

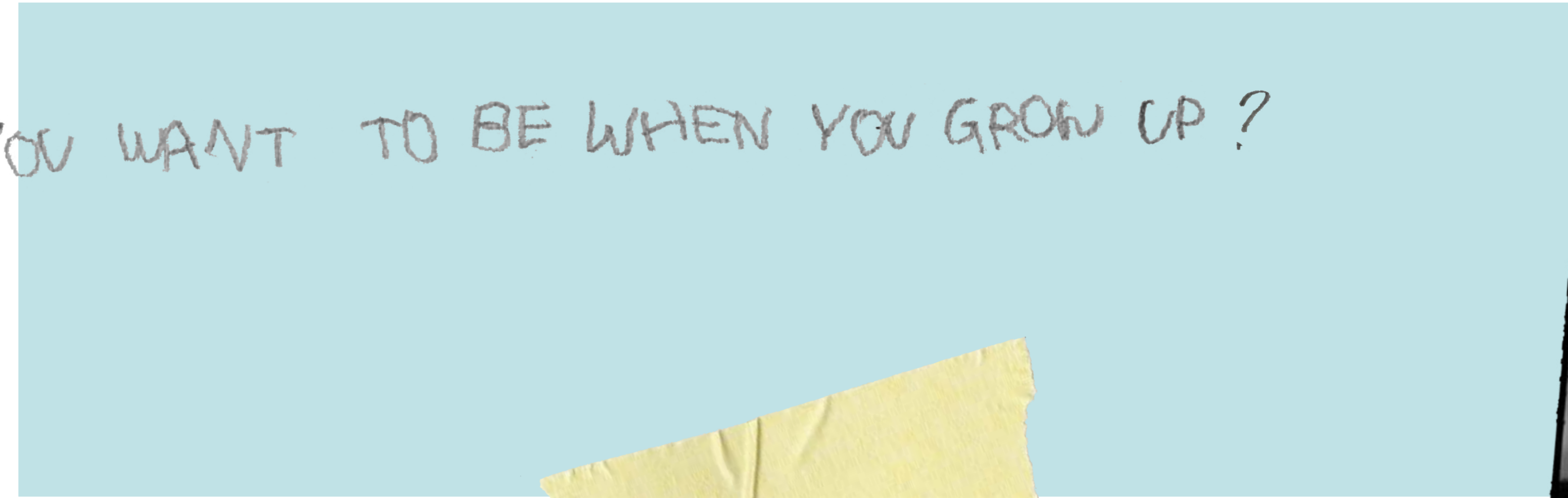
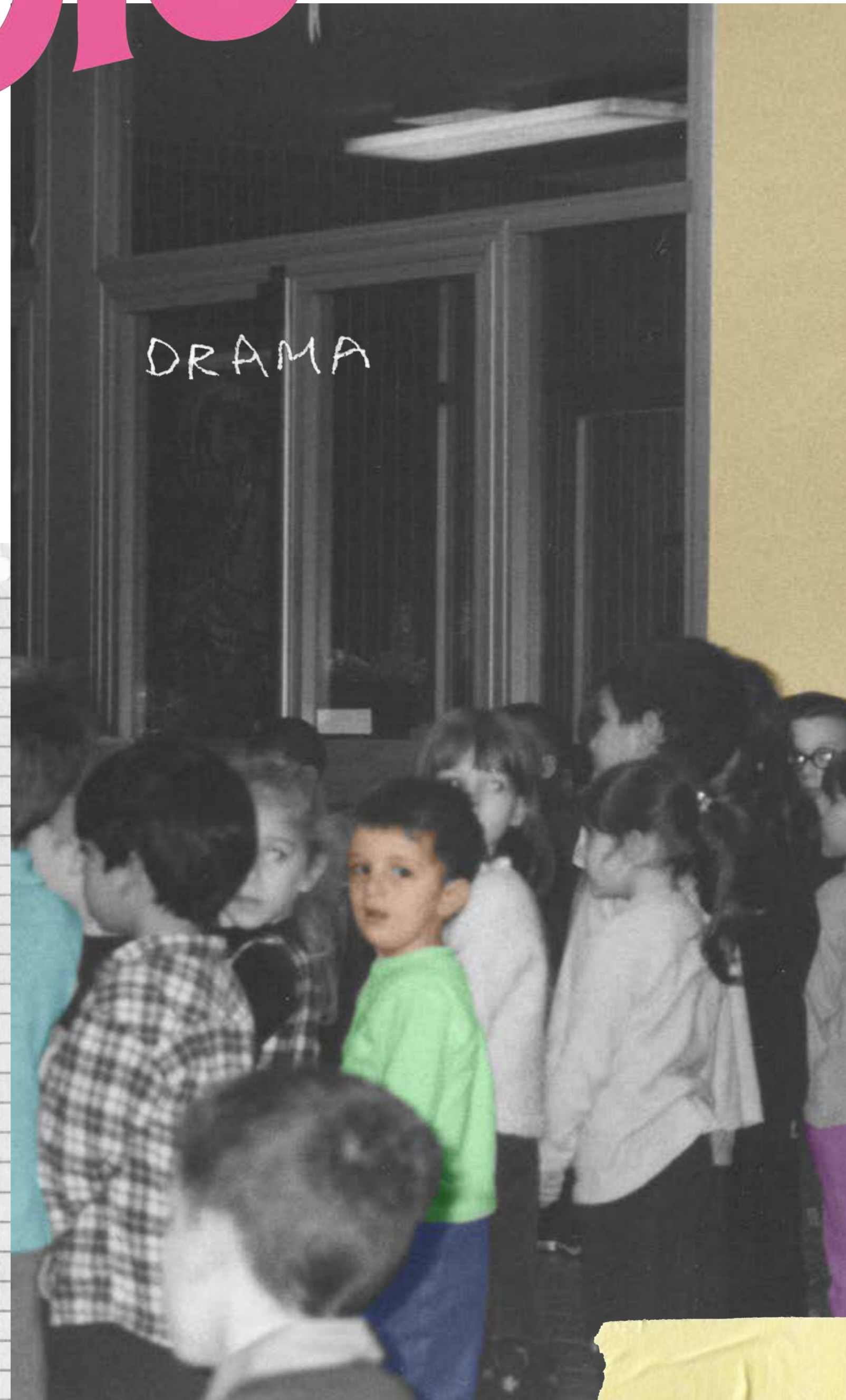
WHAT DO YOU WANT TO BE WHEN YOU GROW UP

