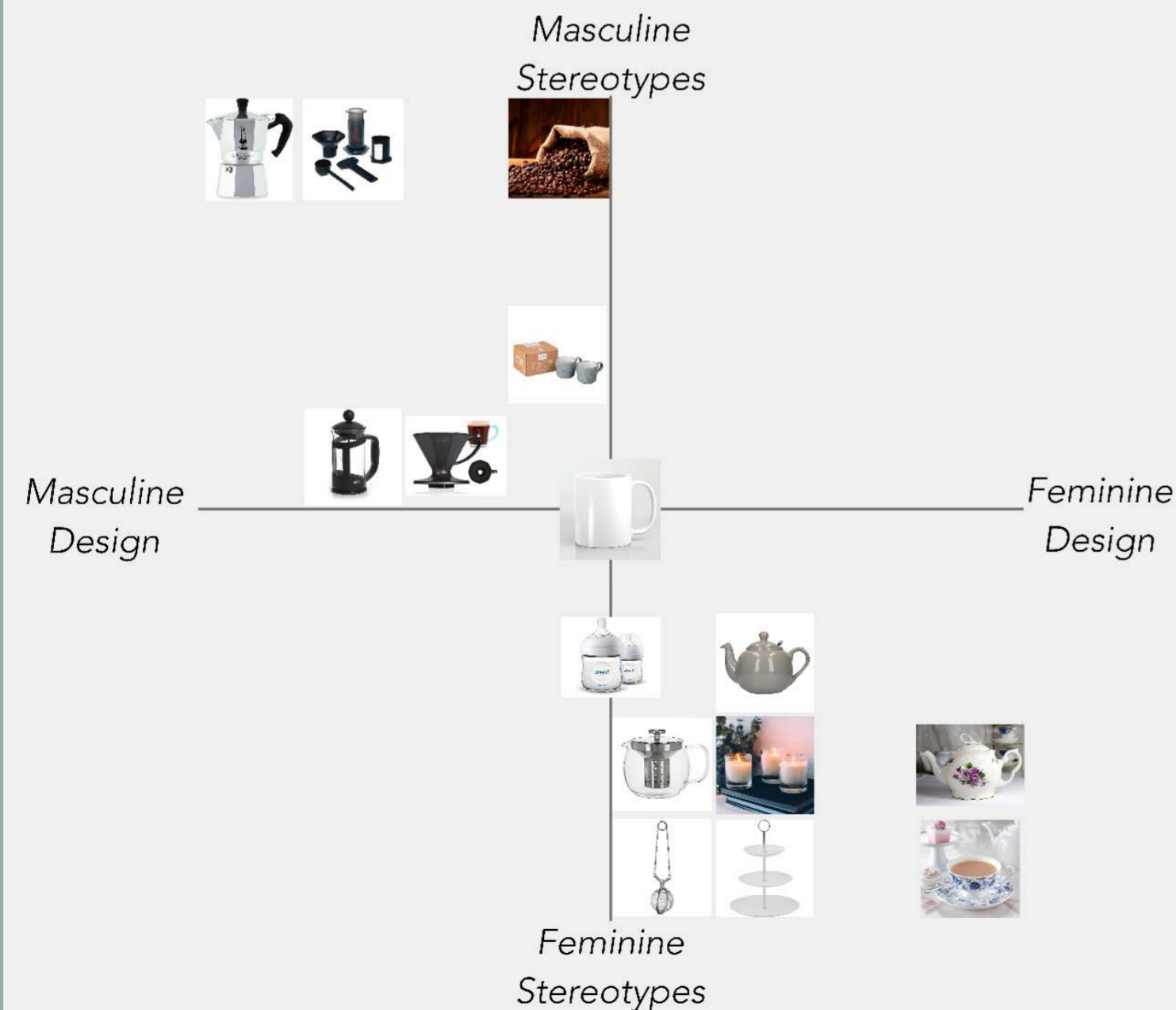
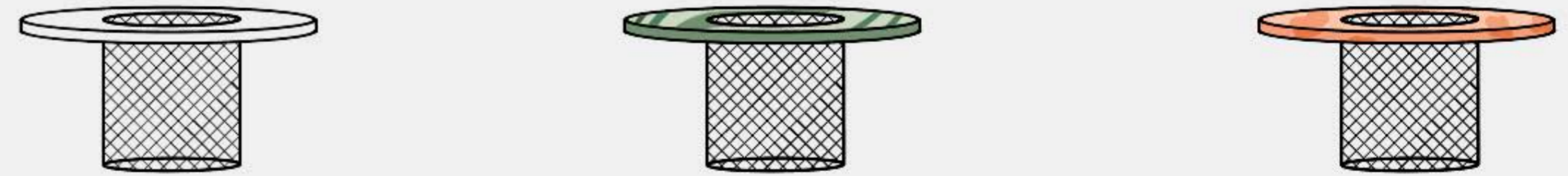
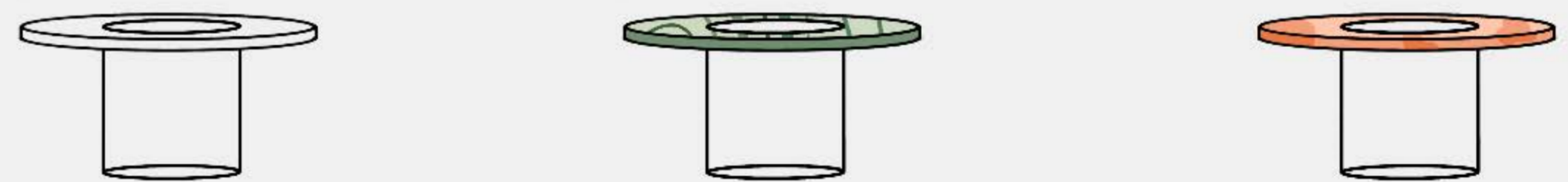


# Further Concepts

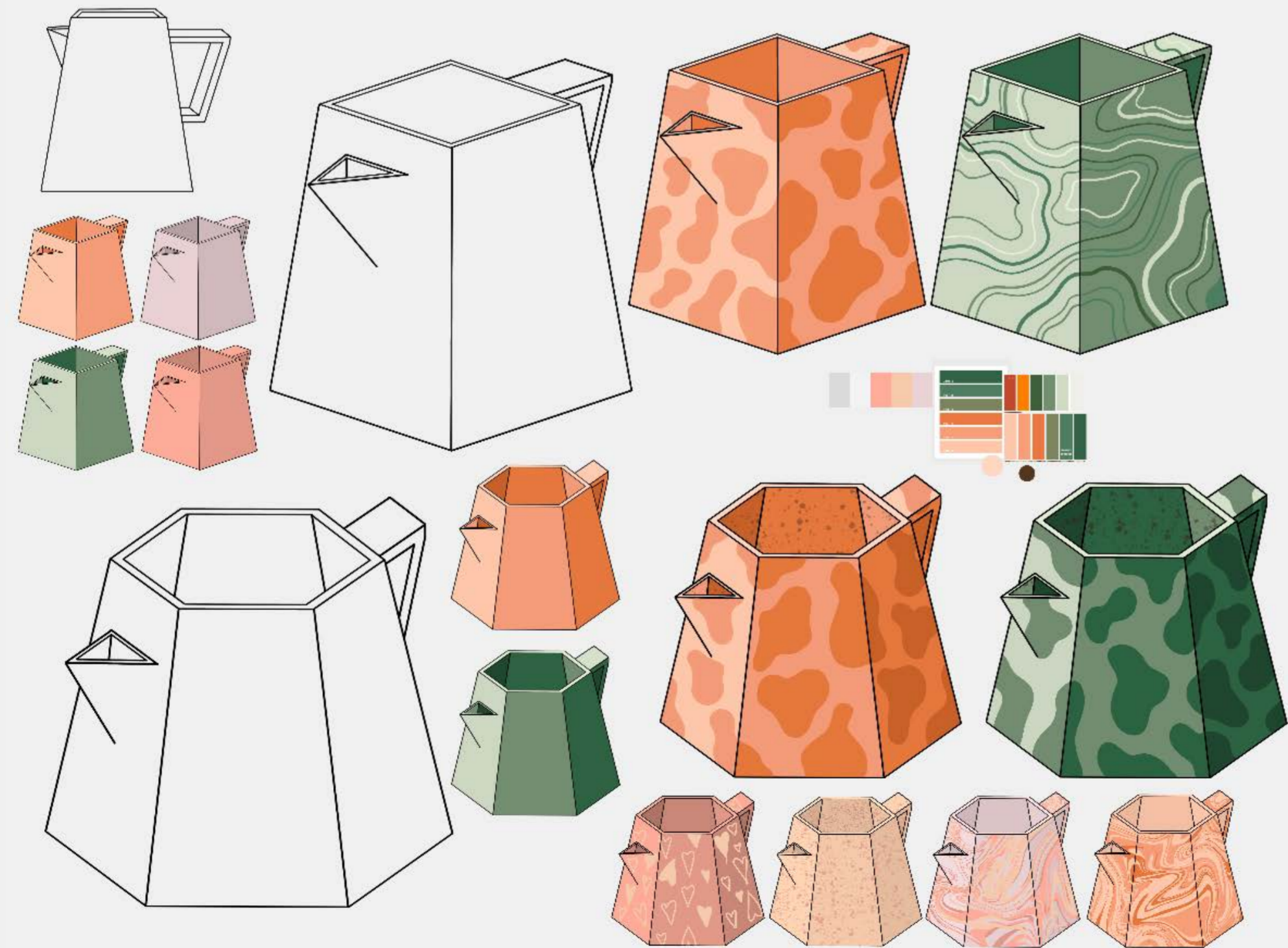
It was after creating the concept of mugs with ears as handles that I made the complete shift towards creating tableware. At first I was looking at the components commonly used in making tea and coffee, wanting to swap the masculine and feminine aesthetics on both.

