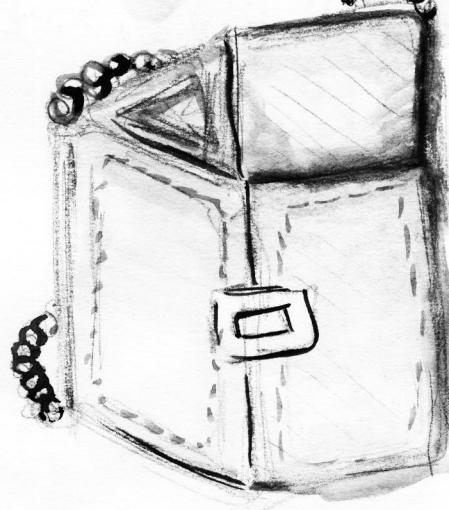
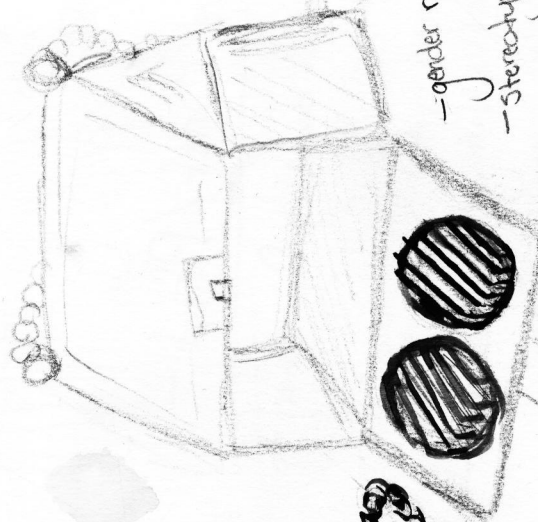


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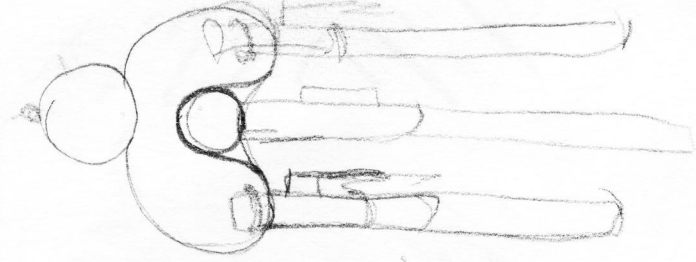
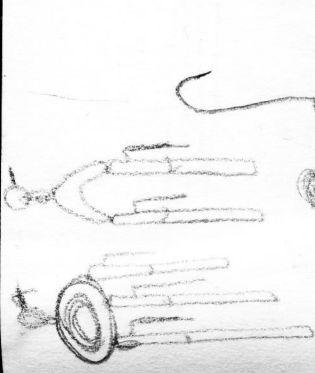
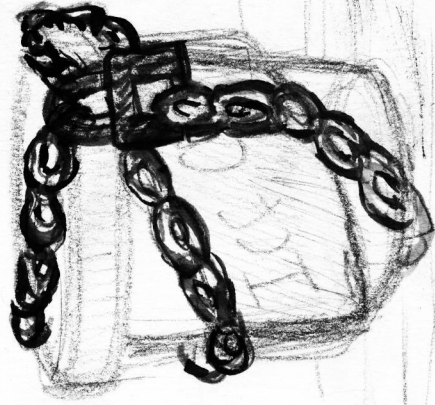
Chindoo



- purse/oven/stove
- 50's style → light pink, pastels
- opens to reveal stove/oven
- culture jam:
- sexist commercial
- "women on the go"
- "women belong in the kitchen"
- internet packaging "your husband will love this"
- ice cream padlock
- graphic looking

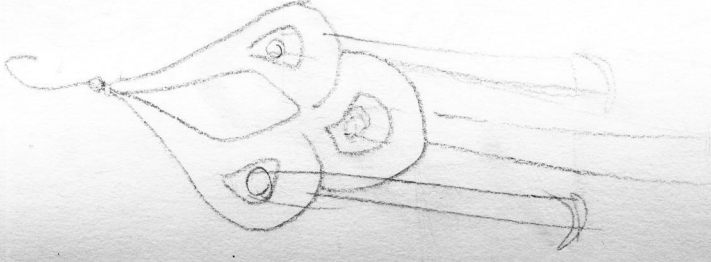


- gender roles
- stereotypes
- vintage commercial
- food/stencils inside
- funny utensil placement
- gender spatula
- shoe
- bra → woman



