

NEW! Read the manifesto of Boobs&Beyond!

Boobs & Beyond

Get to know each member closer!



BONUS!
Free pull-out poster of the members!

Inside QUIZ:
Which bra are you?



Your Barbies won't survive this!

Are they family?

Julia
"I was kidnapped at the age of 4!"

Meet the upcoming stars!



See the **BTS** of *Boobs & Beyond*

What are the lyrics of our first song?



Meet all the band members!



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BTS and lyrics of our
first song

Inside!



Get your
own Barbie
Head
Necklace
and be in
style!



Who are Boobs & Beyond?

Boobs & Beyond is a Rotterdam based bubblegum punk band. With 10 boobs and twelve nipples they make up a small collective that is interested in establishing a culture where all nipples are equally important.

Inspired by bands such as Rockbitch, Vulva and K3... Boobs & Beyond constructs of six band members: Julia, Jette, Sara, Sophie, Saf and Mick. They are all related, but Julia moved to Poland at a young age. Now they are all reunited and ready to spread their family sound.

Julia and Jette are the visual concept creators as well as the choreographers and videoconceptors. Sophie and Saf are the songwriters. Sara is the director, overseeing all things that go well within the band. Mick is their videographer and editor. They all perform together on stage, with each their own role.

A lack of musical ability and talent has caused them to never win any awards or even be nominated for one.





Julia
"I was
kidnapped at
the age of 4!"

Manifesto

What if the world wasn't
offended by **any nipple?**

No more covering up,
no more sexualisation,
no more objectification!

Internalised misogyny needs to stop!

Prudes are not invited!

Pay no attention to my nipples.

Lay your eyes somewhere else!

End your old fashioned mindset, now!



Speculative design is a design method addressing big societal problems and looking towards the future—and creating products and services for those scenarios.

Ho Tran, T. (8 April, 2019). Speculative design: 3 examples of design fiction. Invisionapp.
<https://www.invisionapp.com/inside-design/speculative-design/>

This form of design thrives on imagination and aims to open up new perspectives on what are sometimes called wicked problems, to create spaces for discussion and debate about alternative ways of being, and to inspire and encourage people's imaginations to flow freely.

Speculative Design

For our band we looked up other bands that approach big societal problems by singing/performing about them on stage. For example, Sinéad O'Connor who was supposed to sing at a Bob Dylan Tribute but started to perform a spoken word about war that shocked the audience.



Or the band RockBitch that were having sex on stage because they wanted to give a big fuck you to the fact that woman isn't aloud to have sexual desires. This droves us to start our band, a satire against the y2k bubble-gum pop era. A vision about the female body that already changes but still can be improved in the probable future.



Which type of bra are you? QUIZ!

What do you do in your free time?

- A I have a thousand hobbies, always something different!
- B Maybe study, or watch a documentary
- C Anything, just not stay at home!
- D Listen to music or read a book
- E I pick up a new sport

What is your go-to pop song at a party?

- A I Kissed a Girl by Katy Perry
- B Crazy in Love by Beyonce
- C Oops!... I did it again by Britney Spears
- D Hips don't lie by Shakira
- E Rude Boy by Rihanna

You usually wear your hair...

- A I couldn't care less...
- B In braids!
- C In colour! I die them every month, I buy a random paint and hope for the best!
- D I wear it loose, it looks best natural...
- E I just put it up to get it out of the way!

So how are we changing people's narratives? That's a hard one. We grew up with boys like blue, girls like pink. Boys are tough, girls are sweet and innocent. Like the picture you see of Light jet Print 2006. So how else?



©The Blue Project - Jake and His Blue Things
Light jet Print, 2006.



©The Pink Project - SeWo and Her Pink Things
Light jet Print, 2006.

What do you reply if your crush confesses love to you in a text message?

- A Really? You tell me this through a text message???
- B I knew it! I have to tell my mum. Anyway, let's go on a date tomorrow!
- C LOL
- D I have been wanting to paint you naked for 5 years!
- E OMG me too! Let's get married tonight!

The person in the bathroom stall next to you is crying her eyes out, she's pregnant and the guy doesn't want anything to do with her, you...

- A Find the guy and beat the shit out of him
- B Take her home, text her friends and buy her a thousand chocolates
- C Show her an Instagram profile with a phone number that she should call for advice
- D Cry with her, you're in the same situation
- E I go with her for a walk so she can tell me everything she needs to



We flip the narrative completely. @ManWhoHasItAll already wrote a book about it called "Flipping Patriarchy!". It's about imagining a world where men are bombarded with some stereotypical bullshit ass woman. It fits out band because we want to show only disruption and shock, instead of peace and quiet. Your biggest fear will be comfort and dependence. Being uncomfortably and independency only! What will drive us is liberation and change. Boys wear pink, girls wear blue. Girls dominate the world, boys would never.