This led to one of the first teapots. The base shape was very basic but I starting thinking about combining the tea and coffee making process.

This teapot featured a set of two interchangeable toppers, one for filtering coffee and the other for infusing tea.



# Further Concepts



I started focusing more on the forms of the tableware, creating feminine/tea elements with masculine aesthetics. This shifted towards the first two mugs that incorporated form that shifted from masculine to feminine and vice versa.

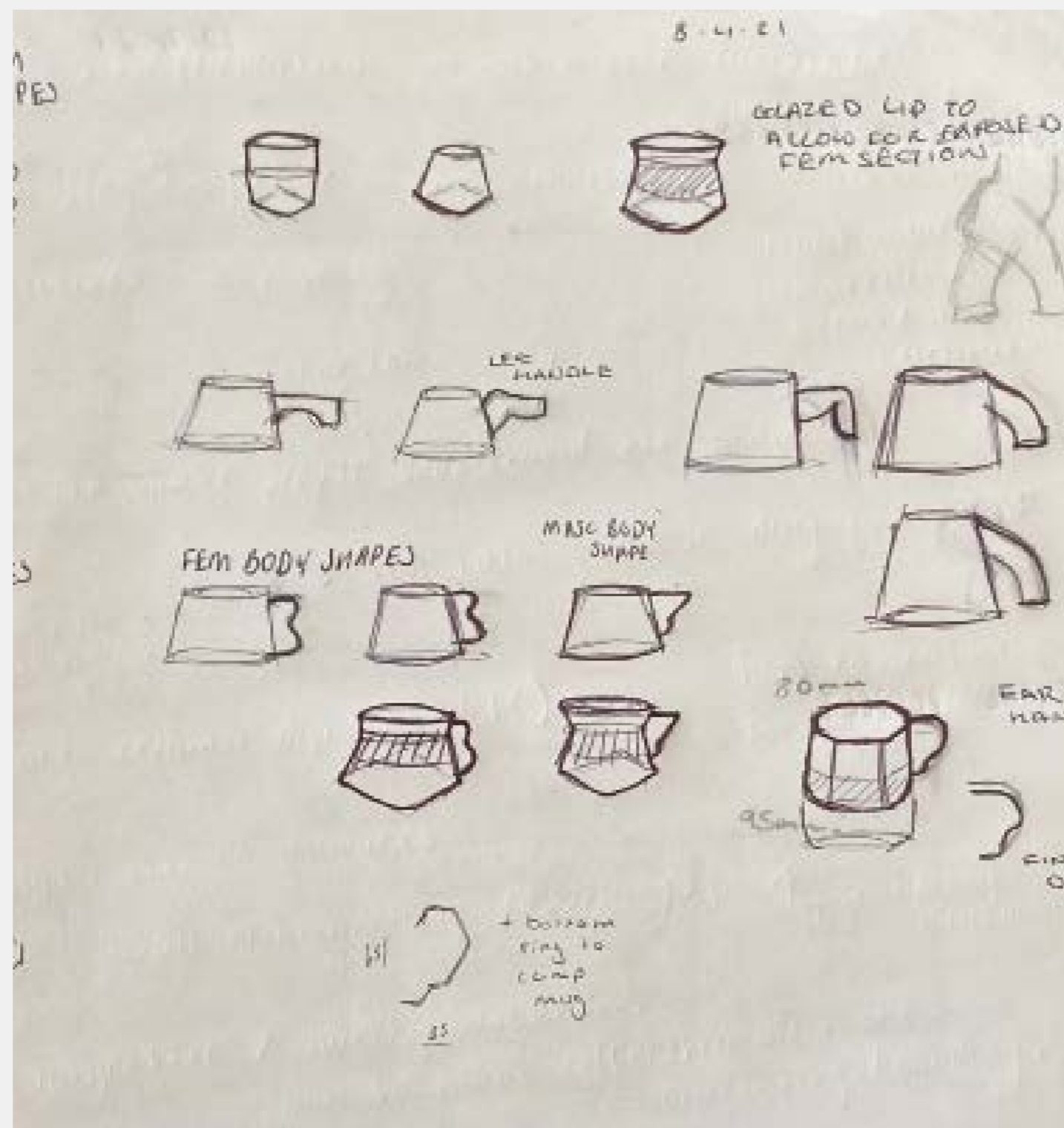




# Further Development

At this point of development, the project shifted for the last time towards creating mugs that would represent different points along the gender spectrum.

I started this development by creating the two forms on the extreme ends of the spectrum and working inwards.



Further Development

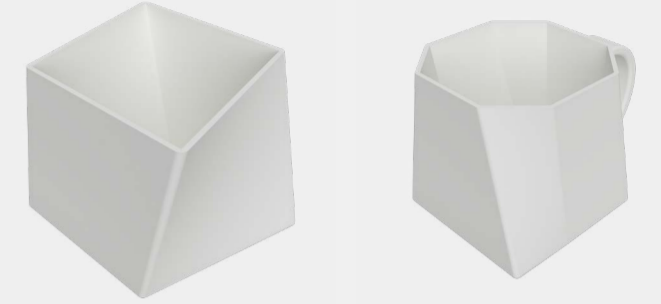
Feminine



Androgynous



Masculine



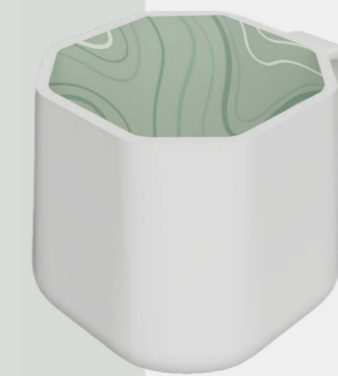
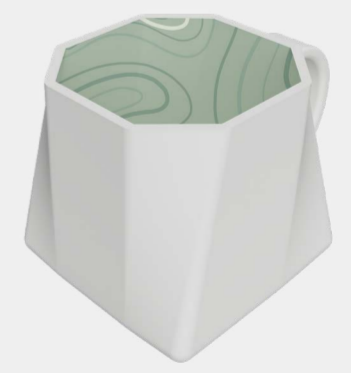
Feminine



Androgynous



Masculine



# Manufacturing Process



Left: The final plaster mould.