NABA, Nuova Accademia di Belle Arti / Milan

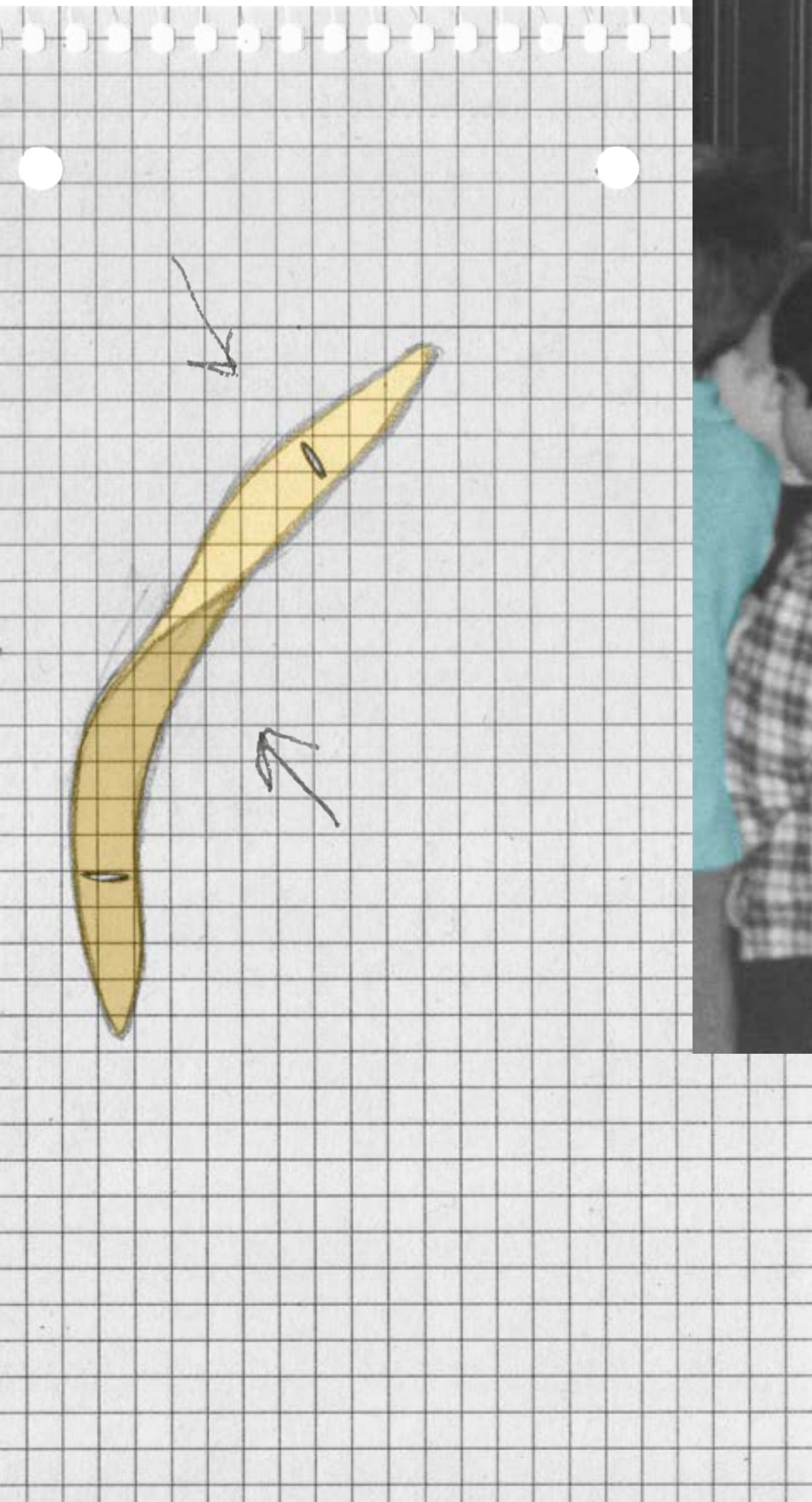
Andrea Boccadoro / 10810FE / Bachelor of Arts in Fashion Design
Advisor: Prof. Alessandra Galasso / AY 2021/2022

Barbie™

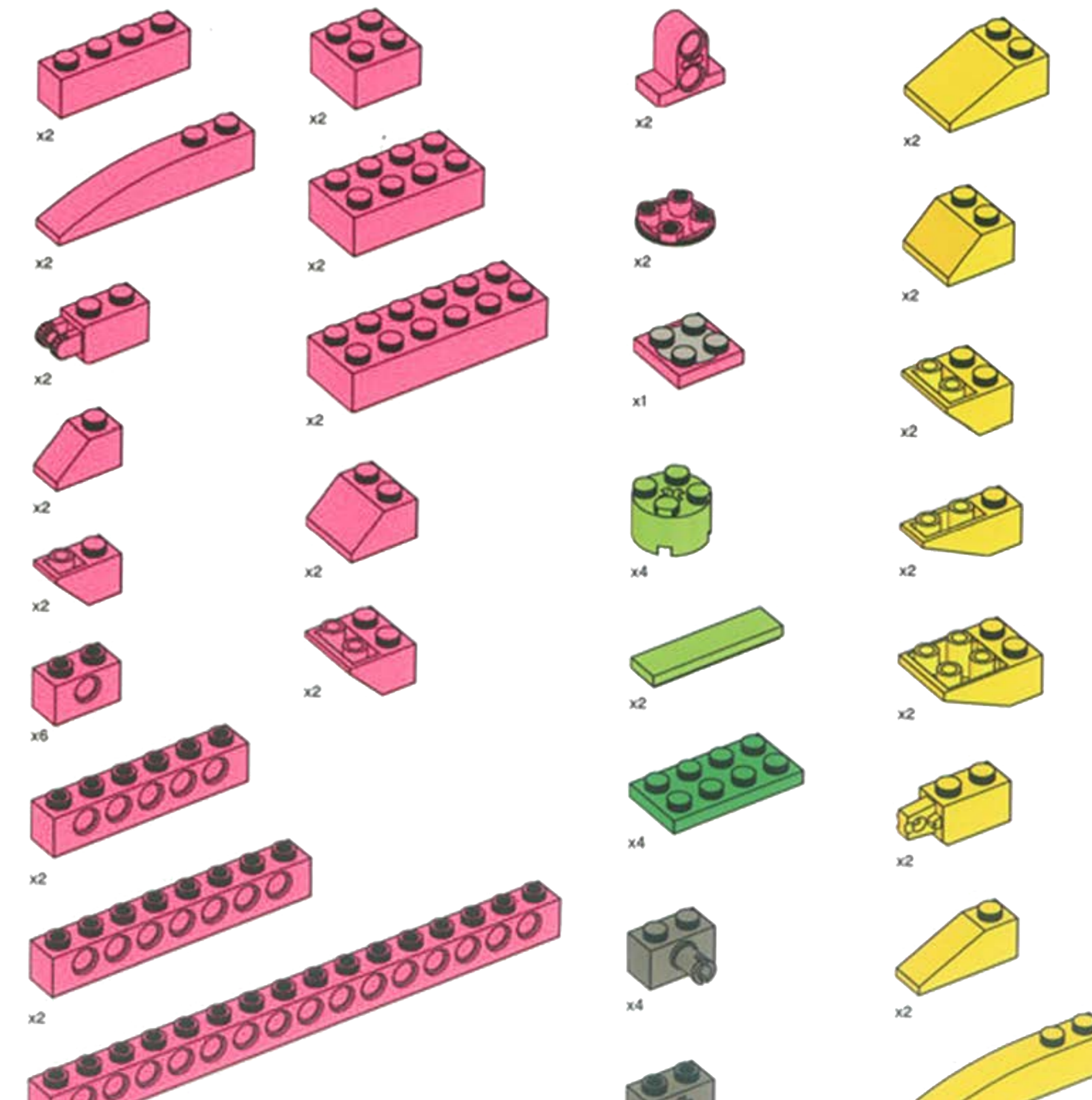
WHAT DO YOU WANT TO BE WHEN YOU GROW UP?



LET'S PLAY DRESS-UP



PLAY-SET COLLECTION





trace back to where it all started.



#b28db9

#c9da74

#fb7782

#ecde60



collect data and information, interview witnesses.

