

# All Play

## INTRODUCTION / All Play

"I'll play, you play, we All Play"



## PHASE/ 01. Research and Design Analysis



## Fashion and action

People wear different clothes for different occasions, and so do our dolls.

These two sailors have lots of different outfits to choose from. One of them was originally designed for a boy and the other for a girl, but if you think about it, they aren't that different.

**21 G.I. Joe Action Sailor**  
Manufactured by Hasbro, Inc.  
1965-66  
Hong Kong

Museum no. B.233-2012

**22 Action Man accessories**  
Manufactured by Palitoy  
1970-83  
Hong Kong

Given by the Palitoy Company  
Museum nos. B.530-1994, B.1191, 1155, 1158-1993

**23 Bleuette accessories**  
Manufactured by Gautier-Languereau  
1925-59  
Paris

Given by Nike de Bellaigue  
Museum nos. B.157, 160, 165, 166, 170, 172, 176, 177, 182, 184, 186, 187, 189-2017

**24 Bleuette fashion doll**  
Manufactured by Gautier-Languereau  
1948-50  
Paris

Given by Nike de Bellaigue  
Museum no. B.154-2017

## Masters of the Universe figures Collected by Jermaine Dacas, aged 10-14

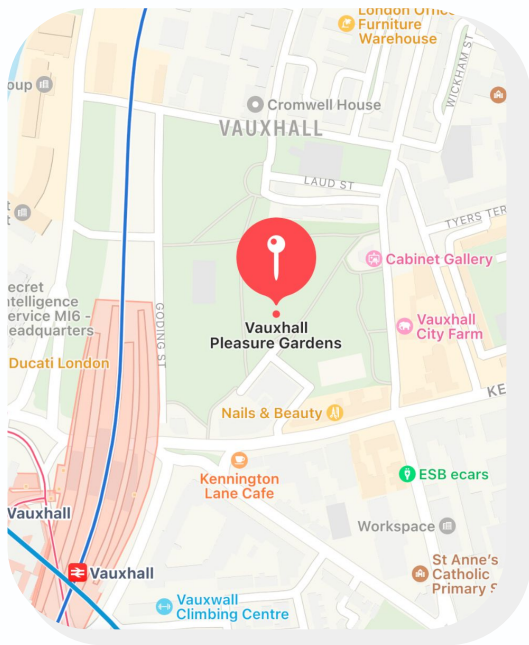
What we collect and own says something about us and our lives. Anything we group together can be a collection.

Over four years, Jermaine spent his pocket money on nearly sixty figures from his favourite TV programme. He acted out his own stories with them, as well as scenes from the show.

Manufactured by Mattel  
1983-87  
Hong Kong, Taiwan and Malaysia  
PVC and other plastics

Given by Jermaine Dacas  
Museum nos. B.41 to 45, 47, 48, 51, 53, 54, 58 to 61, 65 to 68, 70, 73, 75, 77, 80 to 82, 85 to 87, 89-1994

Toy stores have a girls aisle with barbies and a boys aisle with action figures, when if you think about it, they're both just dolls. This exhibition highlights the absurdity of societal expectations towards children's toys in an effort to help people reevaluate how gender permeates society.



**Location:** Vauxhall Pleasure Gardens - Vauxhall, London, UK

We chose this site, as it is already a community gathering space in a historic queer neighborhood of London.



We anticipate that Families and the Vauxhall neighborhood will come together and participate in our exhibition. The exhibition is open to everyone passing through the vauxhall gardens, and we hope to capture the interest of the general public of London with our local advertisements.