Right: First attempts at creating a marbling effect that ended up looking like a combination of both the stretch marks and vitiligo patterns.



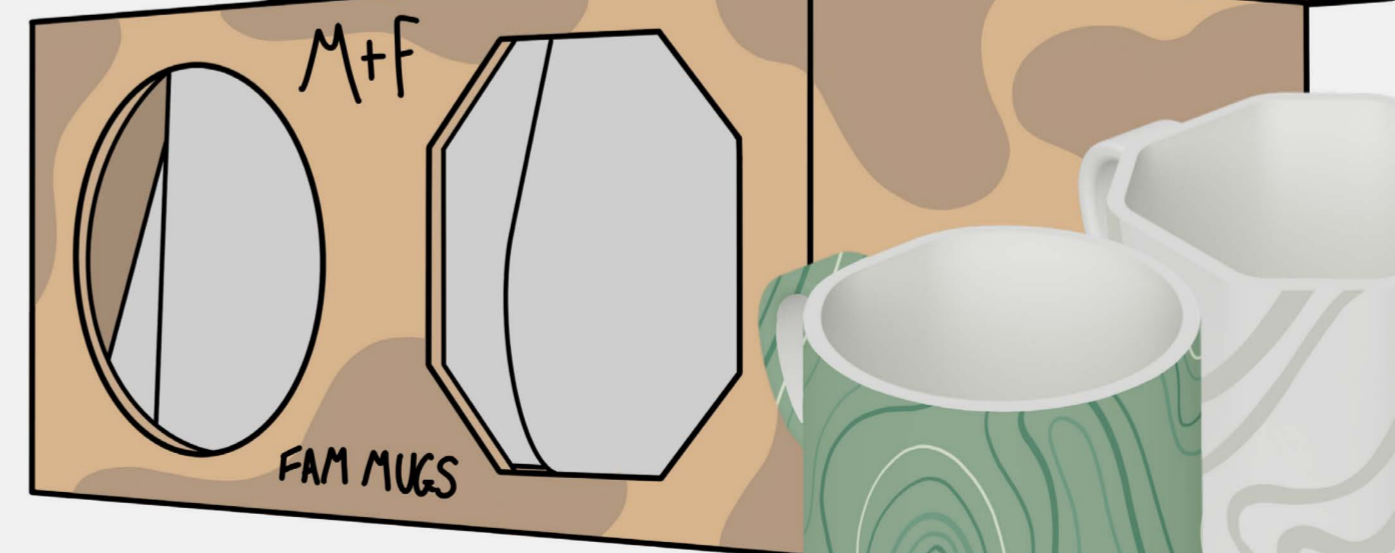
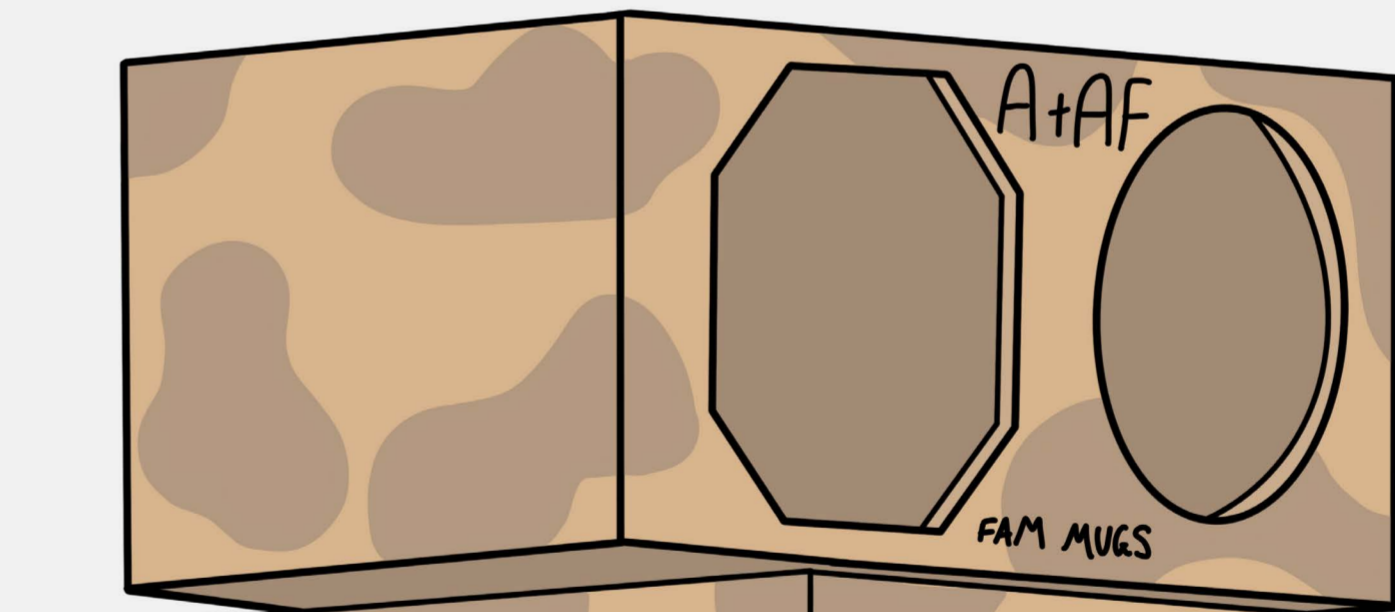
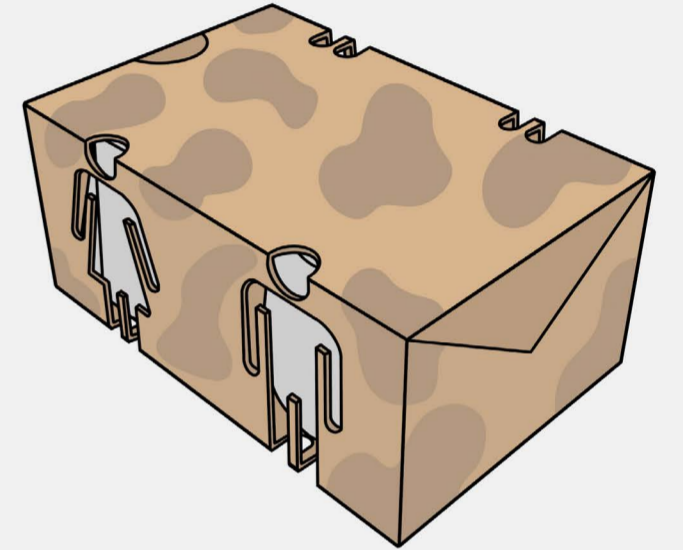
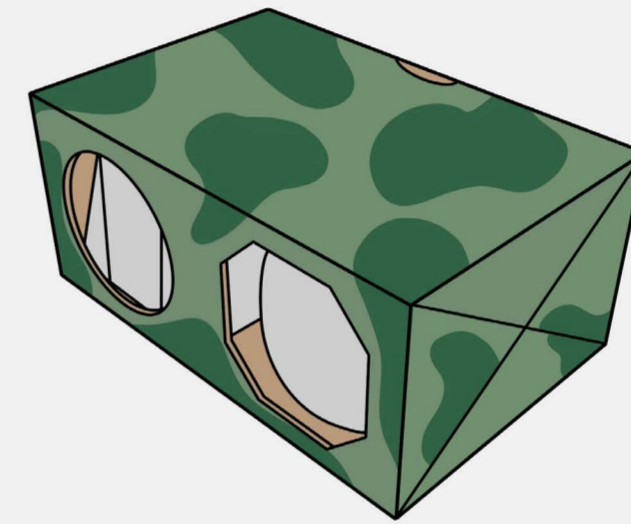
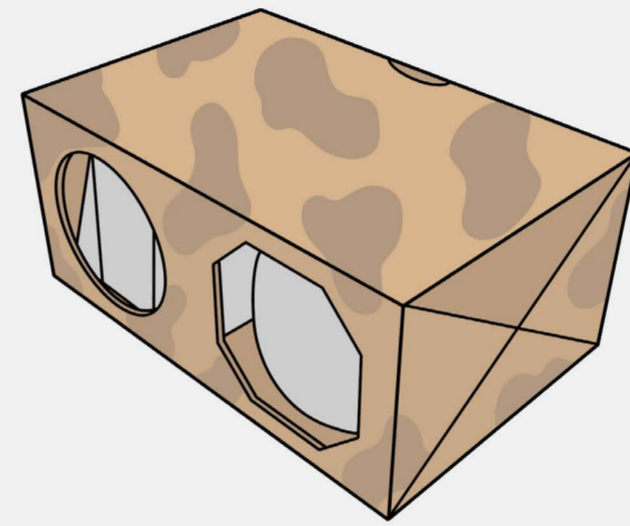
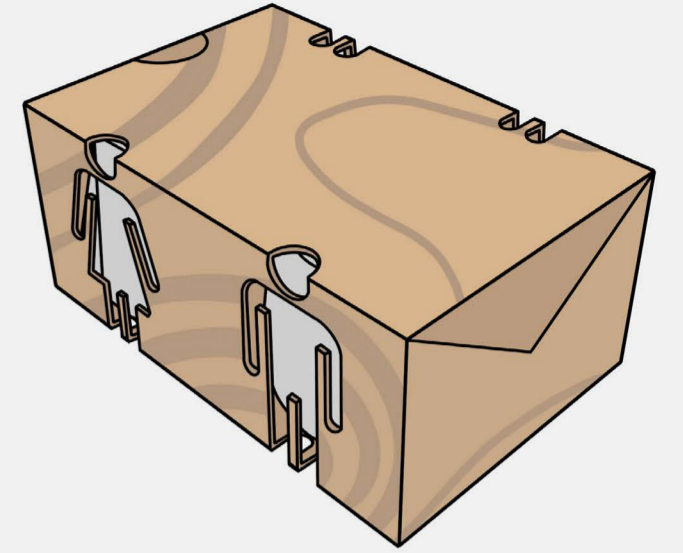
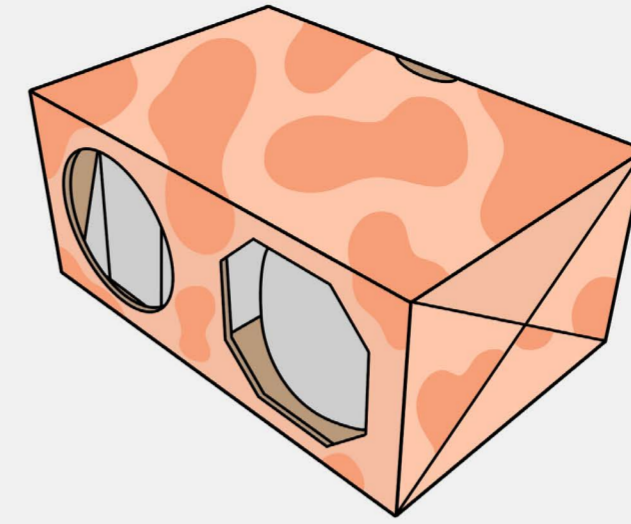
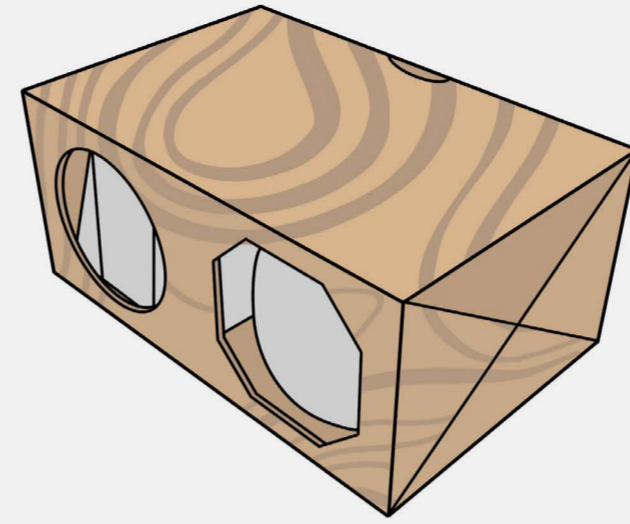
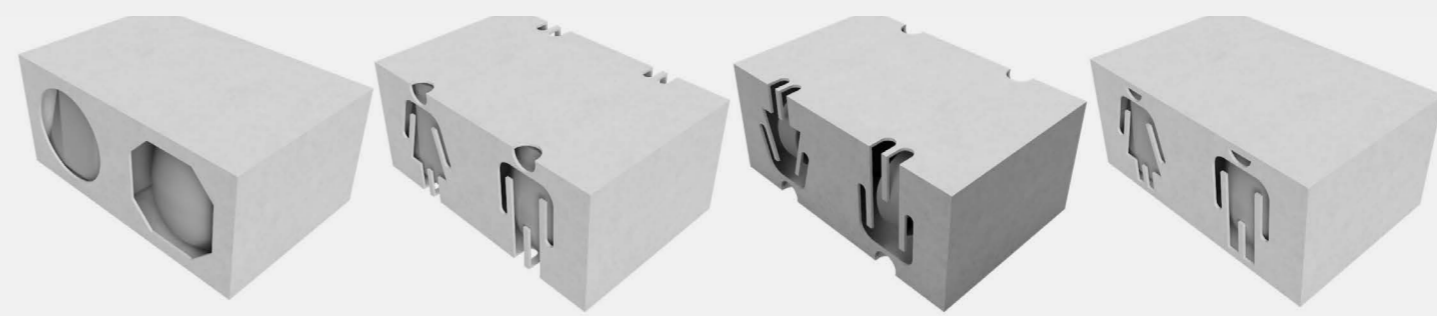