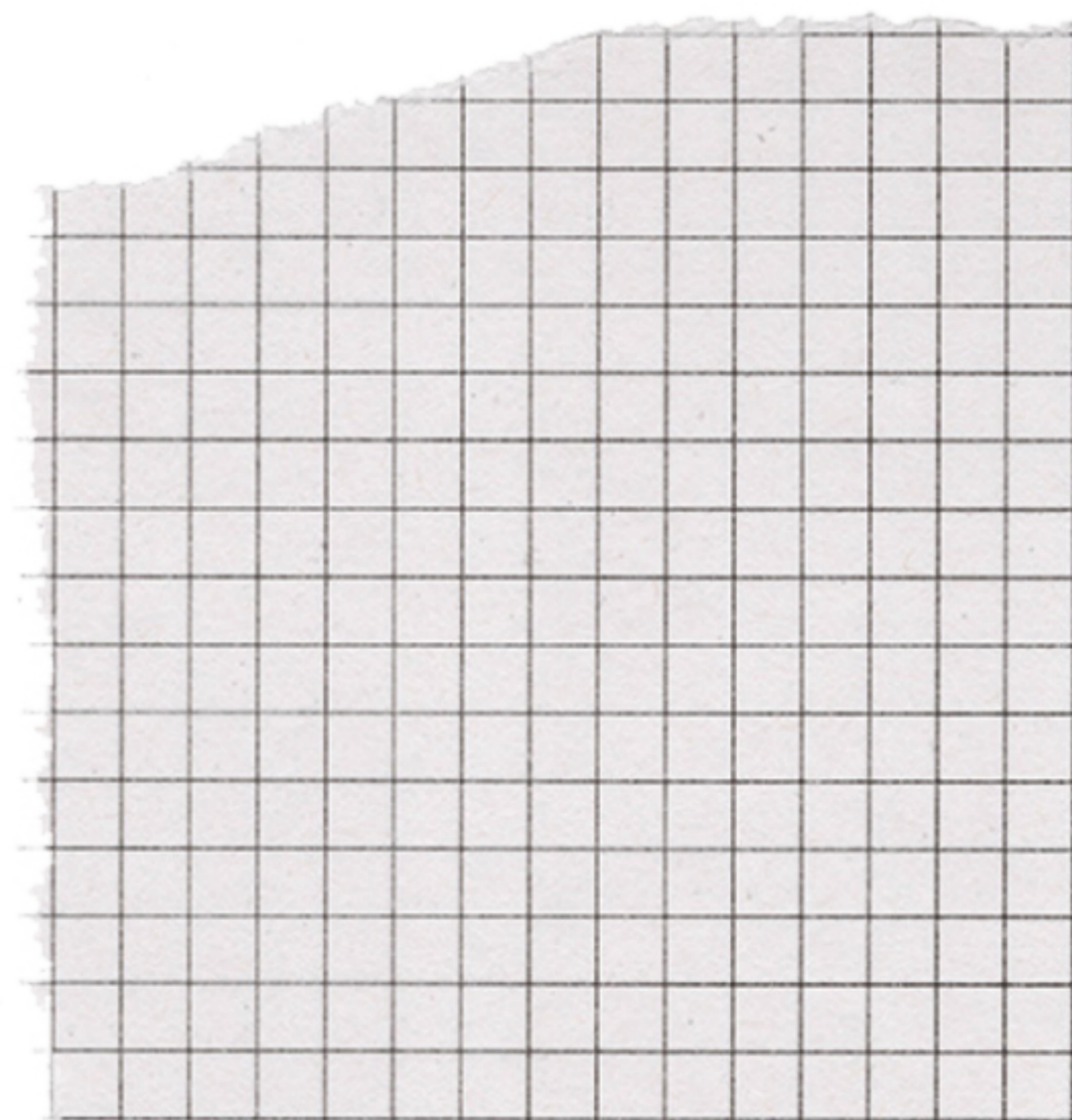


MOM

MOM

MOM

MOM



How excited I was when I saw the package, it was as tall as us.

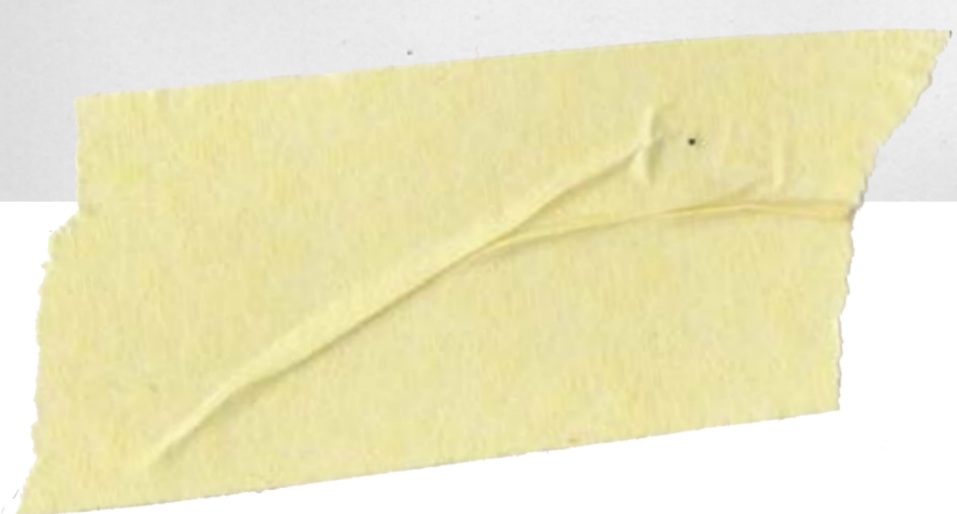
I enjoyed playing with dolls I remember that even as a kid I knew that playing for boys to play with girl toys. One time, after a petty argument, my brother threatened to tell everyone at the family table that I played with dolls. I was so afraid and ashamed. Needless to say that when the news broke they were met with tragic astonishment but with unexpected indifference. I now wonder how much of a toy can impact children's growth and future careers. What are the influences of the blatant divide between blue and pink packaged toys? How do the specific toy store aisles and deceptively targeted marketing impact children's perception of toys?

Even something as simple as a pink and sparkly doll, a ball, or a blue police truck, if we change the gendered messaging around them. But why should they be the responsibility of the parent? As if trying to figure oneself out wasn't hard and terrifying.

The gendering of children's toys and clothes is surprisingly recent. Until the 20th century, kids were dressed mostly according to age, not sex, with boys often dressed like girls, wearing frilly dresses and sporting long hair until they went to school. Research by G. Stanley Hall, a pioneer of child psychology, found that as early as the late 19th century, three-quarters of boys played with dolls.