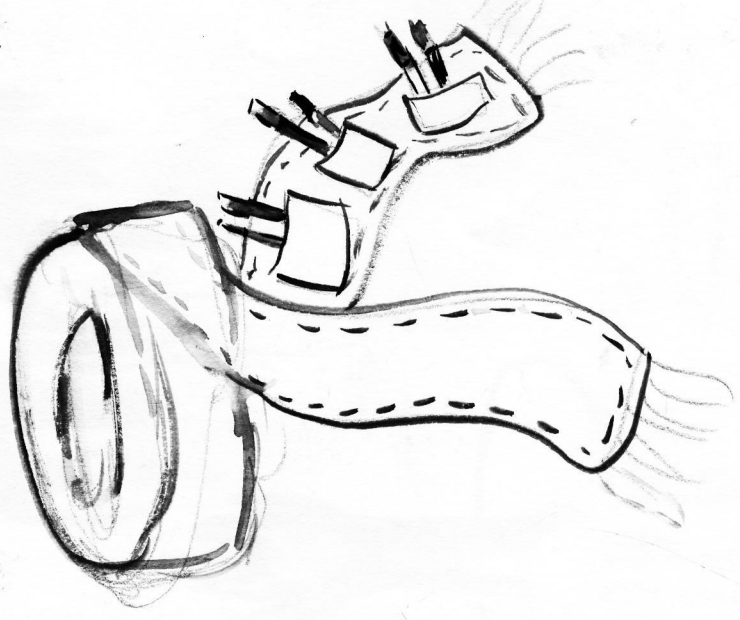
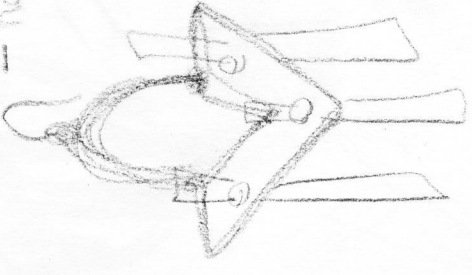
Pen holding Scarf