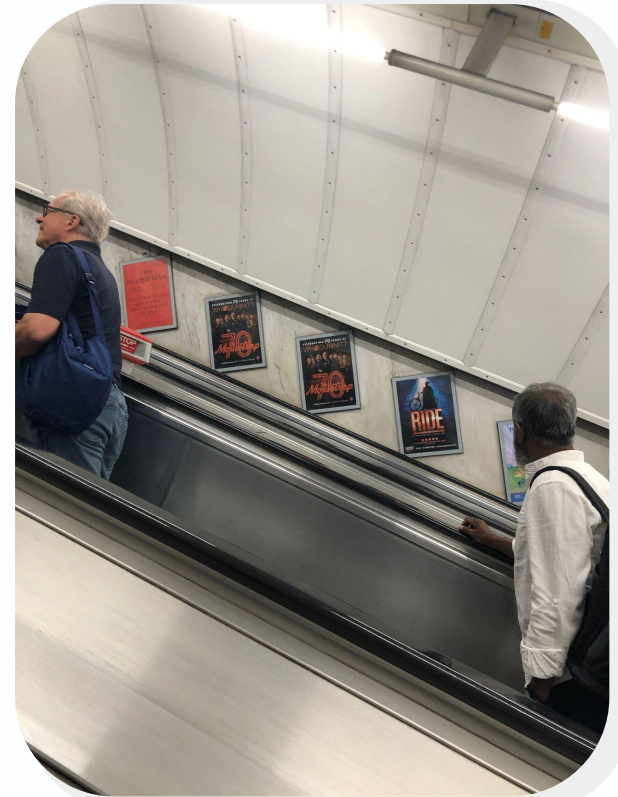
## Marketing plan:

**Target audience:** families, Vauxhall Neighborhood

**Online Presence:** Facebook Pop up ads, Tik Tok Ads

**Local Advertisement:** Displaying Posters in the subway tubes, buses, and billboards.

**Brand Values:** Community, Exploring Gender Neutrality, Creative freedom.





## PHASE/ 02. Concept and Design Proposal



## Proposal: "All Play"

**Location:** Vauxhall Pleasure Gardens

**Duration:** The month of June; London's Pride month

**Installation:** The installation features ten interactive and customizable dolls. They are built from 3 durable plastic interlocking pieces: the head/neck, torso with arms, and legs and feet. These parts are modeled after action figures, Barbie dolls, and gender neutral/inclusive characters. The dolls will be about 2 feet tall when completed.

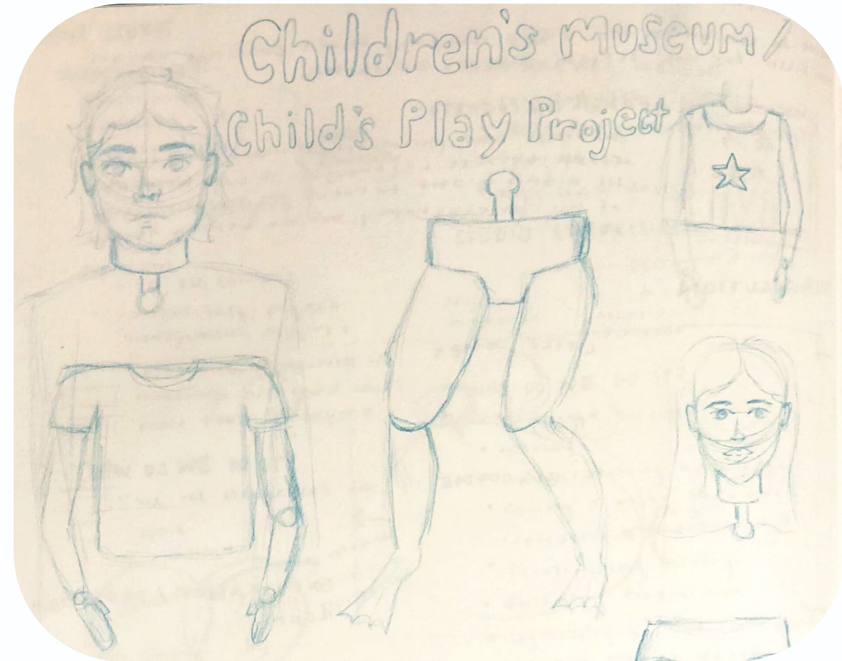
The center of the exhibit will be a large equilateral triangular build that is about 5 feet tall by five feet wide on each side. The three faces will each feature a different scene that will create a backdrop for a playscape. To encourage play, the ground will

covered about 10 feet out from the display with an upcycled rubber surface that will be color coordinated with the play scene it's adjacent to. On the playscape surface there will be printed prompts for play and questions to engage the users.