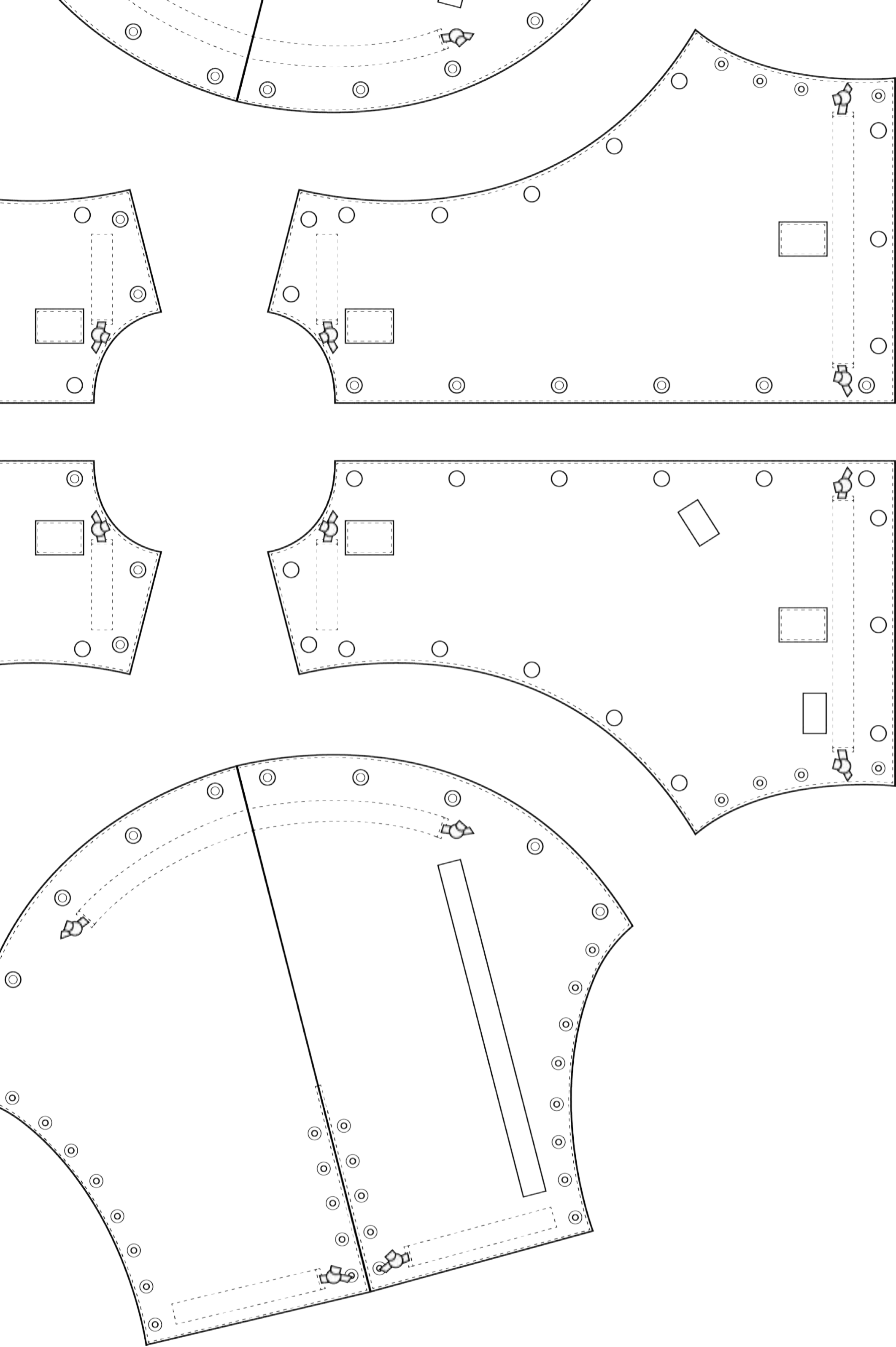
The fields of psychology and sexology gained prominence at the turn of the 20th century, and fears about homosexuality rose. Parents began emphasising masculinity by regulating what they wore or played with to try to ensure that their children grew up to be straight. No more frilly dresses for boys. Meanwhile, toys became increasingly gendered too, with construction equipment for boys, and dolls and cleaning toys for girls.

