



**Politecnico
di Torino**

Honors Thesis

Master's degree in SYSTEMIC DESIGN

Abstract

In-tell

An intersectional feminism exhibit, for a systemic awareness

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When we think about “equality” there are many different ideas, considerations and approaches with which we can face the issue. But equality is definitely not an opinion or a point of view. At its base, there are many moral and ethical non-written norms. So, how do we know that what we are doing, saying or the way we are acting is inclusive and follows those common lines? It is not easy, but *IN-tell* is designed for this purpose. “*IN-tell, An intersectional feminist exhibit, for a systemic awareness*” is a project that started as one of the proposals for an interactive exhibition for the *Alta Scuola Politecnica*. Since then, thanks to the support of a group of activists it became a more developed and personal project.

An overview

Going back to where everything started, the *Alta Scuola Politecnica* and, in particular, the chosen project “*We Are The World*” were the first sparks that kicked off this project. The request was to define an interactive exhibition, based on the *Sustainable Development Goals*. With the will of transdisciplinary teamwork, the proposal oriented towards a combination between some environmental aspects and many social aspects. Moreover, it generates different solutions and a multitude of connections, interactions, and dialogue. Tutors Pietro Crovari and Fabio Catania, guided by Professor Franca Garzotto, overviewed the different aspects of the project: from the definition of the topic to the selection of the exhibits, the technological support, the interactions and all the management parts.

A development

From this still developing project, an idea began to grow: what if an interactive exhibit is able to tell personal, but unfortunately not uncommon, stories of injustice and discrimination, and transform them into tools for common awareness? In particular, an important topic that should be addressed more often —not just from those receiving the discrimination, but from everyone— is gender discrimination and in particular, all those actions that involve gender-based violence. It is such a critical topic that involves many different actions from verbal, to physical, to sexual.

For this reason, many times they are not considered severe or linked to this kind of violence. Moreover, these considerations and the common disinterest make victims feel alone and incapable of reacting. This project has the purpose of showing and then giving the possibility to act, not just individually, but as a group.

The exhibition includes an interactive panel and some objects (3D printed) that symbolize different historical moments of gender equality. The interactive board shows the numbers of how many times negative feelings have been experienced by the victims. They are intimate, personal, and non-judgmentable feelings, but which somehow connect and create a network that involves everyone. Whoever is in front of the panel can act in first person, placing one of the objects on specific

areas of the panel and, through digital tags, will be able to reduce those sensations by a value (i.e., by decreasing the numbers on some screens), recognizing it, but giving value to the victim. The final goal is, over time, to cancel those negative feelings.

In conclusion

Our common purpose is to create a network of voices that are not just the ones that suffer the violence, but also of people close to them. In doing so the voices are multiplied and the perception is not anymore, the one of loneliness but of a community. Furthermore, the exhibit proposes to create an interactive visualization for these messages through keywords and expressions of feelings experienced both by victims and people close to them. The individual interaction of the visitors, the direct feedback and the Call to Action proposed will give the possibility to join the choir and add their voices to many others to "Break The Silence".

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