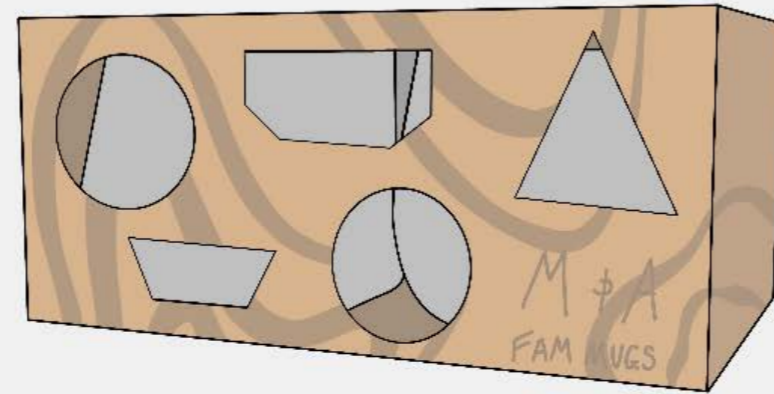
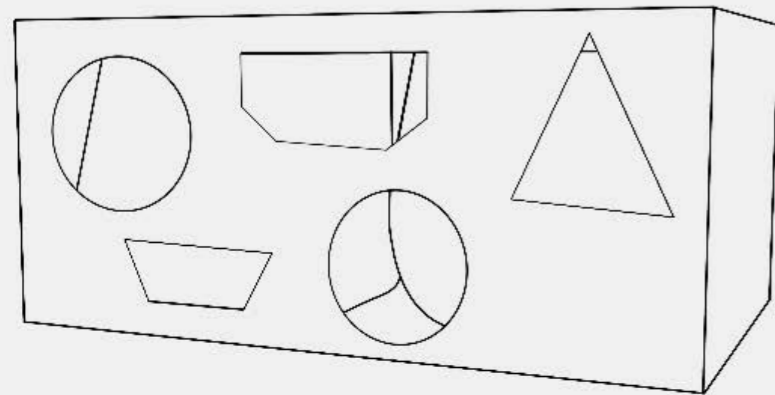
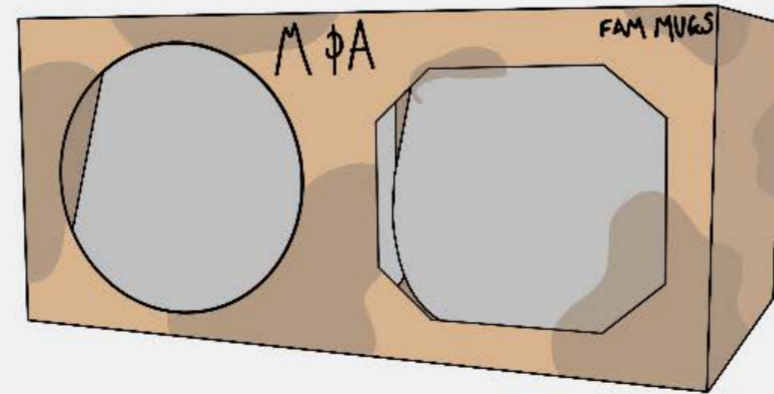
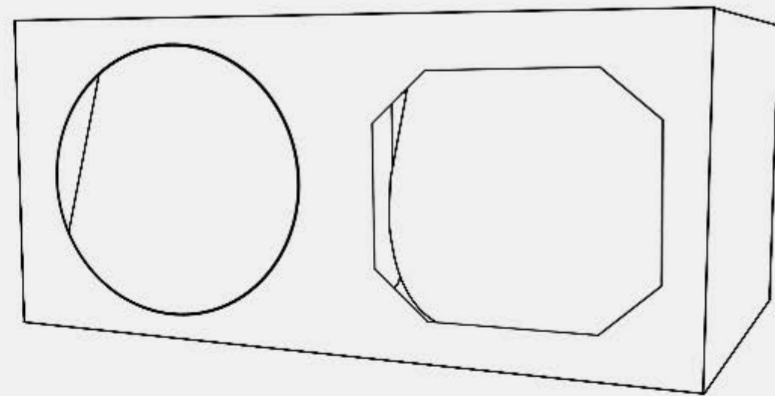
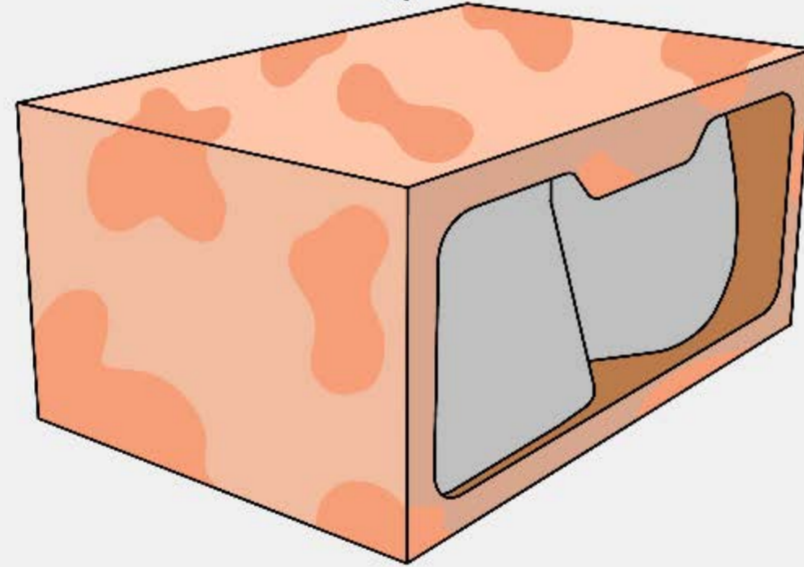
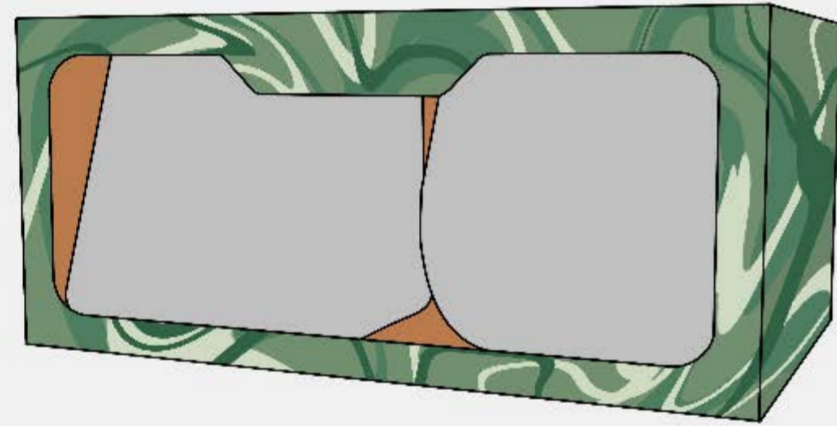
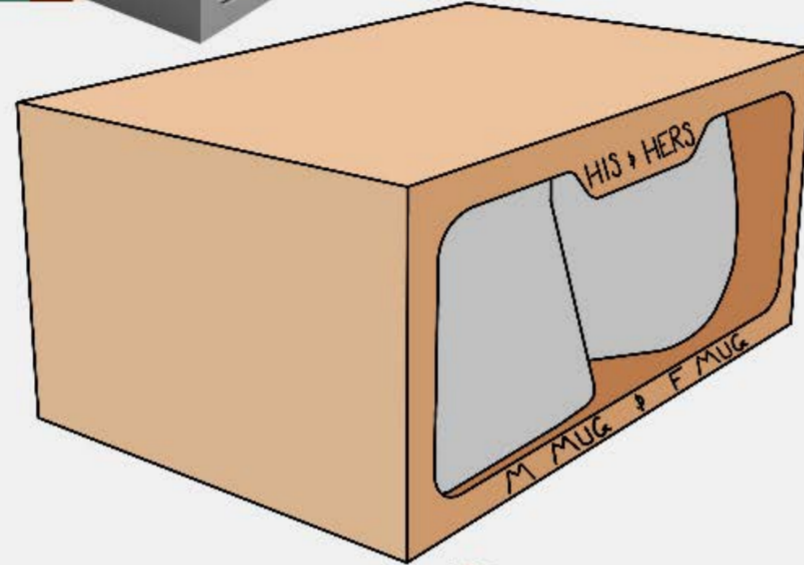
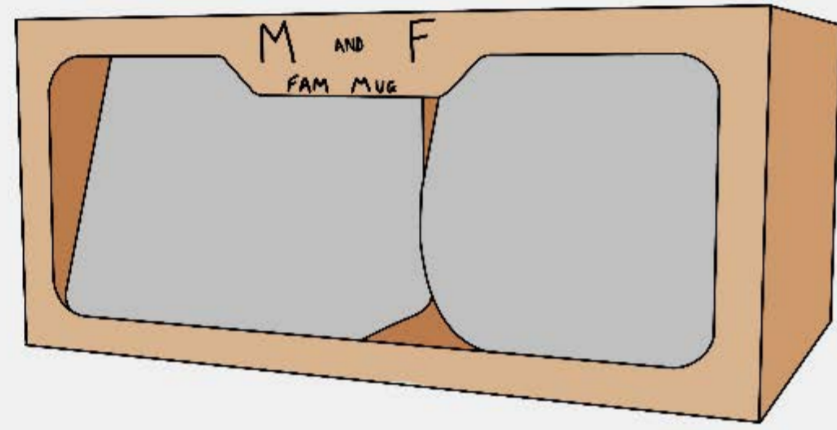
While testing manufacturing techniques I was considering how to create the marble effect inspired by stretch marks. My first attempt made use of staining the clay itself.