The homophobic and misogynistic practice of teaching kids to be straight and perform traditional gender roles through toys and clothes continued throughout the 20th century. Even today, many boys still played with dolls, often secretly. When G.I. Joe debuted in 1964, it was, after all, a doll for boys.



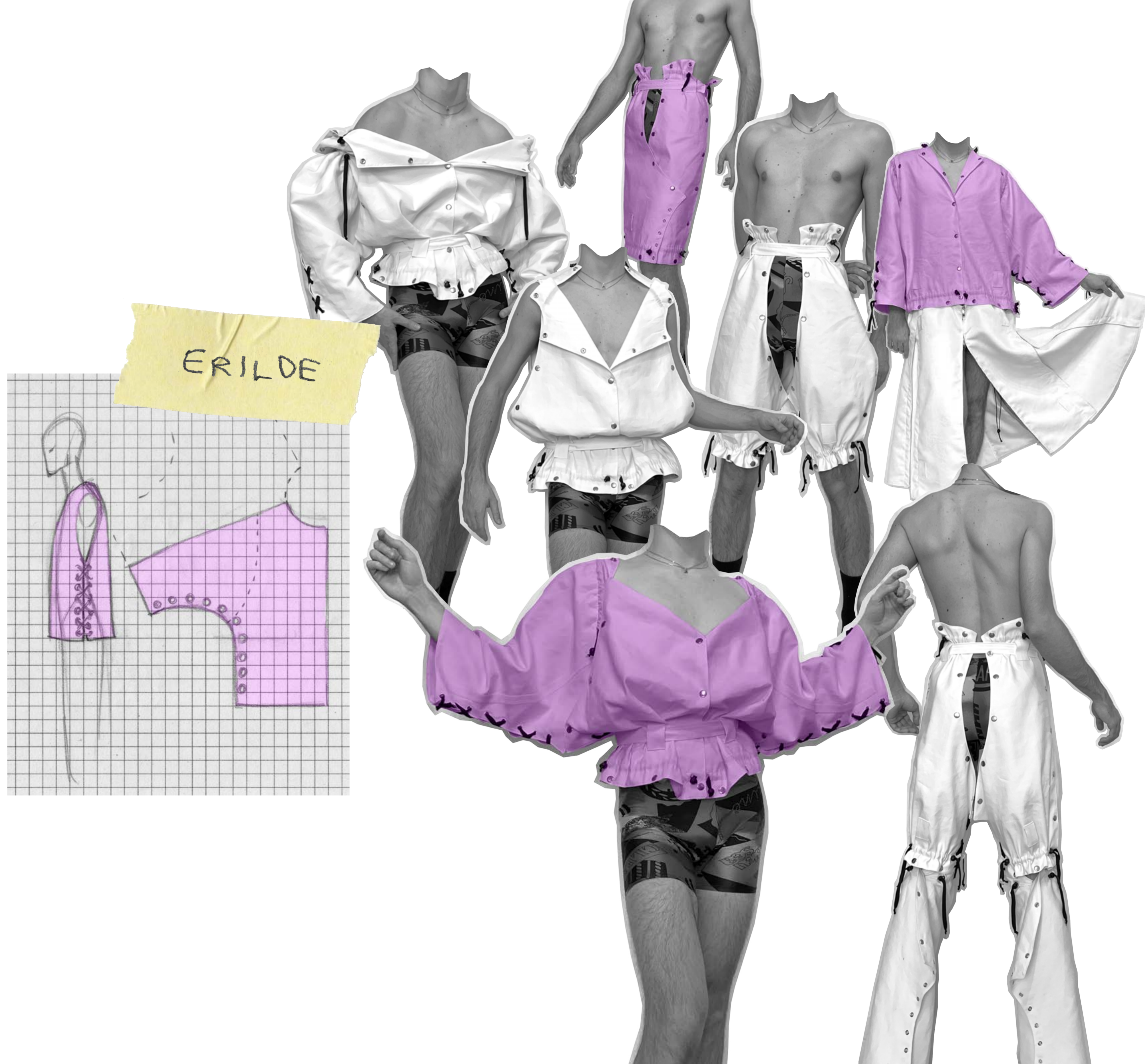
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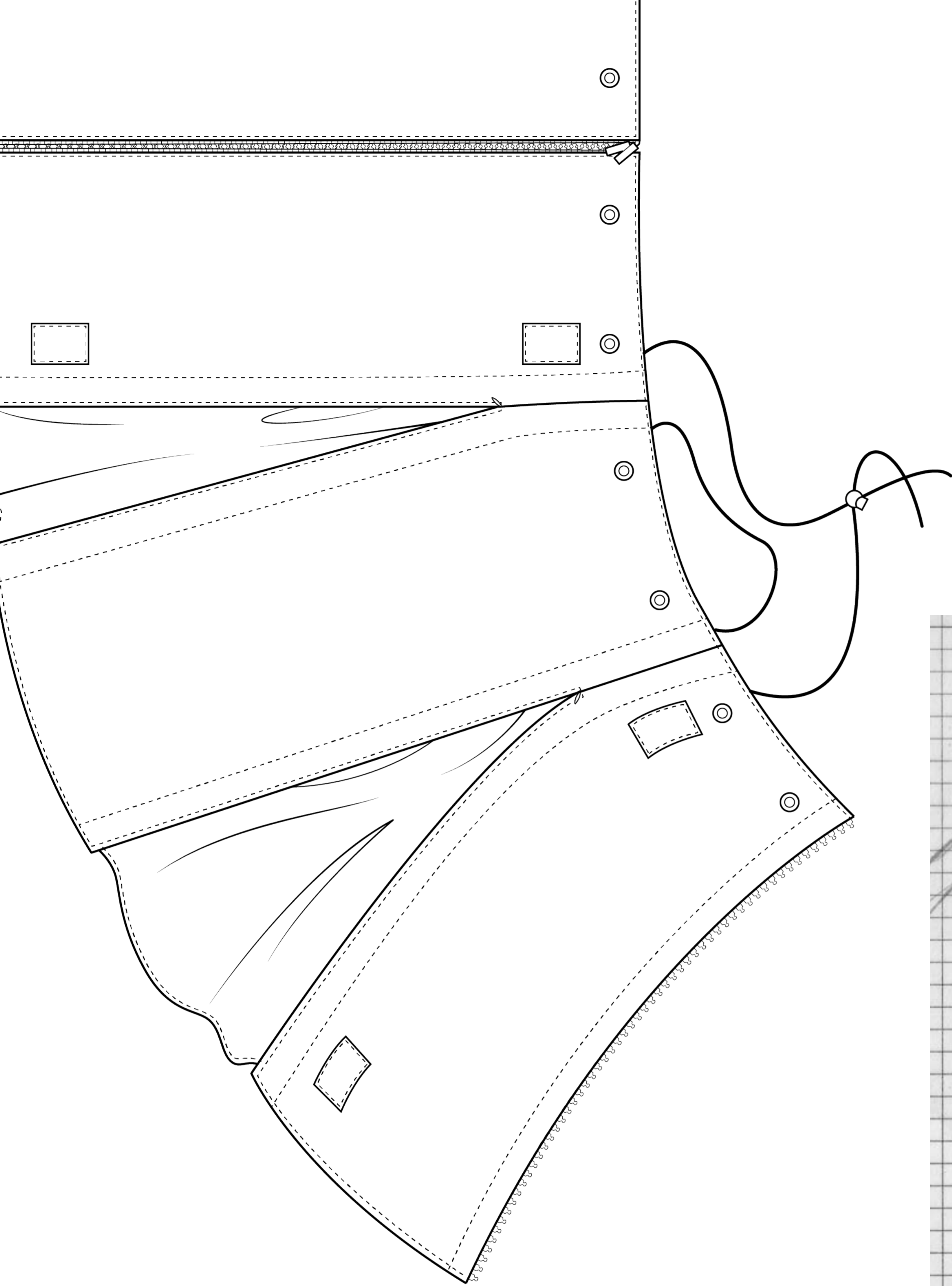




