

# USCELS - INCEL AWARENESS EXHIBITION

## DP607 PORTFOLIO

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PRODUCT DESIGN WITH PROFESSIONAL Experience BSC HONS

1 COVER PAGE

2 DESIGN ISSUE, CONTEXT, USER AND STAKEHOLDERS

3 DESIGN ANTECEDENTS AND IDEOLOGY

4 EXHIBITION MAP

5 EXHIBITION MODEL

6 DOUBLE DIAMOND PROCESS

7 RESEARCH

8 IDEATION

9 DEVELOPMENT

10 DEVELOPMENT CONT

11 TESTING



### INTRODUCTION

This is the Portfolio task of Module 607 Design Studio 2 Design For Ideology. For this module the outcome has been a Exhibition to educate and de-stigmatise the group known as incels with the intention of helping the individuals of this group.

There's something Soviet about the way the internet names things. Stalin had portmanteaus like agitprop, politburo, and kompromat, and we have webinar, podcast, and incel, short for involuntary celibate. The word incel was invented in the late 90's with a different meaning but has come to mean something more sinister. The word "incel" refers to a more specific community of mostly heterosexual men, centred around forums like Incel.me and r/braincells.

The subculture has come into the public eye in recent years due to outbursts of violence.

## DESIGN ISSUE

The term "involuntary celibate" (shortened to "incel") refers to self-identifying members of an online subculture based around the inability to find a romantic or sexual partner despite desiring one, a state they describe as "inceldom" or "incelibacy".

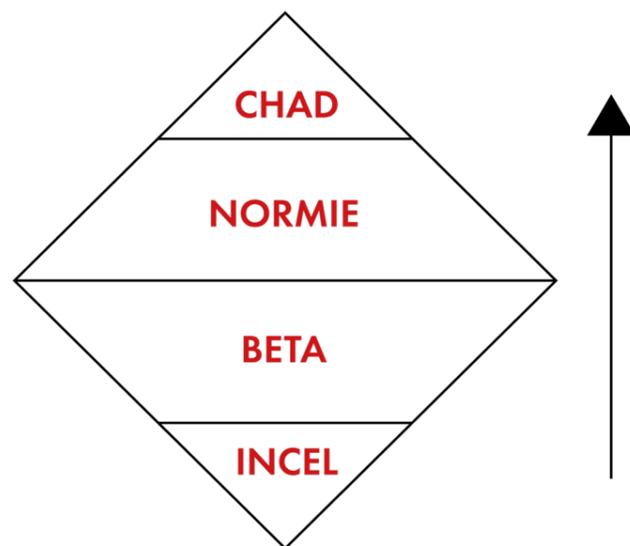


4 Mass murders resulting in 45 deaths have been committed in North America By men who have self identified as Incels

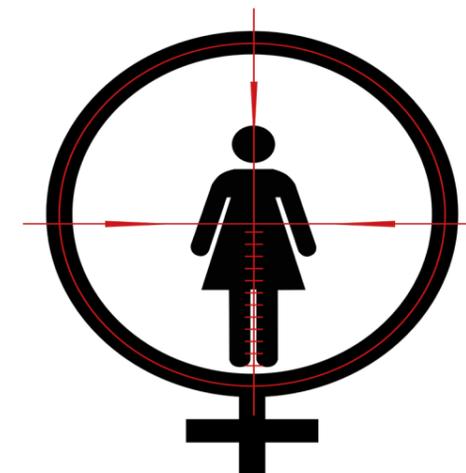
This Social and Societal problem shows no sign of slowing down or stopping

## CONTEXT

Incels believe a man's sexual success is almost entirely determined by unalterable biological traits: things like his jawline, cheekbones, eye socket shape and even in some cases the width of their wrists. The result in their view, is that modern western society is defined by a kind of sexual class system. By believing that they are at the bottom of this sexual selection system they can never be happy because women will never choose them due to these flaws.



## USERS AND STAKEHOLDERS



Women are the primary target of Incel violence or abuse whether that be online or in the real world. They hold a considerable stake in the societal process of reducing the number of people who self identify as an Incel.

The user of the exhibition is the general public who will need to be educated that Incels exist and how they operate. By doing this it then gives the public a better understanding of what needs to be done to help these individuals



**Anthony Toyne**

**Incel**

**24YO**

**Location: High Wycombe**

**Archetype: Loner**

**He is easily frustrated, judgemental and obsessive. Prefers to hide away than deal with complex emotions or situations**

**Personality Type**

**ISTJ**

**Quiet, serious, earn success by thoroughness and dependability. Practical, realistic, and responsible. Decide logically what should be done and work toward it steadily, regardless of distractions.**

**Goals: To be loved by someone and to lose ones virginity**

**Frustrations: That because of their facial features and stature they can never find anyone who is willing to connect with them, leaving them bitter and alone**