Most A

No bra!

You do not want to settle for status quo! You like to disrupt and shock! You're rebellious and combative. Your biggest fears are conformity and dependence. What drives you in your life is liberation, change and independence!



Most B

Nursing Bra

We can make the world better! You have the determination to do that! You're honest and brave. You want to become better and prove people wrong. Your biggest fears are incompetence and downfall, but your drive is growth, development and especially courageousness! Where there is a will, there is a way!



Your liberated imagination lets you uncover originality. You're inspirational, daring and provocative. Your biggest fears are stagnation and indifference, but what drives you are originality, vision and most importantly self-expression! If it can be imagined, it can be done!

Most D

Lingerie



Let your hair down and start living! You love fun, you're playful and optimistic. You fear boredom and sadness. You're driven by fun and togetherness. You don't care if you look stupid, enjoy your life!

Bikini

Most C



Most E

Sports Bra



You only get one life, make it count! You're exciting, daring and completely fearless! You like the adventure and the unknown. You fear cautiousness but your drive is self-discovery and liberation!

Critical Design

Critical Design uses speculative design proposals to challenge narrow assumptions, preconceptions and gives about the role products play in everyday life. It is more of an attitude than anything else, a position rather than a method.

So, how with speculative design you challenge your audience with new future scenarios and ask what if questions, for Critical Design you go from "What if" to "How else". That question so important, "what if", is very different from the question that many designers grappling with wicked systems ask, which is, "how else". "How else" emphasizes a connection to current systems and structures where the project is framed not as an aesthetic, exploratory, intellectual exercise but as a political, transformative, active enterprise. Critical Design is a design for real life wicked problems, cultural/social contexts, people's realities.

Provocative Design



So, we made a provocative piece featuring props from our music video. We thought about using a barbie head as a necklace, a choker, or a bracelet. This would be provocative because it's shocking and raises questions. Why would we wear it? To disarm the barbies head from its body, make it bloody and disgusting so that the barbie isn't seen as a "ideal picture-perfect woman" anymore. The perfect satire.

For the band we first looked at our audience, someone who doesn't settle for status quo, someone who wants to make the world better and likes to disrupt and shock. Then we tried to connect the dots, connect the audience to our provocative piece.

Showing props, visuals, or sketch ideas to people to stimulate feedback and discussion. This is not about validating ideas but aims to provoke responses from your users. So, a design idea that answers the design brief, but deliberately breaks or plays with existing norms and beliefs about how things are done.



The idea came from other jewelry. Emma Wortelboer, a Dutch tv presenter from Spuiten en Slikken, a tv programme that talks about sex, drugs and gender, is wearing her own old IUD as an anti-shame protest loud and proud on tv. Because why would you be ashamed to talk about contraception, periods, and vulvas.

We're also fan of Vulva earrings. @vulvabar, a small Instagram shop, is selling them as an ode to our bodies. You know how many people don't even know what the autonomy of a vulva is, or that the entire vulva is called a VULVA. Let's educate through jewelry!

GET
YOUR
OWN

Barbie is dead necklace

wow!
That is
so cool!

3. Design Provocation. (n.d.). Doga. Retrieved March 22, 2023, from <https://doga.no/en/tools/inclusive-design/tools-and-methods/tools/3.-design-provocation>

Inspired by the first music video from Boobs&Beyond Barbie head necklace! Get your own at the official website!

Where did
you get this
necklace??

Julia



"I love girls!"

The theory classes this term were quite insightful to me. I did not know much (or anything) about the design approaches that we discussed. The first approach, which was Speculative Design, I did know about before. However, I used to be very sceptical about it, because I never really understood the point of creating something for unreal problems. It felt unnecessary. However, after watching the TedTalk by Anaib Jane from Superflux Studio my opinion changed. The way she explained the reasons for creating speculative designs made me understand why someone would choose to do it. I understood that through creating problems that don't exist yet, we can bring attention to what is happening now. And also, sometimes the future is closer than it seems. After reading the introduction of *Speculative Design* by Dunne+Raby I saw how many different futures we can create for, which changed for me the way I look at some designs.