User Experience

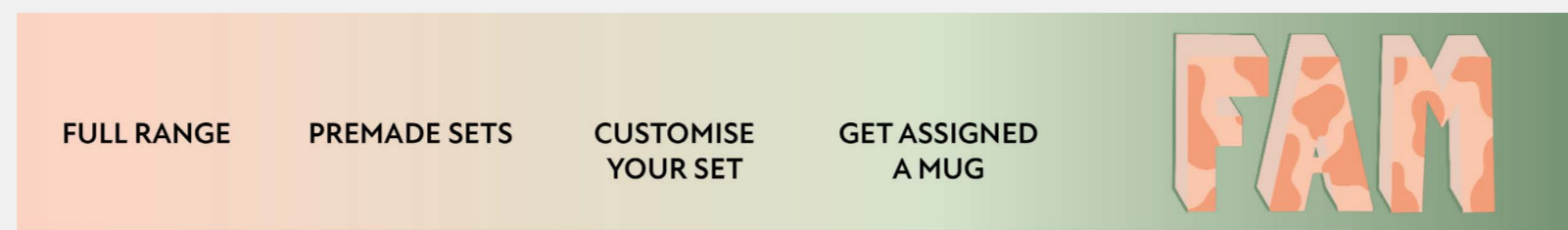


# Packaging Concepts

For packaging I wanted to incorporate masculine and feminine shapes into the design. I decided to keep the packaging simple as to not take away from the designs of the mugs.