- cold/loosing pens
- clear (so she doesn't lose pens)
- built in pockets



Pen holding Earrings

- metal
- clay/polymer
- abstract shapes
- holes for pens

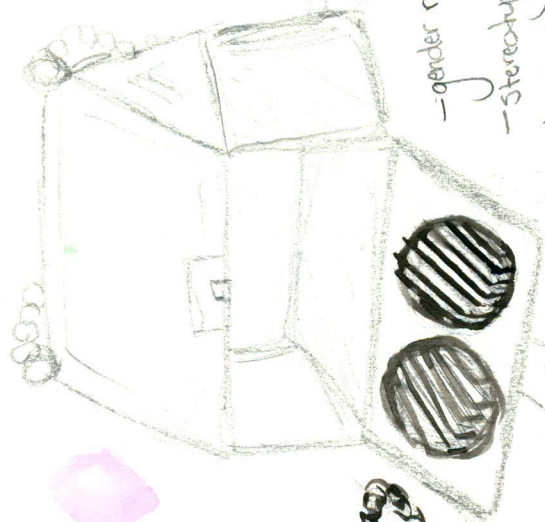


Seminar & Studio

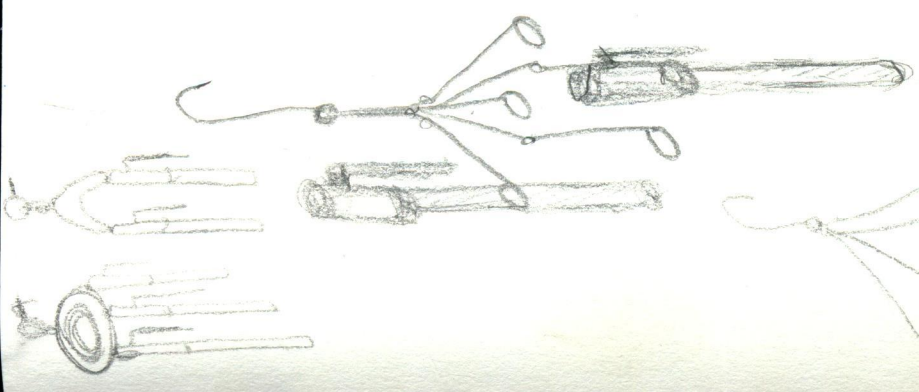
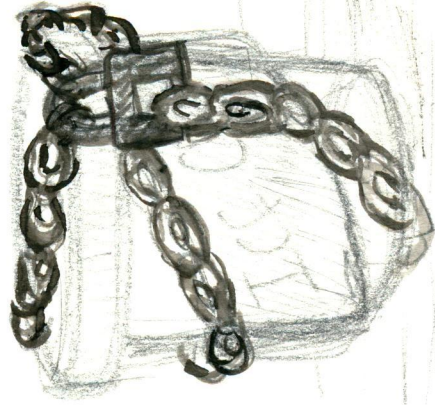
Chindoo



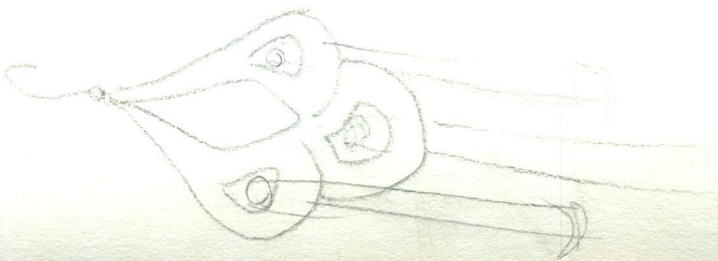
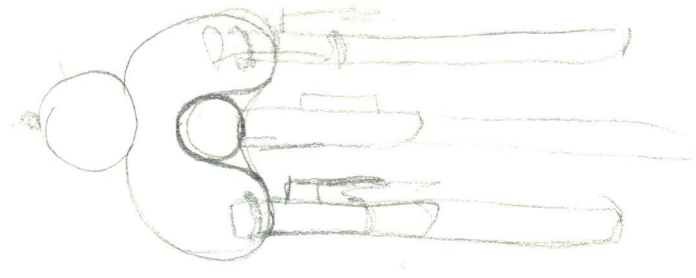
- purse/over/stone
- 50's style → light pink, pastels
- opens to reveal stove/oven
- Culture jam:
- sexist commercial
- "women on the go"
- "women below in the kitchen"
- internet parodying "your husband will be there"
- ice cream padlock
- open looking



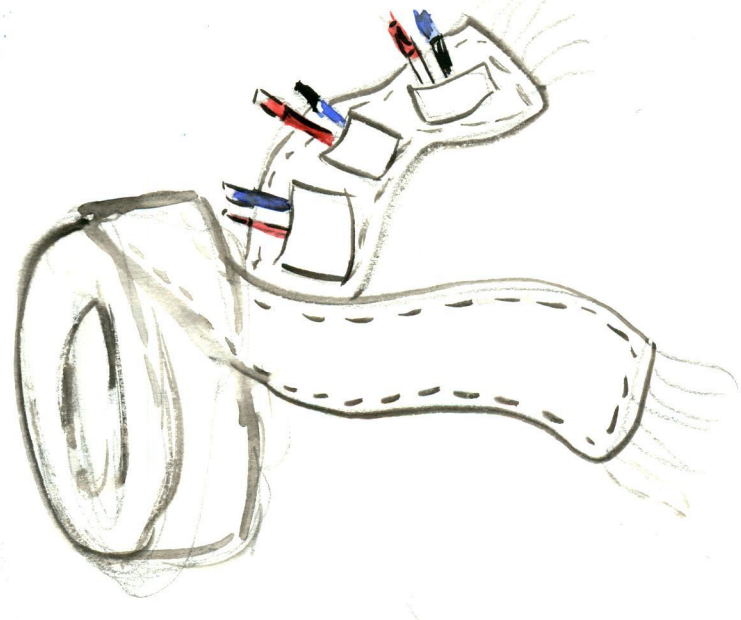
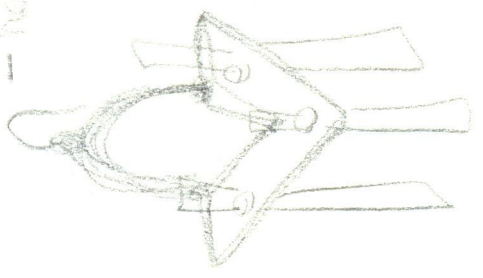
- gender roles
- stereotypes
- vintage commercial
- food/stencils inside
- funny utensil placement
- gender spatula
- stove
- bra → woman's



