

*-Publication
-Installation*

MENSTRUAL HALLUCINATION

Menstruation is the most basic physiological phenomenon that every woman has to go through. However, we still like to cover up the shame that comes with menstruation in various ways. One of the vehicles for public propaganda is sanitary napkin commercial packaging, such as advertising and packaging design, which creates a glamorous illusion of menstruation that disorients and even misleads the public about the real situation of women's periods.

The project uses a book and a kaleidoscope installation to challenge current Chinese sanitary napkin commercial packaging and to show the realities of women's periods.



Project 01

BACKGROUND

Since the advent of sanitary napkin advertising in China, it has always presented menstruation as a pleasurable process while ignoring the true feelings of women.



1985
The 1st sanitary napkin ad in China
A smiling young woman swaying on a swing

Global brands are scrambling to enter the Chinese market. The common spokespersons are well-known Chinese actresses.



1991
China's Self-Regulatory Rules for the Advertising of Sanitary Napkins require that the liquid demonstrated must not be red or its similar colour.

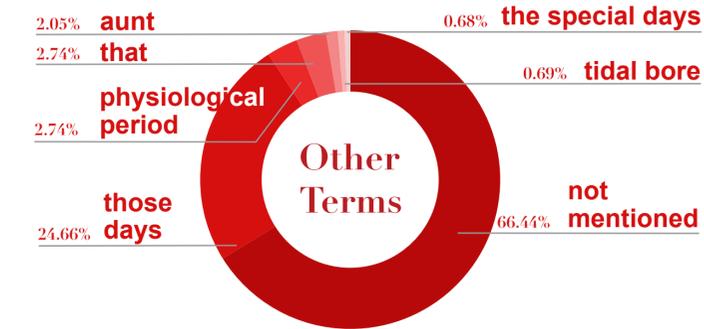


"Relaxation, enjoyment and freedom" are the hallmarks of almost all sanitary napkin ads.

RESEARCH

The term for menstruation

Of the 143 advertisements, 97 avoided the term "menstruation", followed by the vague "those days" as a proxy.



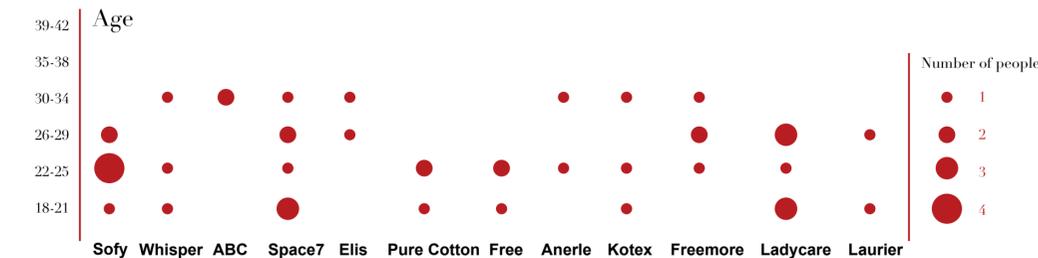
Simulates the blood colour

China's Self-Regulatory Rules for the Advertising of Sanitary Napkins require that the liquid demonstrated must not be red or its similar colour.



Age of spokesperson

There is a general preference for young women under the age of 25 and no spokesperson for women over 34.



Most sanitary napkins in China are advertised with the sole intention of promoting the product and boosting sales.



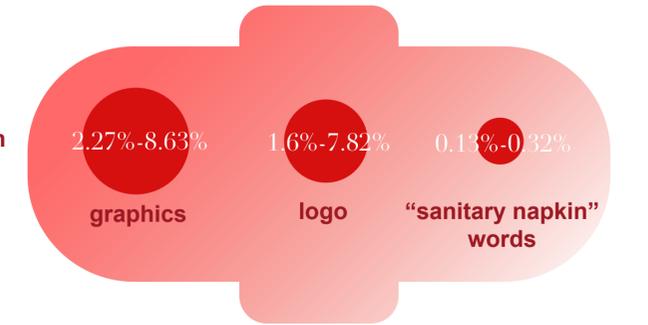
Footage of female buttocks



Size of the "sanitary napkin"

The word "sanitary napkin" is often found in a small corner of the packaging or is simply erased, with the large brand name or logo dominating.