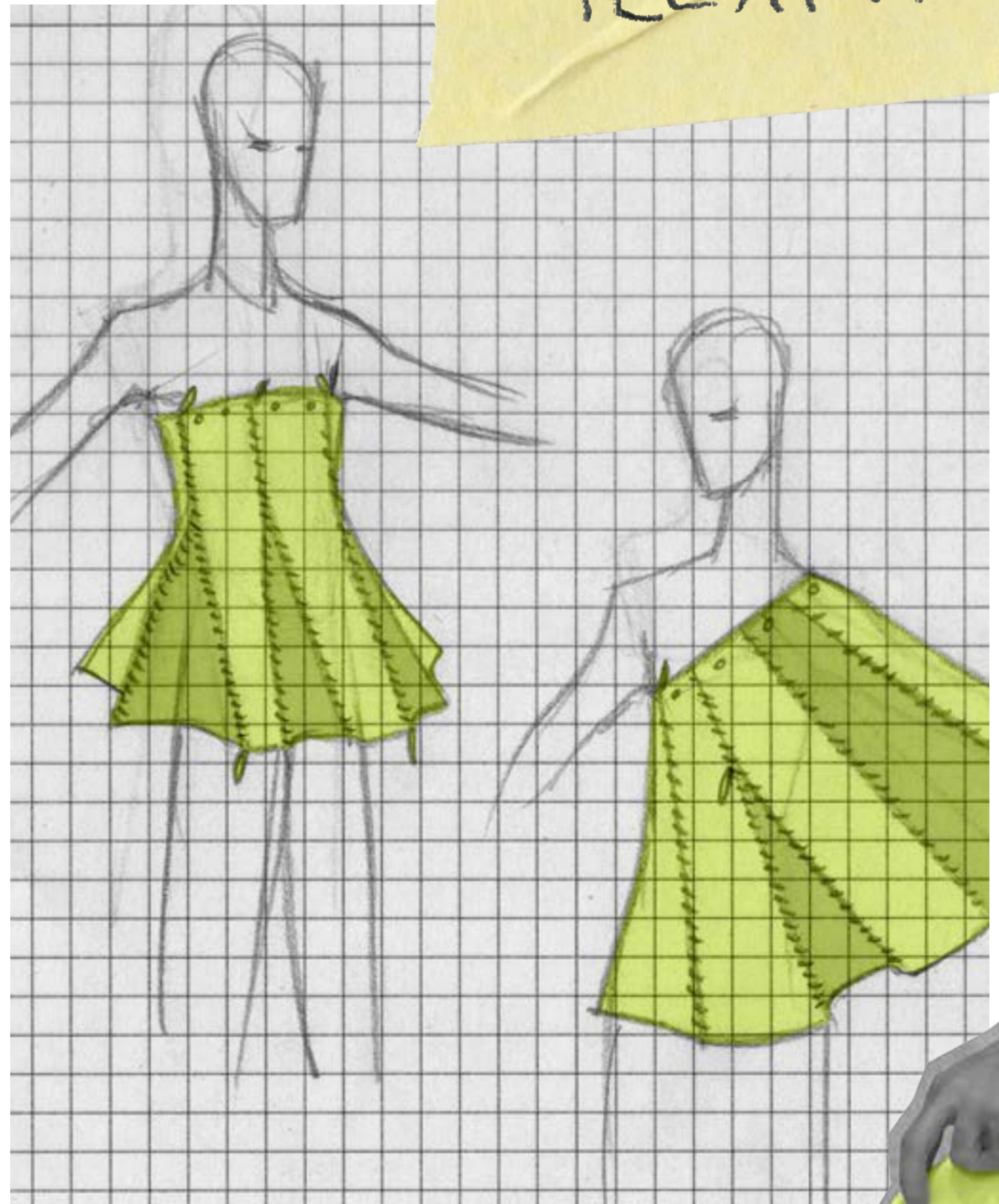
#b28db9

Cotton jersey, cotton lining



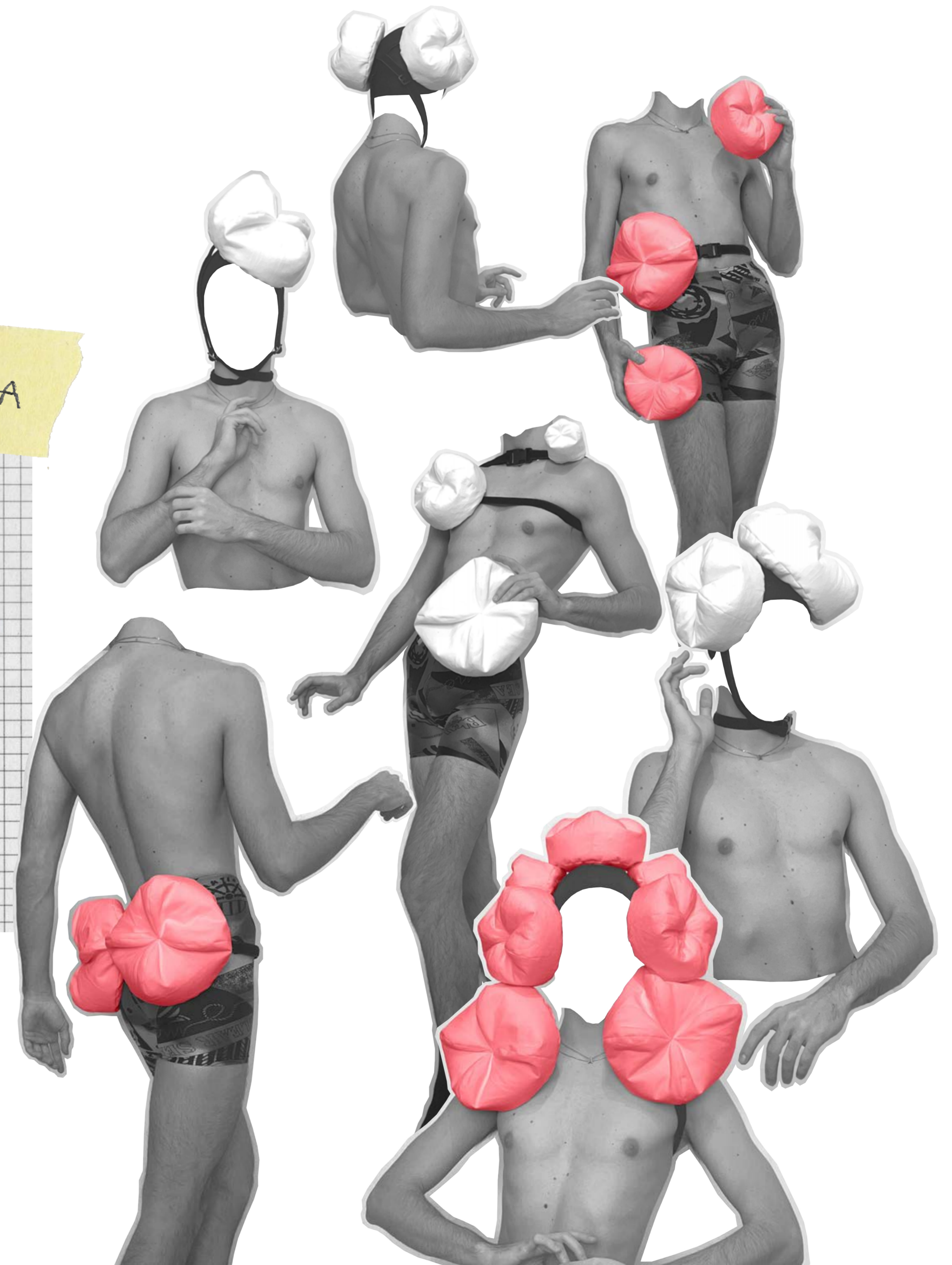