**Maria Holden**

**Patron**

**29YO**

**Location: Hackney**

**Archetype: Progressive**

**She is a creative and inquisitive person. Always looking to push things forward but however has strong emotional reactions to most things**

**Personality Type**

**ENFJ**

**Warm, empathetic, responsive, and responsible. Highly attuned to the emotions, needs, and motivations of others. Find potential in everyone, want to help others fulfill their potential.**

**Goals: To help others along a better path while bettering herself in the process**

**Frustrations: She finds the backwards role of women and men in society is counterproductive and leads to a more unhappy life for all**

## DESIGN ANTECEDENTS



### Handle with Care: I, Incel

Handle with Care: a three-week festival interrogating trigger warnings, no platforming and the culture of the so-called 'snowflake'

Attila Theatre investigate incel phenomenon, it's origins, lore and explore why these men feel entitled to sex and endorse violence towards sexually active people. They love women and want to have sex with them so much (but cannot), that they hate women and want to kill them.

## IDEOLOGY

### Black pill and Catastrophizing

The "black pill" is a set of beliefs that are commonly held amongst members of incel communities, such as biological determinism, fatalism, and defeatism for unattractive people. Someone who believes in the black pill is referred to as "blackpilled".

To incels, "taking the black pill" means realizing that they are hopeless, and that their lack of success romantically and sexually is permanent regardless of any changes they might try to make to their physical appearance, personality, or other characteristics.

This is known as catastrophizing. Where apocalyptic scenarios are created from small set backs. as the step from 1 to 2 is plausible, such as "rejection" leading to the belief that They are "unattractive" but this does not lead to step 7 in which an incel will be permanently alone and will die in unhappiness and loneliness



### The Secret life of Incels

This brand new documentary for BBC Three offers a never-before-seen look at the incel community, an online subculture linked to multiple mass murders and hate crimes against women.

Following eight months of unprecedented access to incels, this documentary is the deepest exploration yet of this notoriously closed community.

Told primarily through the personal stories of three men who identify as incels, the documentary explores how an online ideology can push young men into very disturbing behaviour. But the film also delves behind the sensationalist media headlines to unearth some of the reasons for incels' existence: many feel alienated and are enduring difficulties like mental health issues, autism, or traumatic upbringings.

### Care through knowledge/ altruism

The exhibition follows the ideology of that care and altruism must be given to everyone regardless of past and prejudice. Only by being able to understand the problem you are dealing with then can they be helped effectively and correctly. This is extra true for incels who's own ideology repels help from outsiders who do not understand the ideology and rules of the group. By understanding the way these people live and feel then can they be helped in the best way possible.

Altruism is the principle and moral practice of concern for happiness of other human beings or animals, resulting in a quality of life both material and spiritual. It is a traditional virtue in many cultures and a core aspect of various religious traditions and secular world-views, though the concept of "others" toward whom concern should be directed can vary among cultures and religions. In an extreme case, altruism may become a synonym of selflessness, which is the opposite of selfishness.