The Critican Design approach might be the one that spoke to me the least, but nevertheless, it was interesting to read about it. The article *Designing for Different Tech Realities* by Oliver Fruergaard, I would say opened my eyes. I never thought of how a design is created for just a particular group, even unintentionally.



If I want a design to speak to a larger group I might have to take into consideration factors that are outside of my own mind and my own world. Also, the brand archetypes were a very interesting topic to me. I never thought that we could take any brand and put it into one of the twelve boxes. I think it made it easier for me to see the different types of groups of people that there are. Even, for example, making the *new wheel* for our band was an interesting assignment because then we were narrowing down the archetypes that suited our message. Even though it is a very particular message we found a few different archetypes that fitted it.

The design approach that spoke to me the most was Provocative Design. Reading about *The Placebo Project* by Dunne+Raby I found it fascinating. Overall, I find the human mind very interesting and using it in a design project was the perfect combination for me. I loved how in the interview Neil, the person who adopted the Nipple Chair, was saying that in his living room the chair was the most active, even though the chair was actually active in completely random moments and had nothing to do with the electromagnetic fields in the house. It's funny and puzzling at the same time. I would love to read about similar projects more. The text about design provocation from DOGA, explained to me well how I could incorporate this method in my own projects. Since I loved the approach, it was fun to make our own provocation piece for our band. I immediately came up with the Barbie Head necklace and then discussing it with my band, we turned it into a choker/gag and I think it suits our message and band very well and could actually work in reality.

Julia Zygnier
1022287

**Allergies
suck!**



Hugs and
kisses <3



Safe



I thoroughly enjoyed reading and getting to know speculative design through the article by Dunne and Raby. This was my first time reading or hearing about speculative design and it immediately made me more interested. The 'possible, preferable' triangle did confuse me and still does when I think about it too long. However, the idea of designing for a future that may never exists excites me. This leaves so much room for fantasizing and dreaming, whilst still addressing certain global issues. This sounds like music to my ears when it comes to designing.

Also, the article on critical design in SPACE10 fascinated me. The part on how learning the needs of a society or group is more important than making the newest shiniest thing is so acknowledgeable. I believe in today's world we don't care enough about the world that is happening right around us. But we should care more, much more. The newest tech isn't going to help you when the world is slowly dying, it is probably making it worse. I loved reading a perspective on this and reading how this is seen by someone else.



The article on provocative design by Dunne and Raby I didn't quite comprehend as well as the other two articles. This is probably also due to missing the lesson on provocative design. What I did get from the article was that by challenging the usual, by provoking, new insights can be gained. Not necessarily by the provoking design, but by the conversation or response it might spark. This seems like a good way to open up conversations about subjects that might seem somewhat controversial.

Speculative design definitely spoke to me the most out of the three: speculative, critical and provocative. I am fascinated by the approach taken by speculative design. It sparks my interest to think about the future in a way that hasn't happened yet, or might not even happen at all. To adjust the making and conceptual process by allowing future possibilities or overexaggerated futures to take part in this, is something I could see myself doing in the future. That as it goes along hand with trying to make the world a better place by creating awareness.

Overall, I believe I learned a lot this theory term on speculative, critical and provocative design. Mostly I believe I learned how to design or see other people design for a future.

Saffron India Jones
1034027



“Xoxo, I love my sparkly belt!”



A reflection about all the approaches, where to begin. I really enjoyed the Speculative Design lesson. It was the first meeting we had with the band and during the lesson our concept really started to grow and deepen. By looking at all the references and making the manifest we actually had a really good start to continue working on it. I like the approach of Speculative Design but also think it's a bit vague because it's just speculation and not making. The same for Critical Design. I get that you need to structurize a concept before you make it but I think by visualizing things, you actually make them clearer.

Provocative Design spoke to me the most. Showing props, visuals, or sketch ideas to people to stimulate feedback and discussion is something I already try to put in my own work. I want to break or play with existing norms and beliefs and see how things are done and changing the narrative around it. Give people a different view on topics that I think should be talked about more. Open a discussion and provoke response from my users. I also want to shock them, because I think in that way it will stick in their brains and they won't forget about it quickly if you leave a shocking impression. I think it's a great way, also a playful way, to educate people. Because it's best of both worlds, they have candy for the eyes and thought for the brain.



I liked the assignment around Provocative Design the most because it connects very well with our band concept which is a satire about the pink y2k bubblegum pop era in the 00's. With our song, merchandise, and performance we want to shock people and give them a look back at how we experienced the early 2000's and how fucked-up reality was back then. Making the barbie necklace for the assignment was also fun. It's disgusting and it speaks volumes.