Sanitary napkin packaging element area



Scene Setup

Sanitary napkin ads mostly take female entertainment activities as the main shooting content. But more than half of women suffer from menstrual cramps that make it difficult to have fun



high-frequency vocabulary

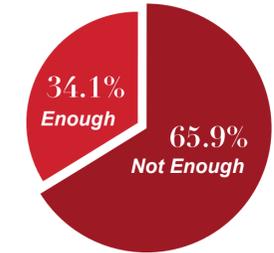
In advertisements, menstruation is often described as a "problem", while the use of sanitary napkins is a process of "cure" and "rescue".



RESEARCH

The reality of women's menstruation is ignored or misunderstood

Whether women feel they have enough social support?



Menstrual Awareness and Status Report 2022

Four million girls in China still face menstrual poverty: rags, toilet paper and homework paper have become sanitary towels.



Volunteer Association held a lecture on girls' physical and mental health knowledge in Tibetan areas

Misunderstanding from Male

Interview



Richard Neill • Bodyform
2012年10月9日

还有以为月经和上厕所一样去一次两次就没了

Hi, as a man I must ask why you have a child I watched your advertisements with interest as to how at this wonderful time of the month that the female gets to enjoy so many things I felt a little jealous. I mean bike riding, rollercoasters, dancing, parachuting, why couldn't I get to enjoy this time of joy and 'blue water' and wings!! Dam my penis!! Then I got a girlfriend, was so happy and couldn't wait for this joyous adventurous time of the month to happen you lied!! There was no joy, no extreme sports, no blue water spilling over wings and no rocking soundtrack oh no no. Instead I had to fight against every male urge I had to resist screaming woaaahhhhh boddyyyyyyfoooerrmmmm bodyformed for youuuuuuu as my lady changed from the loving, gentle, normal skin coloured lady to the little girl from the exorcist with added venom and extra 360 degree head spin. Thanks for setting me up for a fall bodyform, you crafty bugger

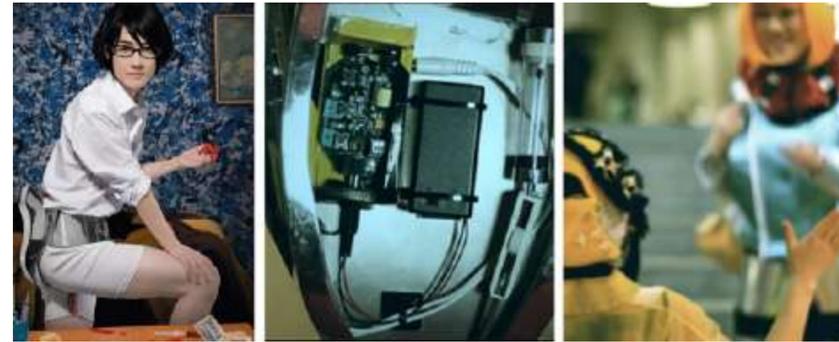
10万

月经不是憋得住的

居然有人以为月经憋得住?!

1. Menstruation is blue and comes out of the urethra
2. It is possible to hold your period
3. Sanitary napkin is attached to the buttocks
4. Menstruation is over in a day
5. Sanitary napkin can be left unchanged all day
6. Menstruation can come precisely and regularly every month
7. Menstrual pain pills can be addictive
8. Sanitary napkins are affordable

CASE STUDY



Menstruation Machine, 2010
Sputniko

The project is about Takashi, a young man who wants to understand on many levels, including the physiological, what it feels like to be a girl. It explores the relationship between identity, biology, and choice, while also probing the meaning of gender-specific rituals.