- Pen holding Scarf
- cold/loosing pens
- clear (so she doesn't lose pens)
- built in pockets

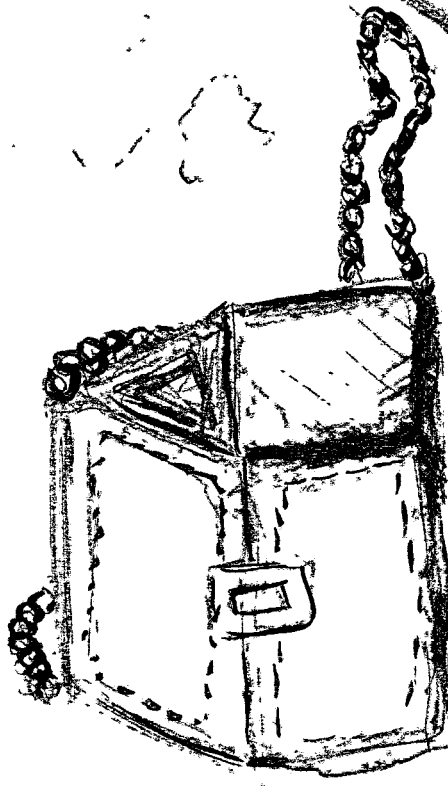


- Pen holding Earrings
- metal
- clay/polymer
- abstract shapes
- holes for pens

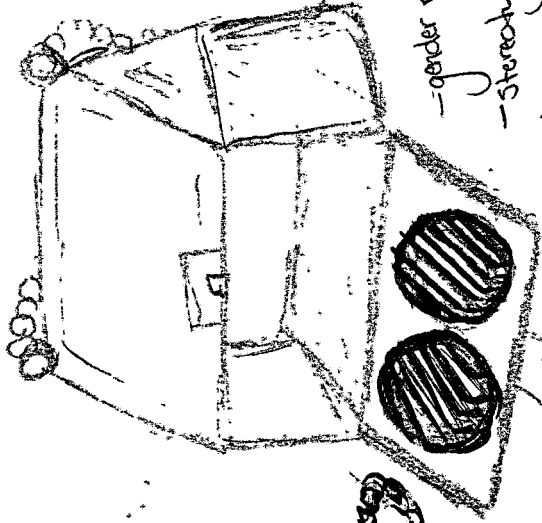


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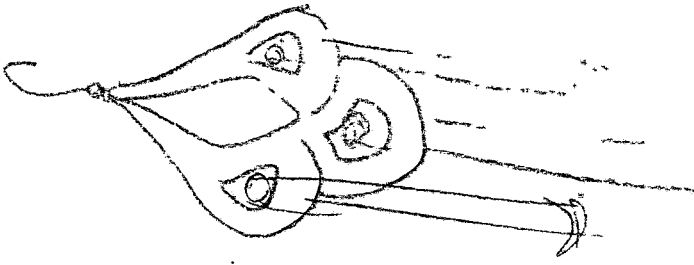
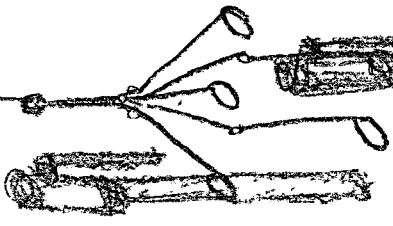
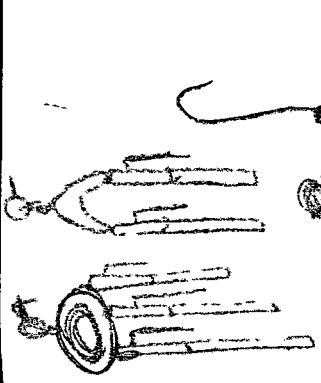
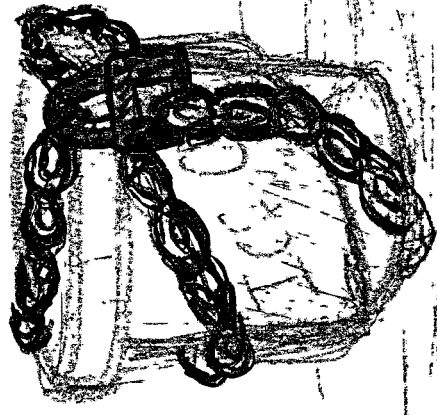
Chindoo