Sophie and I also vandalized the city of Antwerp to put our band name in the city center. We asked everyone where they were staying in Antwerp, and they send all their addresses, and we sketched out a route accordingly. After a few beers deep we started our walk. We spraypainted pink boobs around the city and in front of the houses of where people from our class (and the teachers) were staying. (No worries, it was chalk spray paint so it will wash away with the next rainstorm). We definitely left a mark behind and opened up discussion. People were shocked by it and were quite impressed. I think this action fits well within Provocative Design because it was a visual design that stimulated and opened a lot of discussions and hopefully after our performance even more.

Sara Hilterman
1025631



**“OMG!
Patriarchy is
the worst!”**





During the development of Boobs & Beyond, I found the critical design approach the most interesting and rewarding. Because of this approach, I realized that the audience that you're trying to reach, is just as important as the look and feel of the band that we made. Without a (proper) audience, your message and feeling that you want to convey, won't be heard and will lead to a good concept going down the drain.

Taking the critical design approach also put up a mirror towards us as a band. Who are we? What do we want to achieve? Does the type of audience that we want to reach like our music genre? These sort of questions that came up, helped us shape Boobs & Beyond and the characters that we created for it.



It has also made us realize that in order to get our message across about the changes in perception of the female body, we needed to get our message heard by different types of audiences. Including a male audience in a certain way as well. And that's where I come into play. From this point, we decided that I should be the one to make this happen. Within Boobs & Beyond, I take on this masculine/feminine role that defies current expectations of both roles, at the same time. By doing "masculine" things while being dressed in a feminine way, I pretty much gender bend (not as good as David Bowie I admit), which leads to men being able to sympathize with our concept, regardless of age, sexual orientation and/or other preferences.

Mick Burgwal
0988554



Ew, men!



Jetz

Throughout the lesson program we explored and discussed various design approaches. We talked about the definitions and the differences between speculative, critical and provocative design and how we would be able to use this in our own practice. We would also discuss and explore different references for each design approach. This finally resulted in me being able to develop my own conclusions on the topic and finding out my preference.

The speculative design approach is all about thinking ahead, on what could be and past the set boundaries of the world of today. It is all about questioning the "what if's". By making up new scenarios you explore your own imagination, start making new connections and finding new perspectives. This then creates the space to step out of your own beliefs and day to day reality and opens up a new raum of possibilities. I think this design approach does not only work for exploring fiction realities or future scenarios but is also a great tool to use to connect and understand different target audiences you might not personally resonate with. The critical design approach is all about positioning. How within speculative design it is all about potential and new possibilities critical design actually refers back to the present reality culturally, socially as well as ethically. It takes into account the political, social and cultural environment of today's world and starts asking questioning it in a realistic manner. I think this design approach is great when exploring, identifying and questioning social constructs and dilemma's.



**Pink is
sooooo hot!**





The provocative design approach is about using your creative skills to provoke a response from your audience with as goal to reach a conversation about the topic and get a better insight into your viewers perspective. By showing sketches or other visual or audial representations of your ideas you stimulate your audience to form their own perceptions, opinions and conclusions on your work. When receiving your audiences response this will then give an insightful representation of your viewers/target audiences perception. By doing this you are challenging your own beliefs and perception on the topic being able to now look at your work with a fresh pair of eyes.

The provocative design approach is the approach that resonates with me most because it is the most social approach. It is also an approach that I have used before in different projects and has become a crucial part of my design process. Instead of speculating and guessing what others reactions might be I can get direct responses and feedback through the use of provocative design. It is a direct test on my audience to see if it is clear what I am trying to communicate, if my visual design fits my concept and if my perception on the topic matches that of my target audience. I also love opening up conversations and or discussions talking about how far I can push the boundaries or provoking emotion. These conversations then lead me to be able to get new insights or ideas on the topic that I most likely wouldn't have come up with on my own.

Jette Rood
1009493

A woman with long blonde hair, wearing a black long-sleeved top, is looking upwards. A large white heart-shaped speech bubble is positioned above her, containing the text "Girls rock!" in red, bold, italicized font. The background is a vibrant pink with large, stylized star shapes.

