

Anna Parviainen: Masculinity presented as neutral – The asymmetrical visualization of gender in the promotional photographs of Marimekko’s unisex clothing between 1956–1979

Unisex designs of the 1960s and 1970s reflected a paradigmatic change in fashion: representations of unisex clothing visualized a new kind of womanliness and manliness that was in line with the period’s gender roles in transition. In Finland, Marimekko was a frontrunner in unisex, as it designed unisex prototypes already during the years 1956–1967 before the actual programmatic unisex design during the years 1968–1979. Photographs of the clothing captured the company’s unisex ideology. In this article, I examine how gender and equality between genders were visualized in the promotional photographs for Marimekko’s unisex clothing. The research materials for the article are retrieved from the archives of the Finnish Design Museum and Marimekko.

A visual analysis of the photographic material revealed that Marimekko’s unisex clothing were visualized asymmetrically. I observed that the representations of unisex were built on a mascu-

line foundation – in addition, the cuts of the clothing, as well as their names, implicate masculinity. On the other hand, for men unisex did not offer as many alternative ways of dress as it did for women. For women, unisex offered a choice to wear both masculine and feminine styles. The official unisex imagery of Marimekko showed how unisex clothing could be used. Thus, the choices in representations suggested to whom the unisex clothing were being targeted.



Kaarina Kilpiö: Sonic zoning in constructing consumer affordances – An ethnographic study on sound environments of sex shops in Lahti, Finland

In sex shop premises, sounds play a key role in creating different affordances for the consumer. Zones are built in the interior of the store by combining auditory, visual and haptic sensory experiences. The zones suggest to the consumer a particular understanding of the store space. Central to this understanding is the tension and continuum between everyday reality and erotic reality (see Davis 1983, 45–46; Berkowitz

2006, 584). Parallel fantasy continuities can also be traced in the realities offered by other spaces of experience consumption – e.g. beauty parlours, escape rooms or experience restaurants.

A case study of the sonic realisation of sex shops brings sound elements from the margins to the centre, focusing on background music practices. This ethnographic study uses survey, interview, and fieldwork materials from 2020–2022. The article poses two questions: 1) how is the customer experience constructed sonically in the downtown Lahti sex shops, and 2) how is the relationship between music and consumption manifested in these shops? The latter question expands into a research task – proposing a new perspective, sensitive to zones, for the study of music in spaces of consumption.



Sanna Mommo, Marja-Leena Rönkkö & Anna Kouhia: Breakthroughs in the materiality of craft subject’s development – An overview of the fields of activity in the teaching of multi-material crafts

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The subject of craft has developed over the decades from practical work education to a creative problem-solving process, in which the starting points for students' work are based on their interests. We examined how the wider socio-cultural nature of craft has been defined in the academic literature. Could crafts in elementary school function not only as important educational content, but also as a societally significant field of competence that supports individuals' growth and development into critically thinking, independent citizens, and increases their understanding of the world around them as well as their sense of responsibility for society and their will to preserve the culture of crafting?