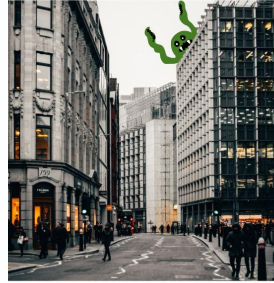
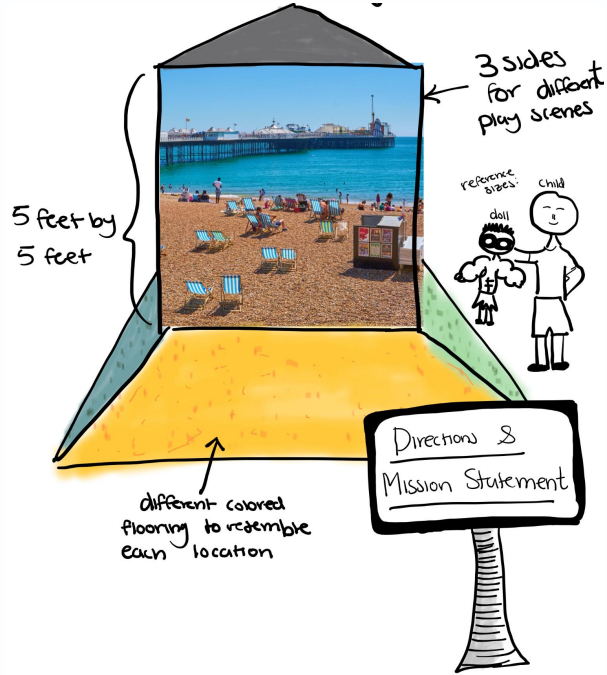
A facilitator will be present to keep track of the pieces and aide visitors through the learning experience. They will be well versed in the history of Vauxhall neighborhood and Pleasure Gardens so they can answer guests' questions. In addition, the facilitator will have a deep understanding of the installation's message, traditional binary marketing of children's toys, gender and concepts of gender neutrality and nonbinary, as well as the ability to share these concepts in messaging suitable for both adults and children. The facilitator can also prompt play and pose questions to help viewers challenge their notions of what a children's doll should be.

## Doll Concept Sketches

To the right are mockup sketches of the dolls. There is a prong on both the head and the leg sections that allow them to connect to the torso like a puzzle piece. While the sketches shown are mostly human features, there will also be pieces that are more superhero-like in nature.



# All Play



## London Cityscape

### prompt

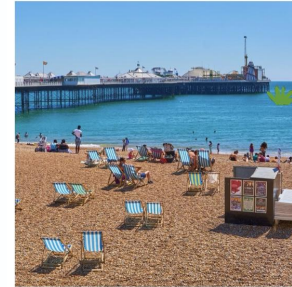
- Imagine your character is a superhero who has to save the city from a monster, how will they do it?



## Buckingham Palace

### prompt

- there is a magical treasure hidden within the castle, how will you find it without the guards catching you?
- your character was just invited to a party given!



## Brighton Beach

Brighton, UK

- There is a sea monster on the loose! what will happen?

World of Barbie - Santa Monica



Mattel Gender Neutral Doll





## PHASE/ 03. Detailed Design Solutions



## Potential Doll Combinations

To the left are mockups made in Photoshop. These are supplementary to the AI because it wasn't creating the doll combinations envisioned.

These are not perfectly scaled as the real parts (head/torso/legs) will be closer to the real proportions of the human body.

## Fonts:

Urbana Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Urbanist

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Color Scheme:



## PHASE/ 04. Design Documentation and Intent



# All Play

PROTOTYPES, MODELS, FINAL PRESENTATION MATERIALS



In conclusion, We hope this exhibit, All Play (I'll play, You'll play, we All Play) satisfies and informs the visitors while providing an inclusive space where kids can express themselves through the imagination of playing. Our exhibit aims to break down the dividing binary barriers created by the toy industry and open up conversation about the societal expectations of gender norms.