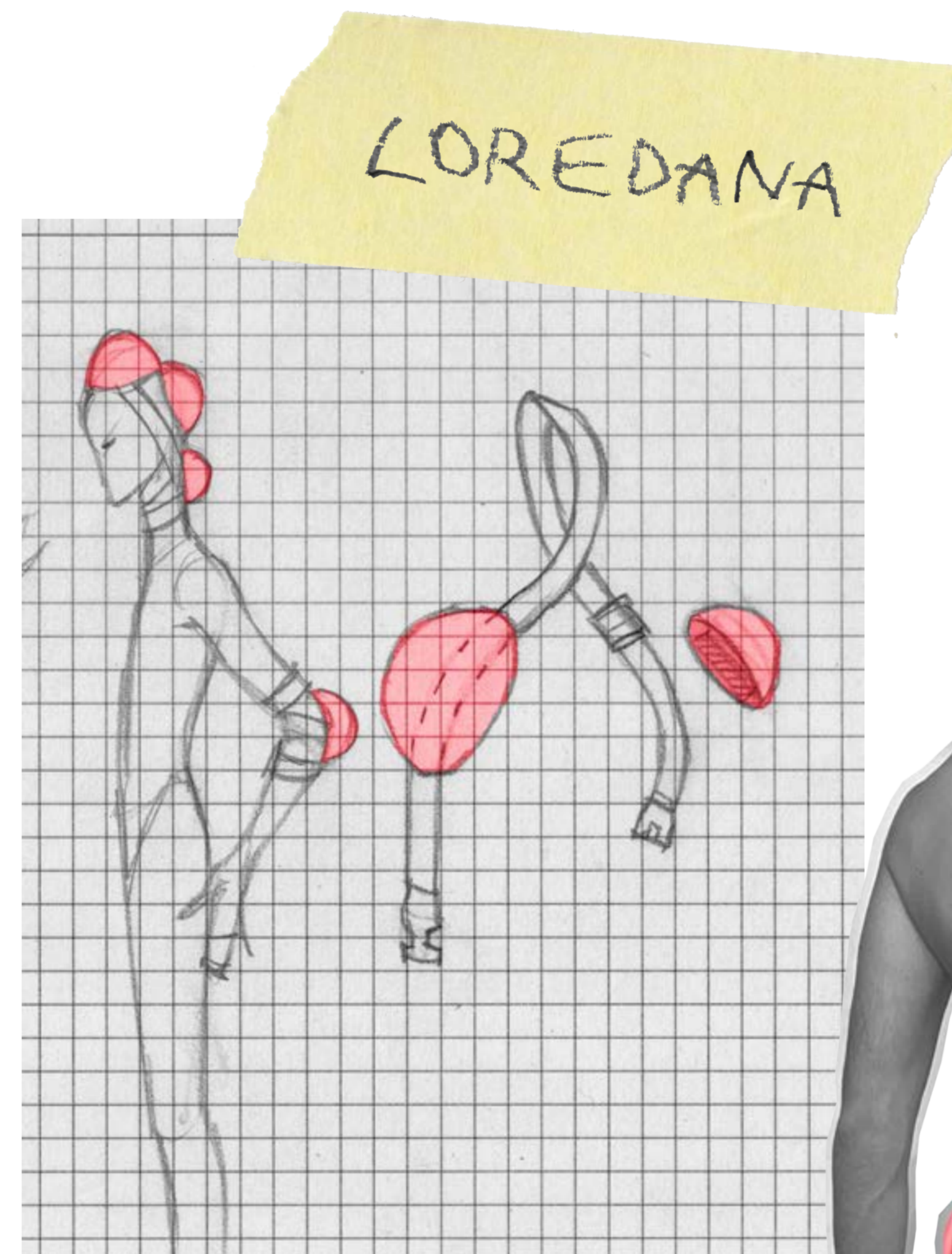
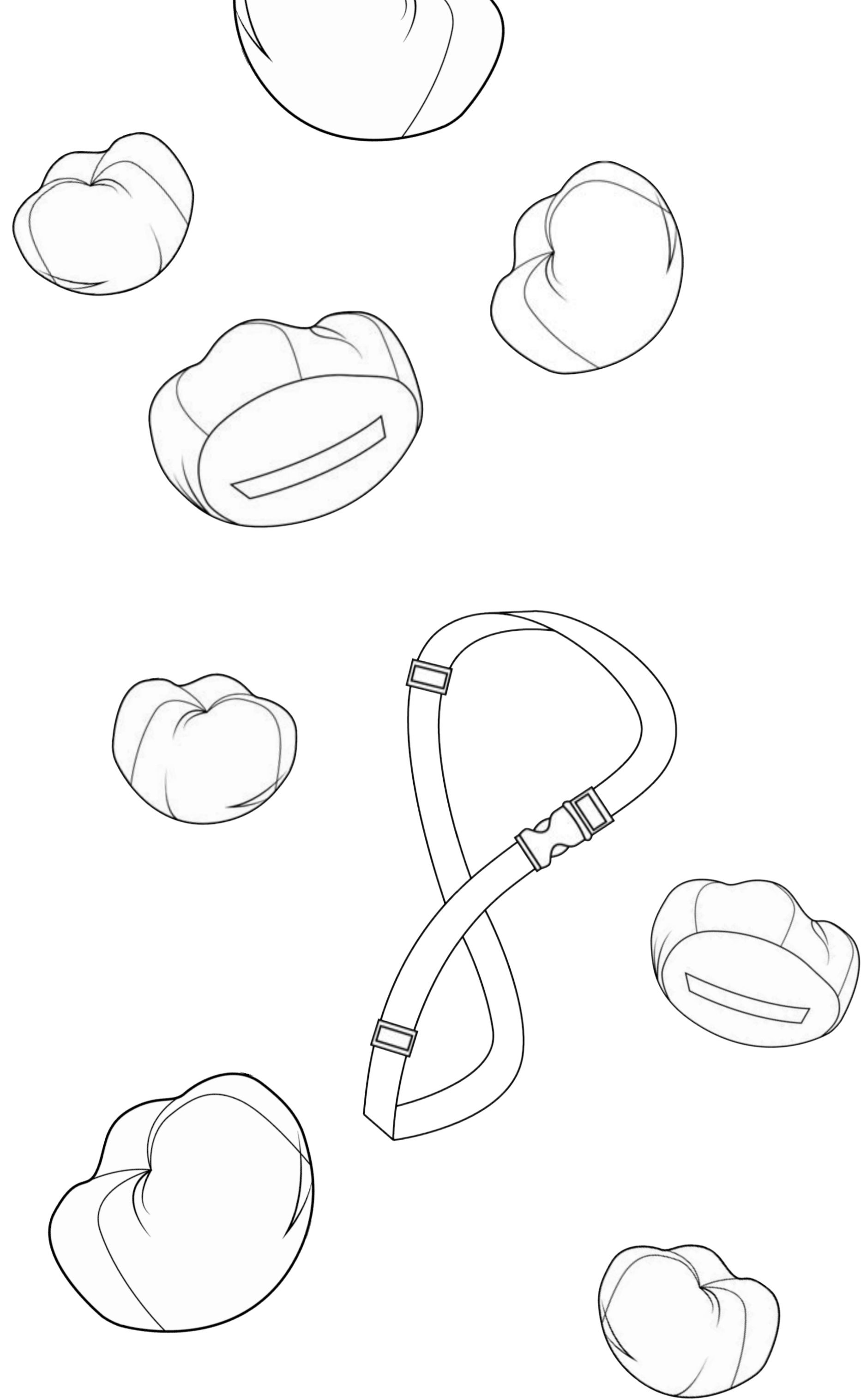