Left: Opening home page to the website, showing all mugs on a carousel.



WELCOME TO FAM MUGS!  
A COLLECTION OF MUGS SPANNING OVER THE GENDER SPECTRUM



Right: Further down the page features each mug with a descriptor.



Left: Individual cup page, show different orientations of the mug.



**MUG A**  
ANDROGYNOUS  
MUG A ACTS AS THE MIDPOINT IN THE RANGE.

CUSTOMISE PATTERN  BARE  V

ADD TO CART

ADD TO SET



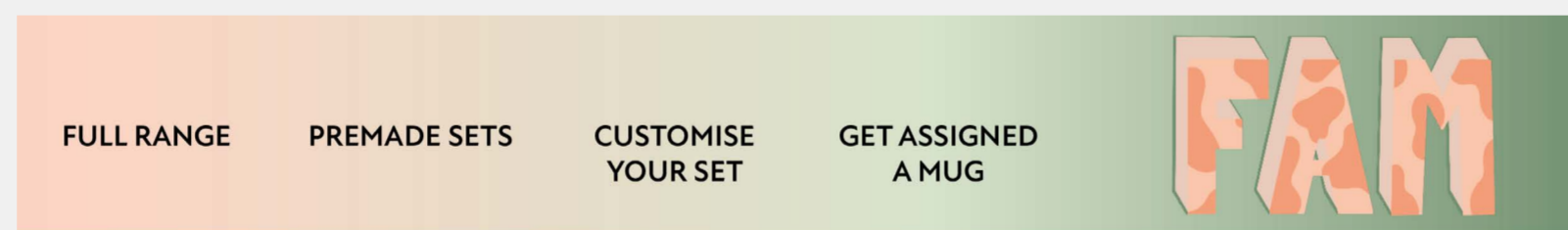
Right: The pattern options that will be available for customisation.



PATTERN SELECTION



Left: The top of the pre-made sets page, with brief intro to the concept.



CAN'T DECIDE? LET US!  
CHOOSE FROM A SELECTION OF PRE-PAIRED MUGS

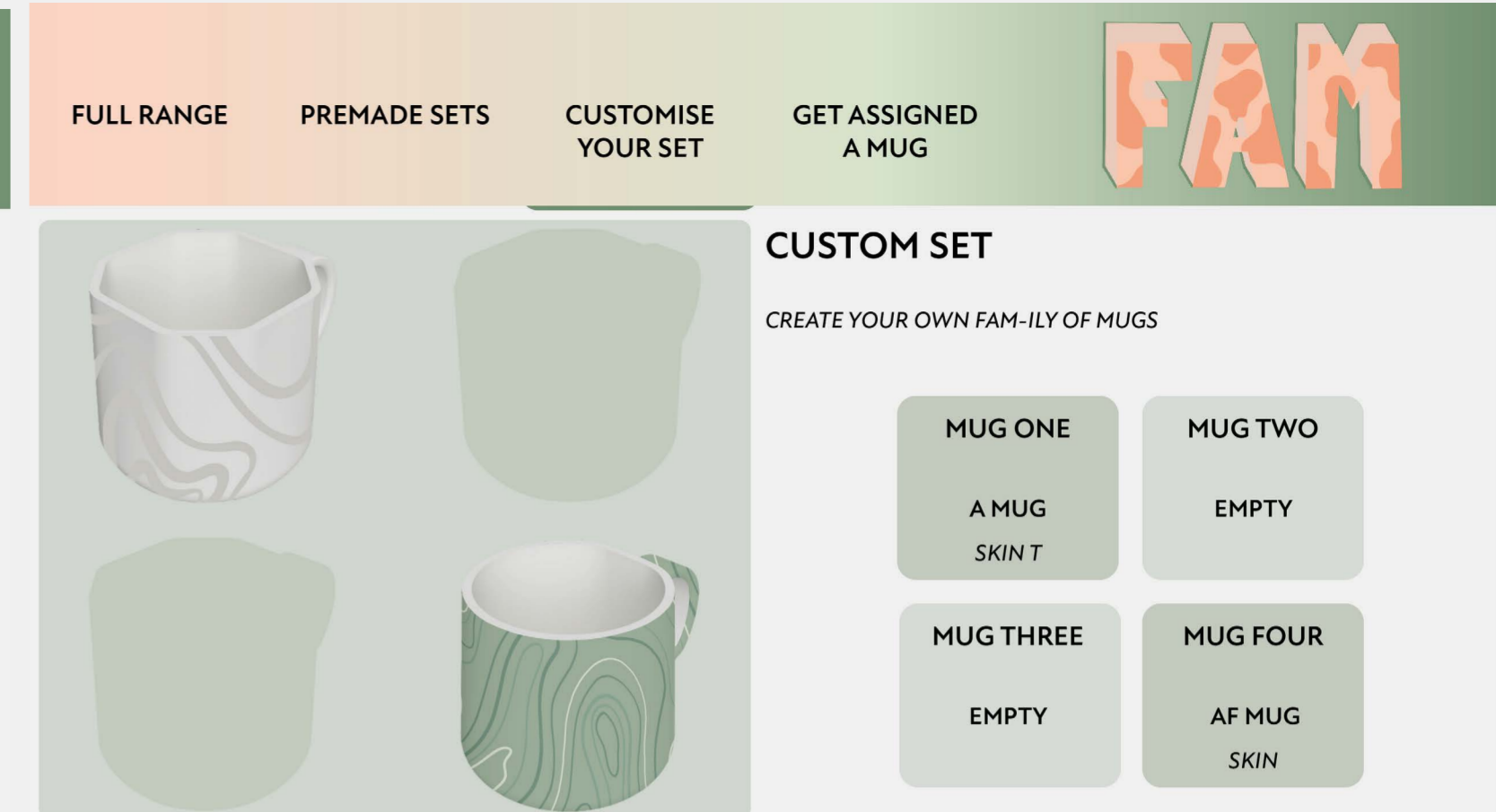
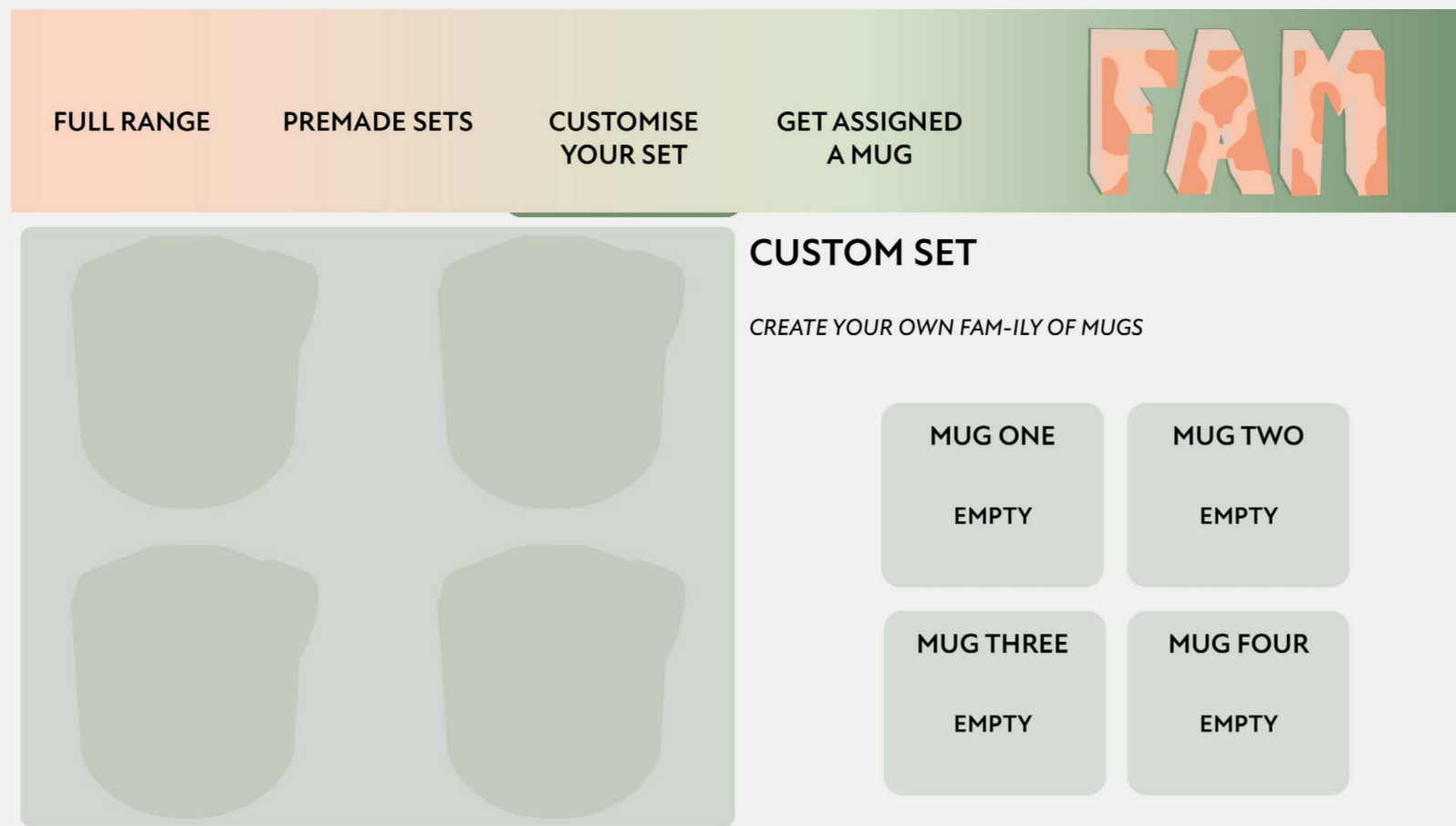