Your Pural View
Olafur Eliasson

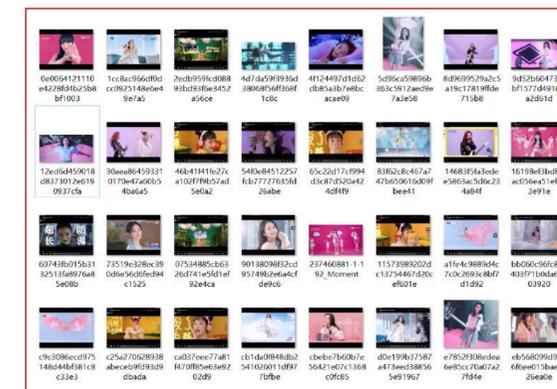


Infinite Wonder
Chad Mann

Many artists and designers have chosen kaleidoscopes as inspiration to express illusion or disorientation.

The commercial packaging for sanitary napkins always has a relaxed, energetic atmosphere to show the miraculous experience of using sanitary napkins, with a variety of dreamy, girly colours filling the picture. This pleasant atmosphere also creates a kaleidoscope of illusions, allowing the public to lose themselves in the hallucination of 'beauty'.

VISUAL COLLECTION



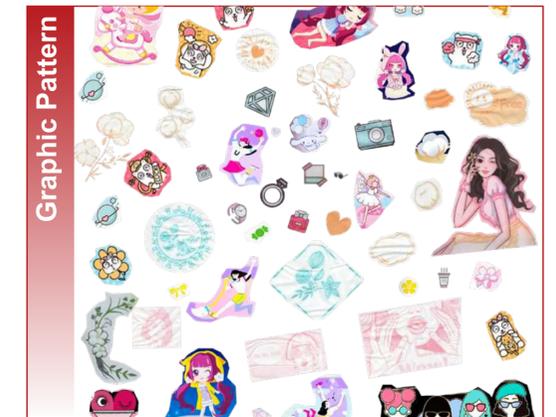
I have collected existing advertisements and packaging on the market. I extracted and analyzed the following aspects that created the illusion of menstruation.