ILEANA



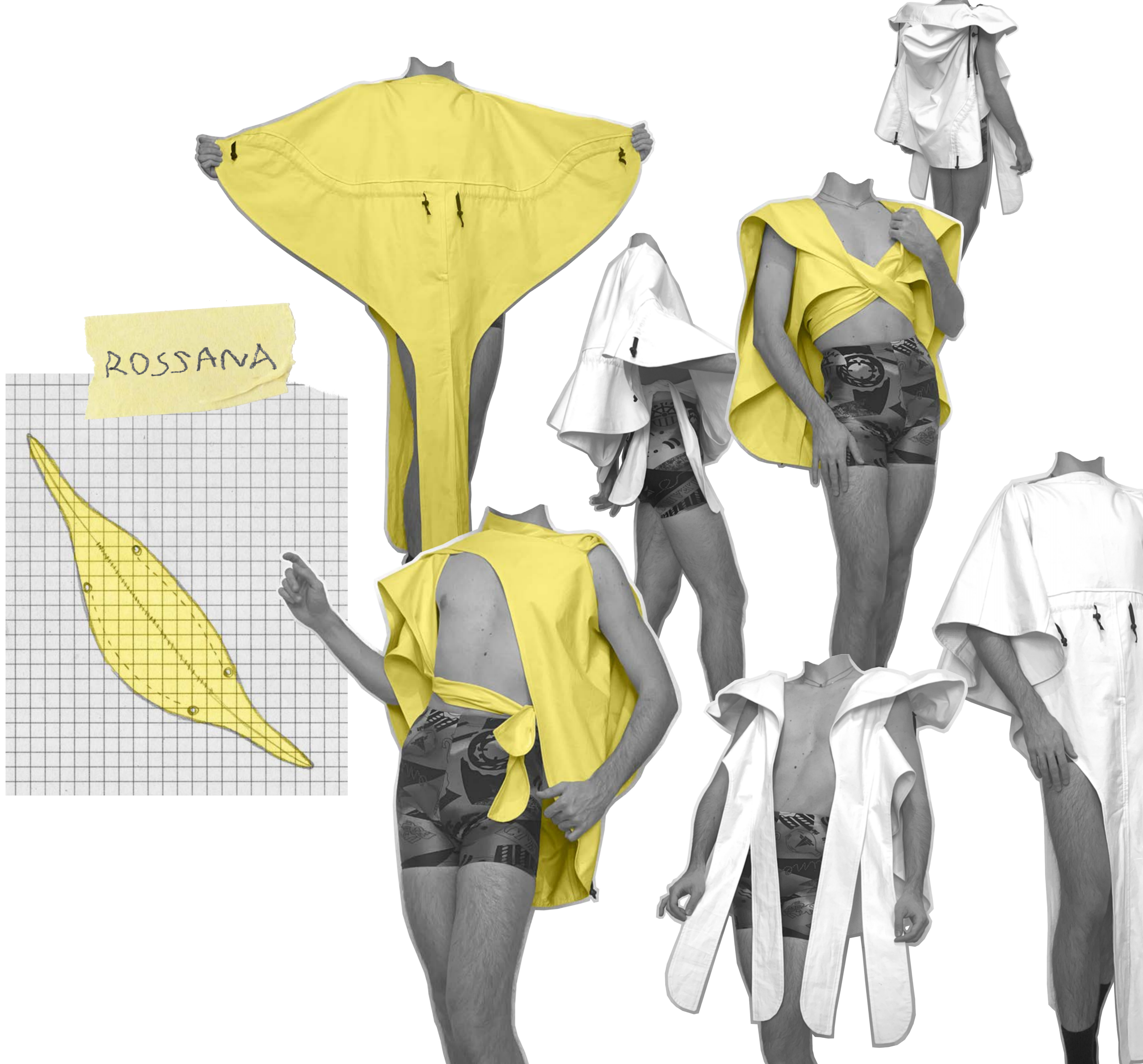
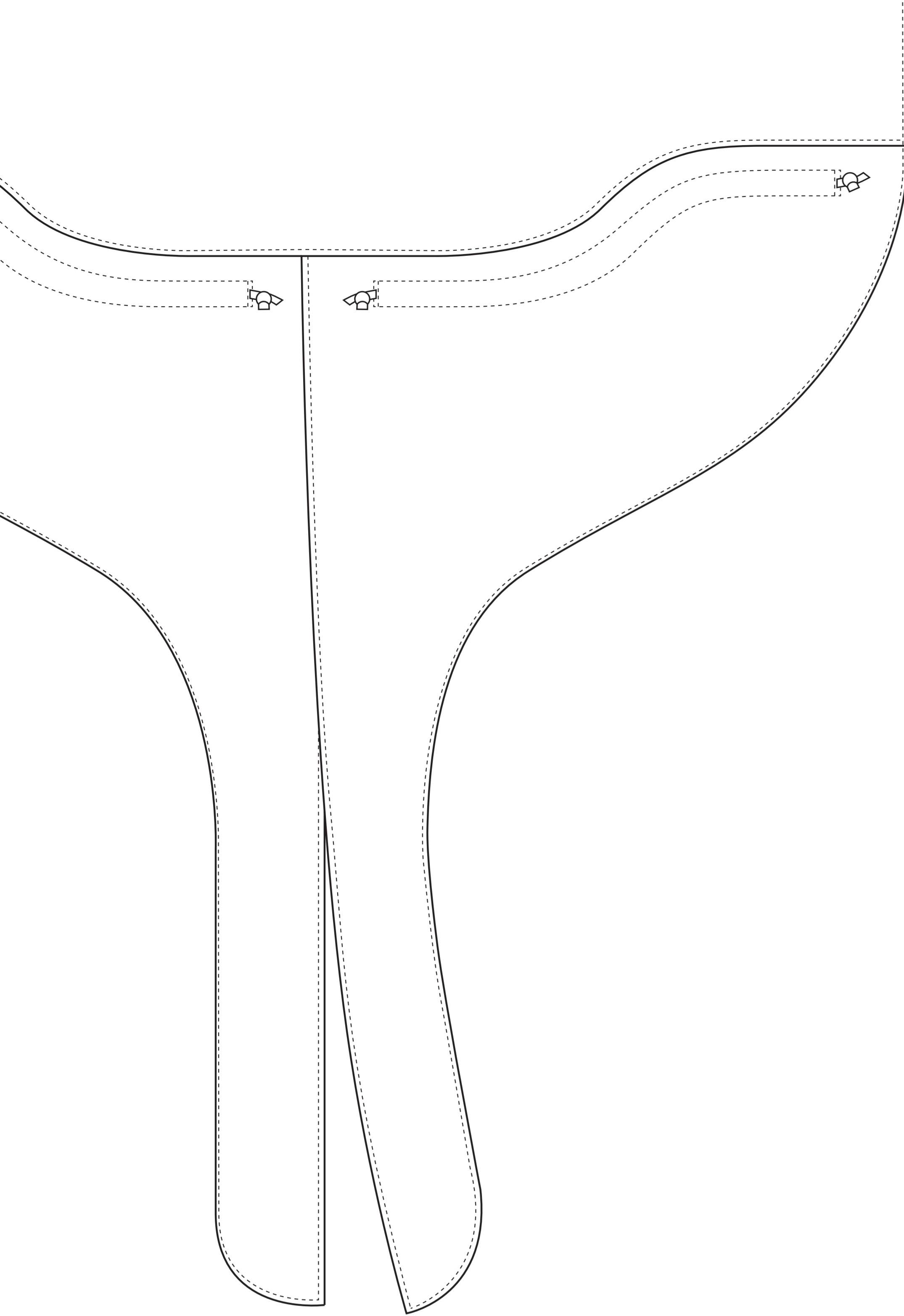
#c9da74

Tapistry heavy cotton, cotton lining



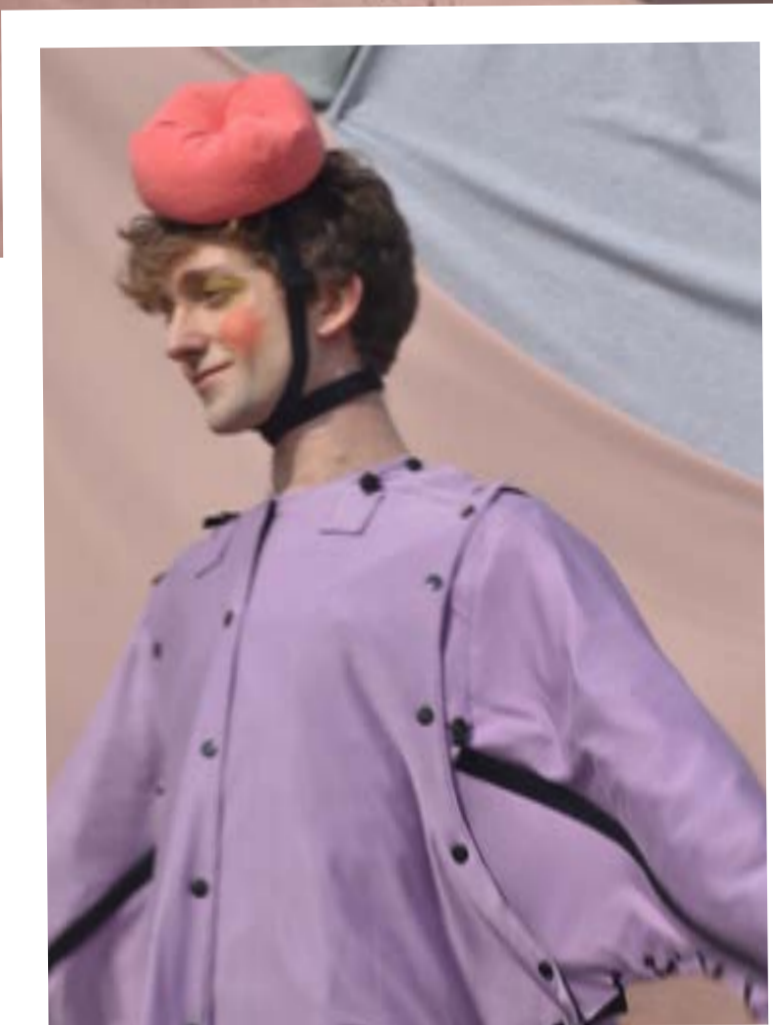
#fb7782

Cotton jersey, EPS beads padding



#ecde60

Cotton, nylon lining







WHAT DO YOU WANT TO BE WHEN YOU GROW UP?



this is a love letter.