- purse/over/straw
- 50's style → light pink, pastels
- opens to reveal straw/over
- Culture jam:
- sexist commercial
- "women on the go"
- "women blow in the kitchen"
- "women packing" "your husband will be fine"
- ice cream padlock
- 1950's - looking

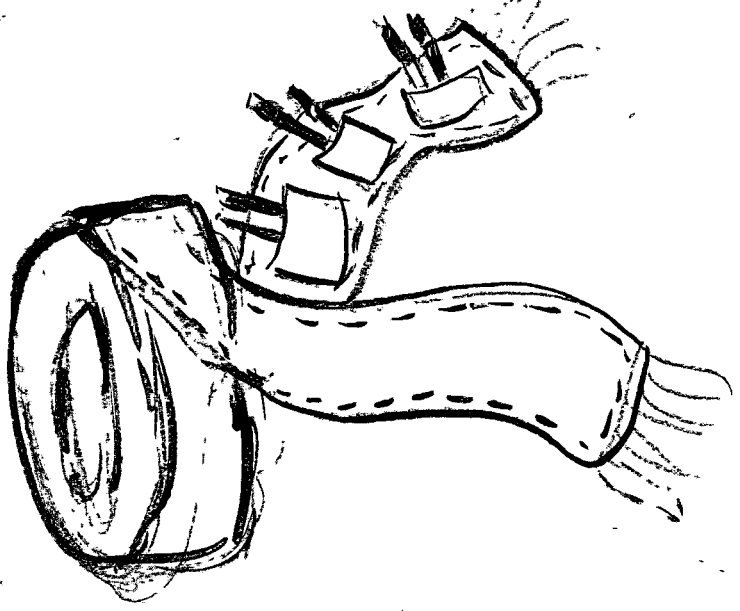
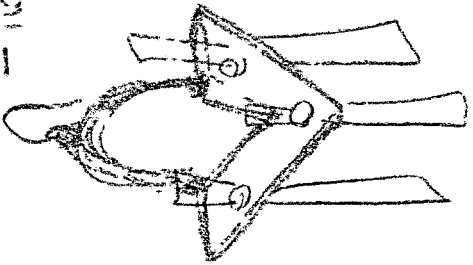
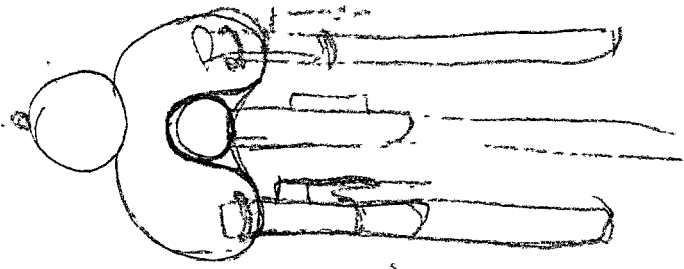


- gender roles
- stereotypes
- vintage commercial
- food/stencils inside
- funny utensil placement
- gender spatial
- share
- firm →



Pen holding Scarf

- cold / loose pens
- clear (so she doesn't lose pens)
- built in pockets



Pen Holding Earrings

- metal
- clay/polymer
- abstract shapes
- holder for pens