Right: Bottom of the sets page that shows all sets including those with teapots.



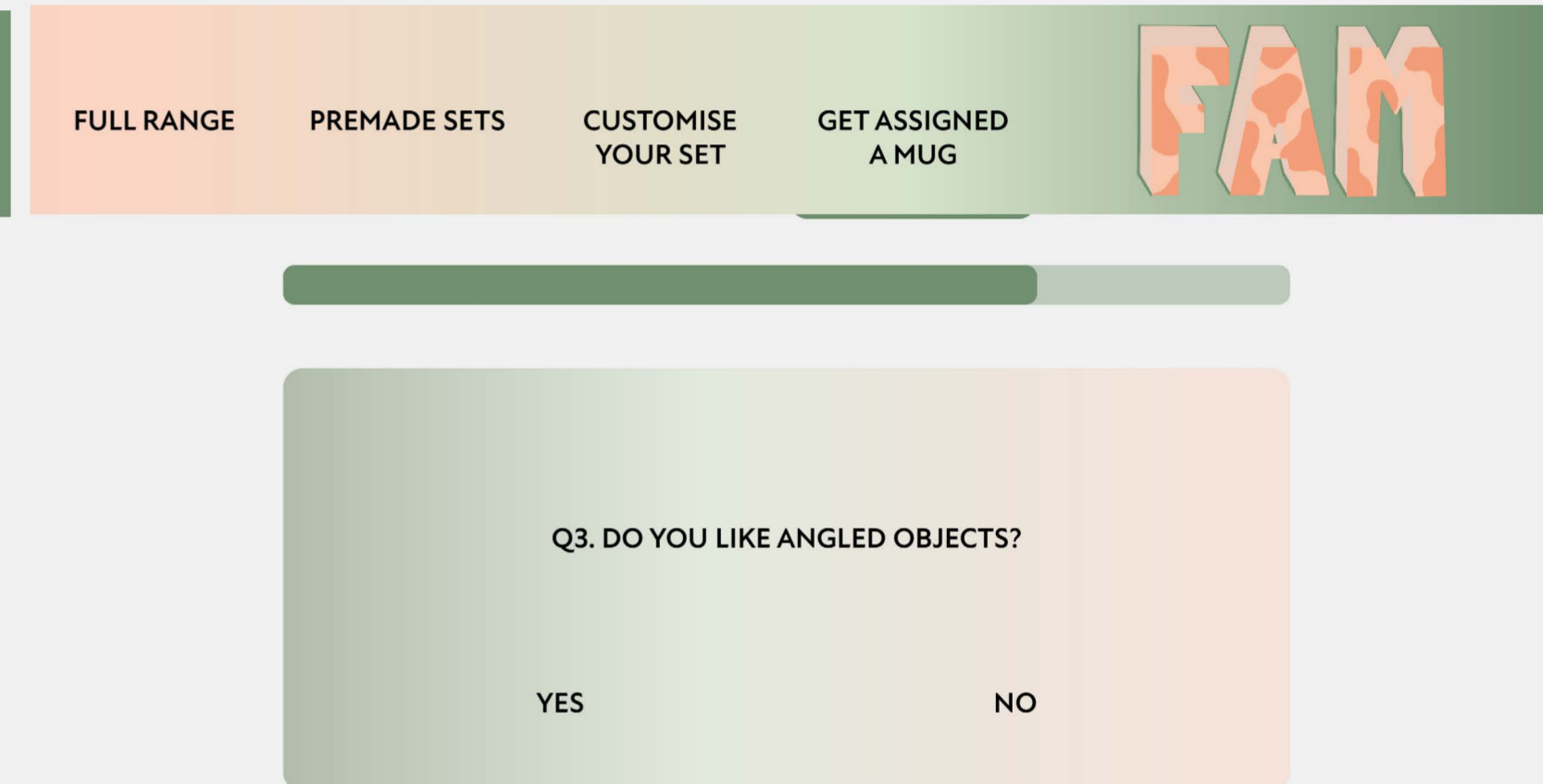
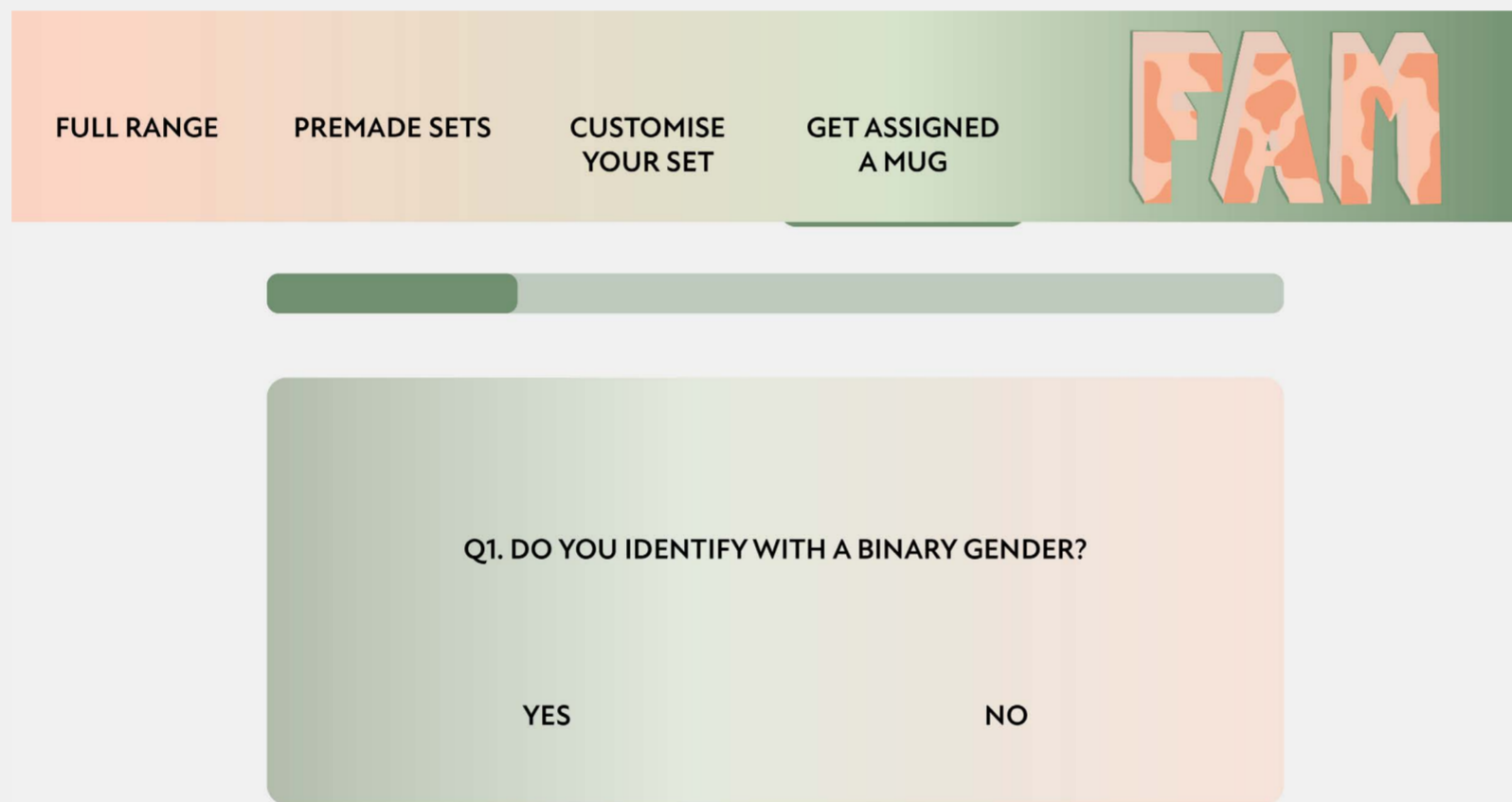
# User Experience