Sophie



Sophie is a crazy woman and she's doing the double degree programme. Because of that she doesn't have to participate in the theory classes, so she did not write any reflection. For the sake of the lay-out we will continue with the text about Jesus Christ from Wikipedia:

Jesus Christ or Jesus of Nazareth (among other names and titles), was a first-century Jewish preacher and religious leader;[10] he is the central figure of Christianity, the world's largest religion. Most Christians believe he is the incarnation of God the Son and the awaited Messiah (the Christ) prophesied in the Hebrew Bible.

Virtually all modern scholars of antiquity agree that Jesus existed historically.[e] Accounts of Jesus' life are contained in the Gospels, especially the four canonical Gospels in the New Testament. Academic research has yielded uncertainty on the historical reliability of the Gospels and how closely they reflect the historical Jesus.[f] Jesus was a Galilean Jew who was circumcised, was baptized by John the Baptist, began his own ministry,[10] and was of Nazareth and to as



**Bubblicious
Bubblegum
is my fave!**



**“Boobs&Beyond
or die!”**



Christian theology includes the beliefs that Jesus was conceived by the Holy Spirit, was born of a virgin named Mary, performed miracles, founded the Christian Church, died by crucifixion as a sacrifice to achieve atonement for sin, rose from the dead, and ascended into Heaven, from where he will return.[27] Commonly, Christians believe Jesus enables people to be reconciled to God. The Nicene Creed asserts that Jesus will judge the living and the dead,[28] either before or after their bodily resurrection,[29][30][31] an event tied to the Second Coming of Jesus in Christian eschatology.[32] The great majority of Christians worship Jesus as the incarnation of God the Son, the second of three persons of the Trinity.[g] The birth of Jesus is celebrated annually on 25 December as Christmas.[h] His crucifixion is honored on Good Friday and his resurrection on Easter Sunday. The world's most widely used calendar era—in which the current year is AD 2023 (or 2023 CE)—is based on the approximate birthdate of Jesus.[33]

What's our song?

The Behind The Scenes of our first song



**Come on
baby girl!**



**"I don't
wanna be
here!"**

**FREE
BRITNEY!
FREE
BRITNEY!**



**All hail
Sophie - our
only producer**



[Verse]

Growing up I wanted to be like
Hannah Montana
I loved her since I saw her
On Disney Channel
She was popular, she was beautiful
And all the boys liked her
Her music was catchy, she could sing
She was a dancer
She was I thought
A perfect girl should be

[Pre-chorus]

But now I'm looking back on it
I can clearly see(eheehee)

[Chorus]

She was created by a bunch of men
To teach me
All the things a woman should
And shouldn't be
She was a teenage girl
Disney's property
Not allowed to express herself
She wasn't free

[Verse]

Growing up I listened to Britney
She's still in my dreams
Even though she is straight
I've been loving her since 3rd grade

[Pre-chorus]

But now I'm looking back on it
I can clearly see(eheehee)

[Chorus]

She was created by a bunch of men
To teach me
All the things a woman should
And shouldn't be
She was a teenage girl
Daddy's property
Not allowed to express herself
FREE BRITNEY FREE BRITNEY

[Bridge]

It was 2008
Britney had a breakdown
She shaved her head
Explored her femininity
People called her crazy
But wasn't she
Just a woman held captive
By the patriarchy
Portrayed by the money hungry
Sexist paparazzi
Living the true American Dream
But no she was breaking free

[Pre-Chorus]

Now we have to change
All our ideas
About how see
Femininity(eheehee)

[Chorus]

Women still earn a lower wage
Femininity's in a glass cage
Doctors don't care our womb still bleeds
Femmes get harassed in the streets
Still not my body, still not my choice
Many times women don't have a voice
But wait f*ck all that
We are breaking free(eheeheeheeeeee)



Always
bedazzled!



**Find us in
Antwerp!**



**Boobs
&
Beyond**

**Remember to
brush your
teeth! Xoxo**

Credits:

Graphic design zine- Julia Zygnier (aka PowerPoint Queen)

Manifesto - Saffron Jones

Texts about design approaches - Sara Hilterman

Logo - Mick Burgwal

QUIZ - Julia Zygnier

Barbie necklace - Julia Zygnier, Mick Burgwal, Jette Rood, Sophie Otten, Sara Hilterman

Song lyrics - Sophie Otten

Song producing - Sophie Otten

Video Concept - Jette Rood

Video editing - Mick Burgwal

Costumes - Julia Zygnier

Make-up - Saffron Jones

Stage design - Jette Rood

Choreography - Julia Zygnier

Merchandise - Sara Hilterman, Sophie Otten, Saffron Jones

Spraying boobs in Antwerp - Sara Hilterman and Sophie Otten