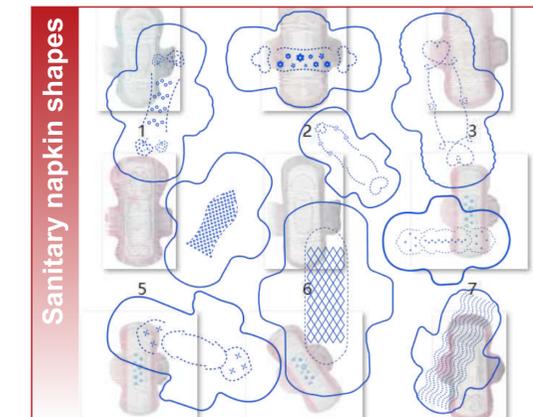
Spokesperson image



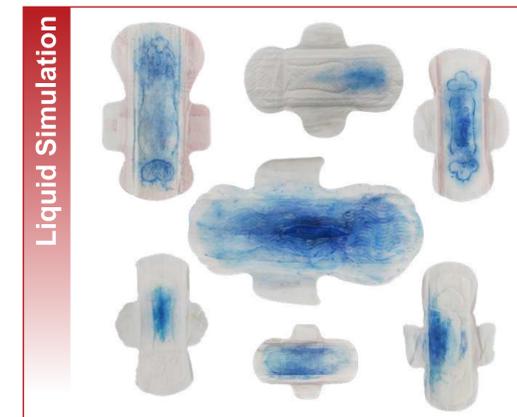
Adwords



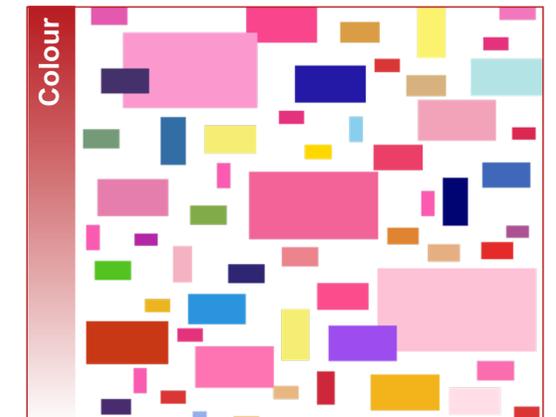
Graphic Pattern



Sanitary napkin shapes



Liquid Simulation



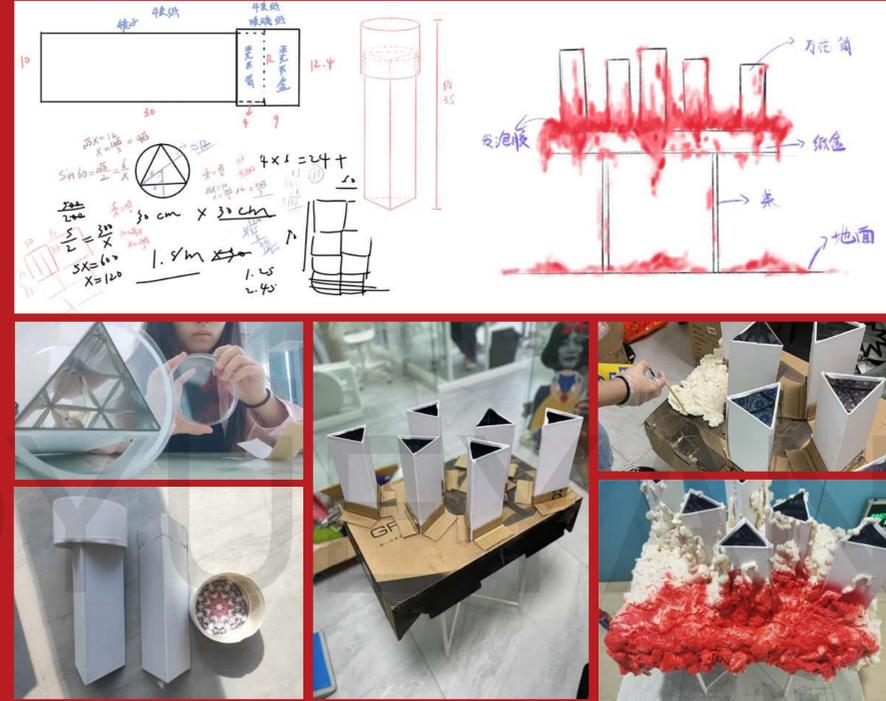
Colour

DESIGN PROCESS

PART 1: Kaleidoscope Hallucination Graphic



PART 2: Installation

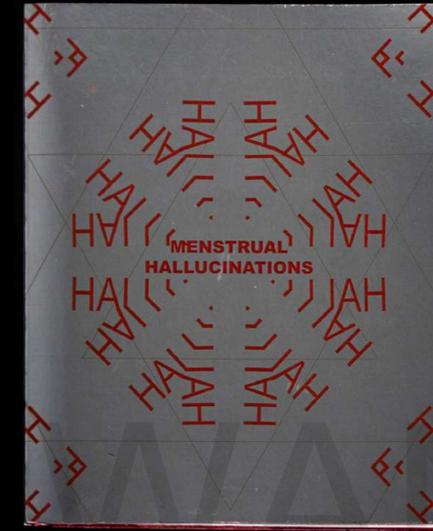


PART 3: Publication



OUTCOME

Publication



12cm*14.8cm
230 Pages

Structure

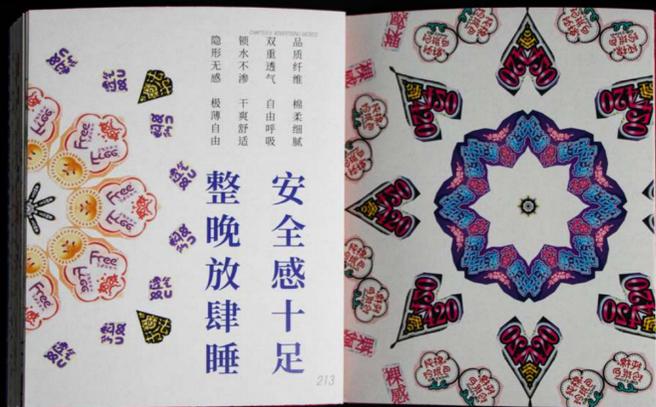
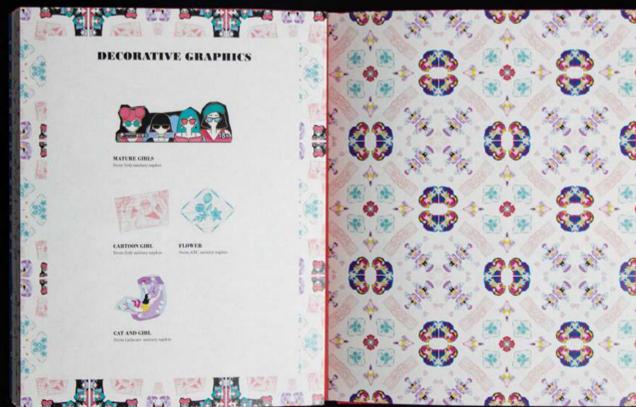
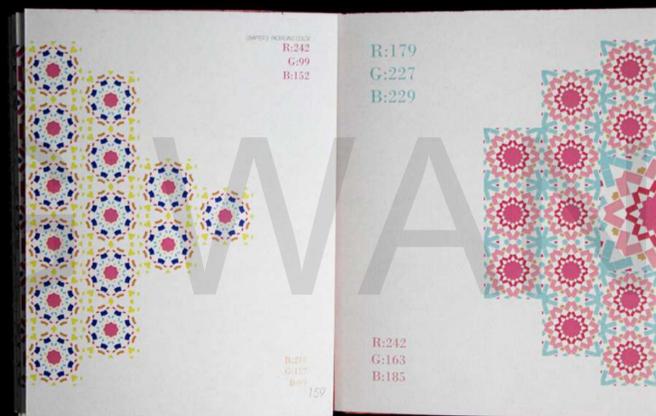
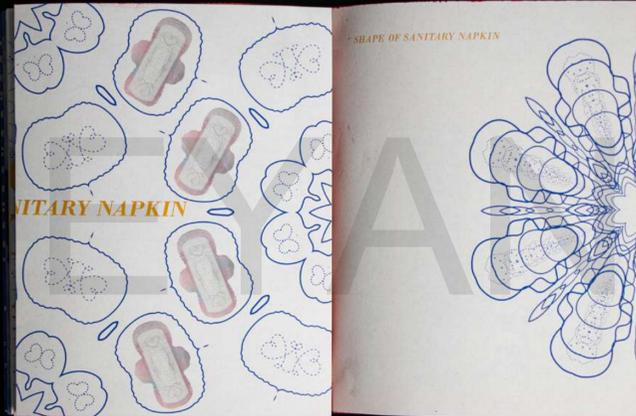
Chapter	Contents	Front Page	Back Page
1	Spokesman	Sanitary napkin commercial spokesperson	Menstrual symptoms
2	Blue Liquid	Menstrual ad simulating blood colour	Uterine changes and blood volume
3	Shape of Sanitary Napkin	Shape of sanitary napkin	Types, prices and quality of menstrual products
4	Packaging Graphics	Packaging graphics	Menstrual medication
5	Packaging Color	Packaging Color	Menstrual contraindications
6	Advertising Words	Advertising Words	Menstrual shame and menstrual poverty





The unfolded back shows the real situation of women's periods.

The front page is kaleidoscope illusion of menstruation.



OUTCOME

Installation

