



**Politecnico  
di Torino**

## **Honors Thesis**

---

**Master's degree SYSTEMIC DESIGN**

**Abstract**

**SUPER PAT**

**Patriarchy as a system of invisible patterns.**

**Design of an interactive installation on patriarchy to stimulate critical reflection and consciousness.**

**Tutor/Correlator**

**Andrea Di Salvo  
Sergio Degiacomi Garbero**

**Candidate**

**Beatrice Buioni**

**February 2026**

---

Patriarchy operates as a widespread and deeply normalised cultural system, often perceived as abstract or distant, but in reality intertwined with everyday practices, from language and relationship models to consumer dynamics. Its complex, layered and multi-systemic nature makes it difficult to understand immediately, especially through traditional communication tools, which risk simplifying, moralising or generating resistance.

This thesis stems from research on gender inequality and the mechanisms through which patriarchy is communicated, internalised and rendered invisible in everyday life. The aim is not to propose definitive solutions or answers, but to understand, disseminate and translate how such a complex and sensitive system can be described, while maintaining its critical depth and creating the conditions for personal and collective recognition.

The systemic approach was supported by bibliographic research with a feminist lens, which was fundamental to understanding patriarchy through key concepts, recurring narratives and cultural devices that were then incorporated into the design phase. At the same time, case studies and practices of Critical Design were analysed, which oriented the project towards a critical communicative function, rather than a resolute one, with the aim of generating awareness and consciousness.

During the design phase, various User Experience Design tools were integrated, which were essential for guiding the user experience towards a path of personal exploration and interpretation.

The project takes the form of SUPER PAT, an interactive installation that uses the metaphor of the supermarket as a design tool to make the functioning of the patriarchal system visible.

In this symbolic space, what is on sale is not neutral. The products represent gender roles, stereotypes, privileges, hierarchies and expectations that society has normalised and reproduces everyday, often unconsciously. Alongside these artefacts, alternative products also emerge, capable of overturning the logic of the patriarchal system, but which still struggle to find space within the dominant order. SUPER PAT is a metaphorical ecosystem in which every choice contributes to reinforcing or questioning the system itself. Through an ironic register, the device invites us to reflect on how inequalities are not only imposed from above, but are also reproduced through what we choose, accept, “purchase” and desire on a daily basis.

The experience is divided into several interactive stages, designed not to guide the user towards unique interpretations, but to open up a space for self-reflection, where they can interrogate their own position and imagine, through alternative choices, new ways of inhabiting social reality.

SUPER PAT does not constrain, but translates, stimulates and supports change.

## Pat Originals

La linea **Pat Originals** rappresenta i **pattern originari e dominanti** del sistema patriarcale, come stereotipi, privilegi consolidati, ruoli di genere predefiniti e gerarchie sociali che da secoli vengono percepite come "natural" o inevitabili. In questa linea non c'è rottura né innovazione, ma **continuità**, in cui i prodotti funzionano secondo una logica di conservazione, mantenendo inalterati gli **equilibri esistenti** e perpetuando le stesse dinamiche di potere, anche quando risultano discriminatorie o violente.



Bon Voyage Kit



Home & Work Set



Alpha Pocket Kit

**SUPER PAT**



Iper Macho Spray



Biscottini Riflettini



V-Pass



Spumante Extra-Invisible dry



Virilis Shampoo



Consent Lip Kit



Easy-Talk Cards Set



Maschera deresponsabilizzante

## Pat Flip

La linea **Pat Flip** rappresenta la **dimensione sperimentale** e trasformativa di SUPER PAT. Raccoglie quei pattern emergenti che tentano di **ribaltare la logica del sistema patriarcale**, da nuove sensibilità, linguaggi alternativi, pratiche inclusive a diritti che faticano a trovare spazio all'interno dell'ordine dominante. In questa linea, il progetto immagina una serie di **"antidoti simbolici"**, capaci di mettere in crisi i meccanismi consolidati e di aprire a **nuove possibilità** di relazione, identità, potere e coscienza.



Birretta Corretta



Anti-Judge pills



Decostruen-tè



Soggetto N°8 - Eau de parfum



Affettato Porco Adamo



Sciroppo del rifiuto



Sponge double action

**SUPER PAT**

## L'installazione

**SUPER PAT**

# SUPER PAT

**SUPER PAT** si articola in **quattro fasi** consecutive, pensate come un percorso progressivo che accompagna il pubblico dall'osservazione del sistema alla riflessione individuale. Ogni fase introduce un diverso **livello di coinvolgimento**, passando dal riconoscimento delle dinamiche patriarcali alla presa di posizione personale, fino alla possibilità di portare l'esperienza oltre lo spazio espositivo.

Le fasi non funzionano come passaggi rigidi, ma come **momenti interconnessi** di un processo che invita a osservare, riconoscersi, scegliere e interrogare le proprie **abitudini quotidiane**.



For info:

( [01beatrice.b@gmail.com](mailto:01beatrice.b@gmail.com) / [beatrice.buioni@polito.it](mailto:beatrice.buioni@polito.it) )