Left: The customise your set page that defaults to four mug sets but can be changed from 2 to 6.



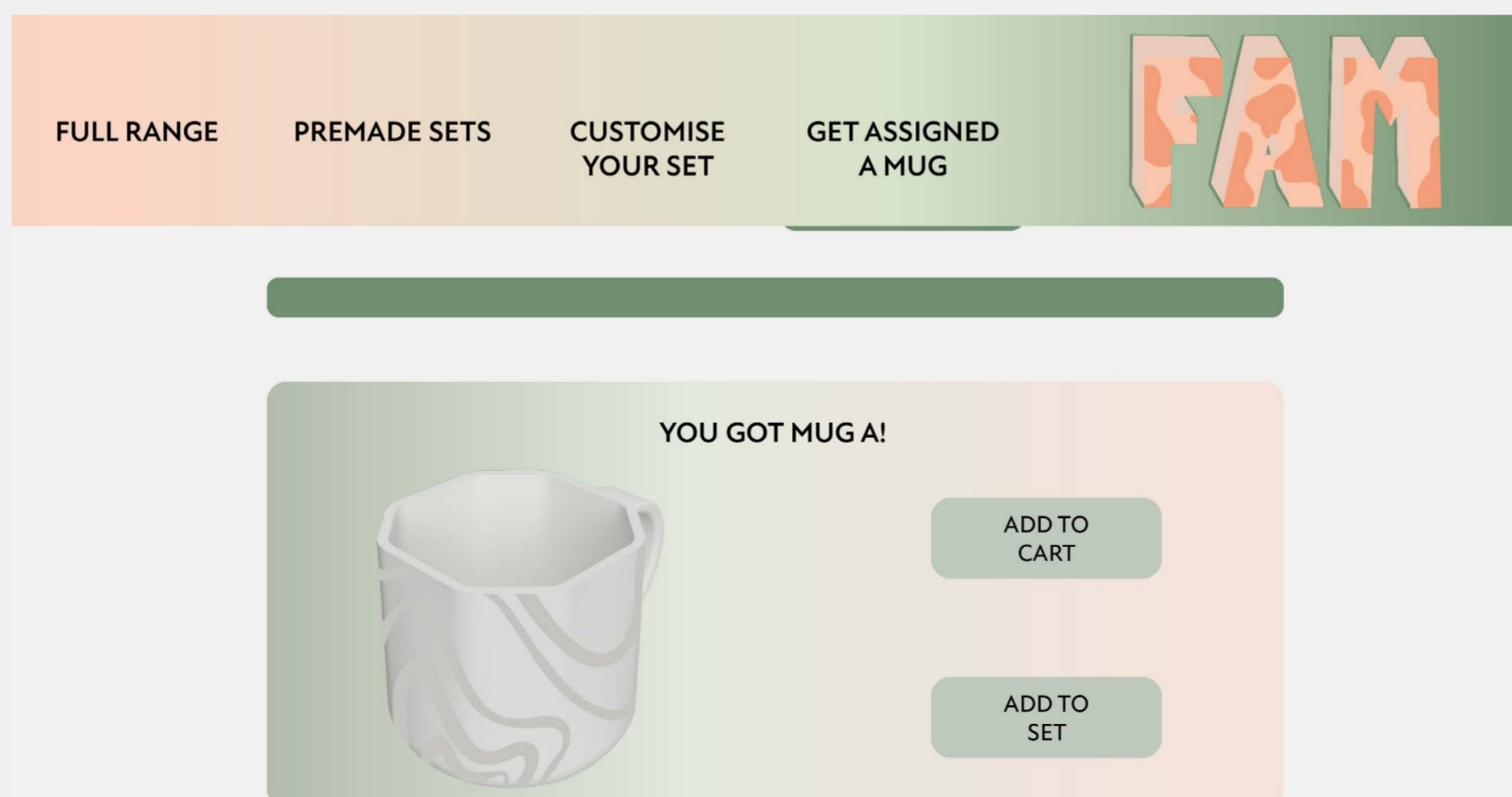
Right: How the custom sets system fills in the selected mugs and with what patterns.

Left: Example of first question page in the 'get assigned a mug' section of the website.



Right: Example of third question page.

Left: The page displayed when you get assigned a mug.



Right: The pattern and binary code for assigning each set of answers to one mug.

Handwritten notes and a binary code table for mug assignment.

Questions:

- Do you like curvy shapes?
- Do you like ~~the~~ angled shapes?
- Do you identify with a binary gender?
- Do you hold your cups by the handle?

Answers: Y, N

Legend: M MA AM A AF FA F

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	ANSWER
1	Y	Y	Y	Y	N	N	N	N								AF
2	Y	Y	Y	Y	N	Y	N	N								A
3	Y	Y	N	N	N	Y	Y	N								A
4	Y	N	N	N	N	Y	Y	Y								F
5	N	N	N	Y	N	N	N	N								M
6	Y	Y	Y	Y	N	N	N	N								AM
7	Y	Y	N	N	N	Y	Y	N								AM
8	Y	Y	N	N	N	Y	Y	N								AF
9	Y	N	N	N	N	Y	Y	Y								A
10	Y	Y	Y	Y	N	N	N	N								AM
11	Y	Y	N	N	N	Y	Y	N								FA
12	Y	N	N	N	N	Y	Y	N								MA
13	Y	Y	Y	Y	N	N	N	N								AF
14	Y	Y	N	N	N	Y	Y	N								A
15	Y	N	N	N	N	Y	Y	Y								MA

Handwritten notes on the right side of the table include 'DATUM/DATE 12.5.21' and 'BINARY Q. ANSWERS'.