### Ed Fornieles: Cel

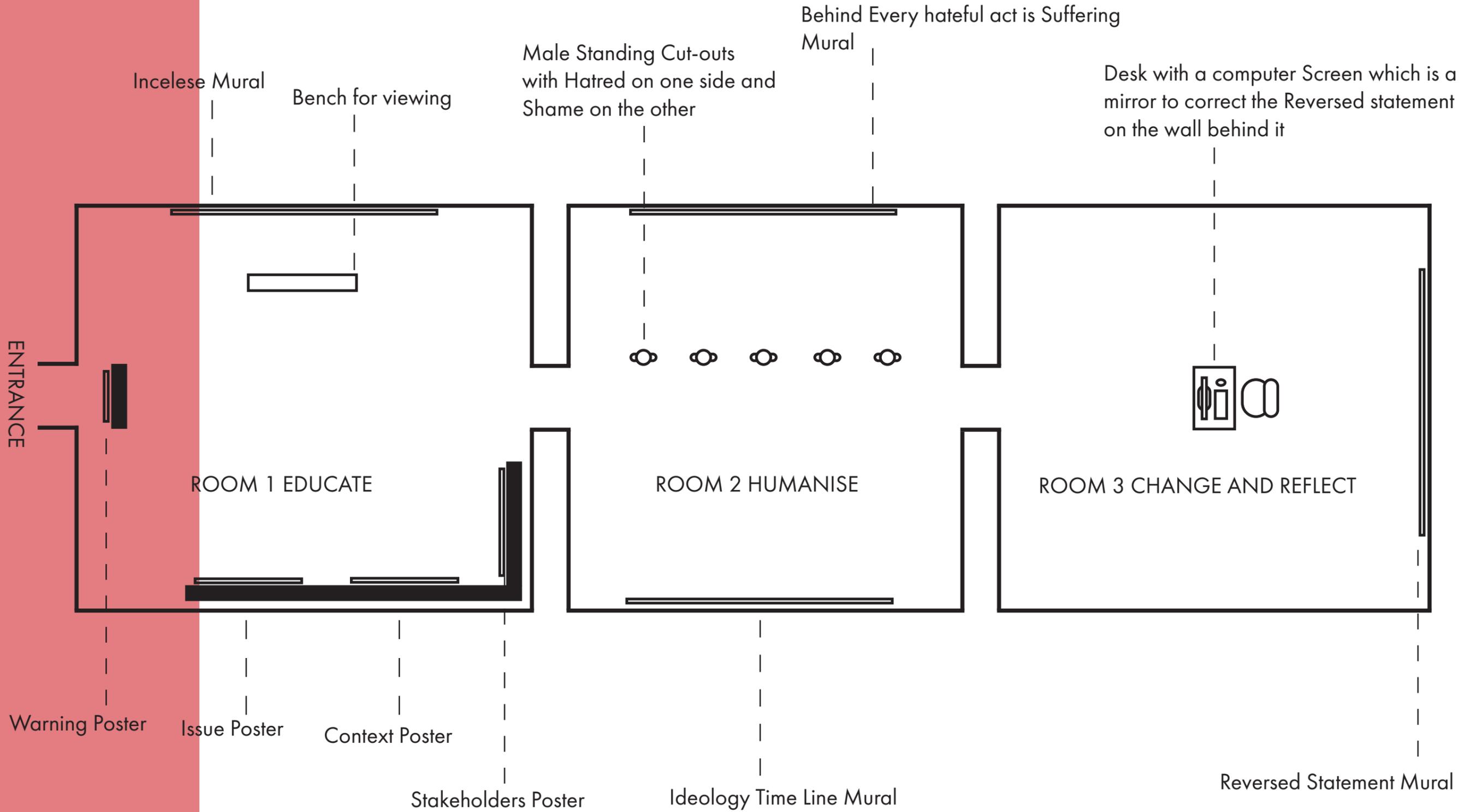
Sex sells, but a lack of sex can kill. Incels are the inspiration for English artist Ed Fornieles' latest work. 'Cel' is a role-playing game designed by the artist. Filmed on chest cams and CCTV, a group of people lived in a house for two days, performing hierarchical roles, split into tiers of dominance and submission. Their treatment of each other becomes increasingly demeaning. Eventually, as the aggression peaks and the testosterone erupts into brutality, things calm down, participants realise where their anger is stemming from. They're the products of uncaring society or of parental negligence or abuse: their anger and hatred has a root cause. It's halfway between something like the Stanford Prison Experiment and a particularly nasty episode of 'Big Brother'.

### Parallel bonding

By connecting different types of people with through simplified shared experiences it allows for an emotional connection which could not be made on a surface level. For example within this exhibition it is very difficult to align your self with someone who has been rejected their entire life and is now bitter and hateful towards women. But by morphing this into someone who has failed to live up to the expectations placed upon them by other this becomes far more relate-able. As everyone at some point in their lives has failed to live up to some expectations they will know how this feels. by creating emotional experiential parallels between people it can cause a build up of sympathy and understanding between others.

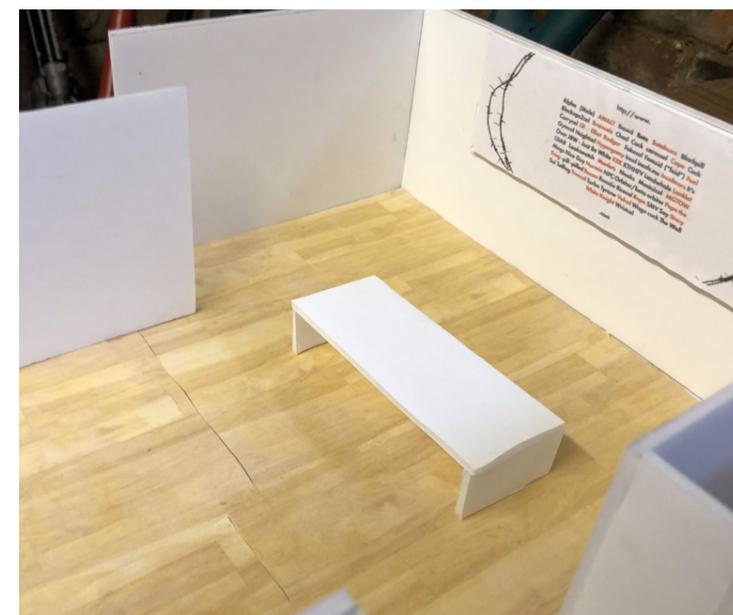
# EXHIBITION MAP

This is a top down map of the exhibition. From this view with annotations the three room structure can be clearly observed. The way a patron would move through the exhibition is clear.

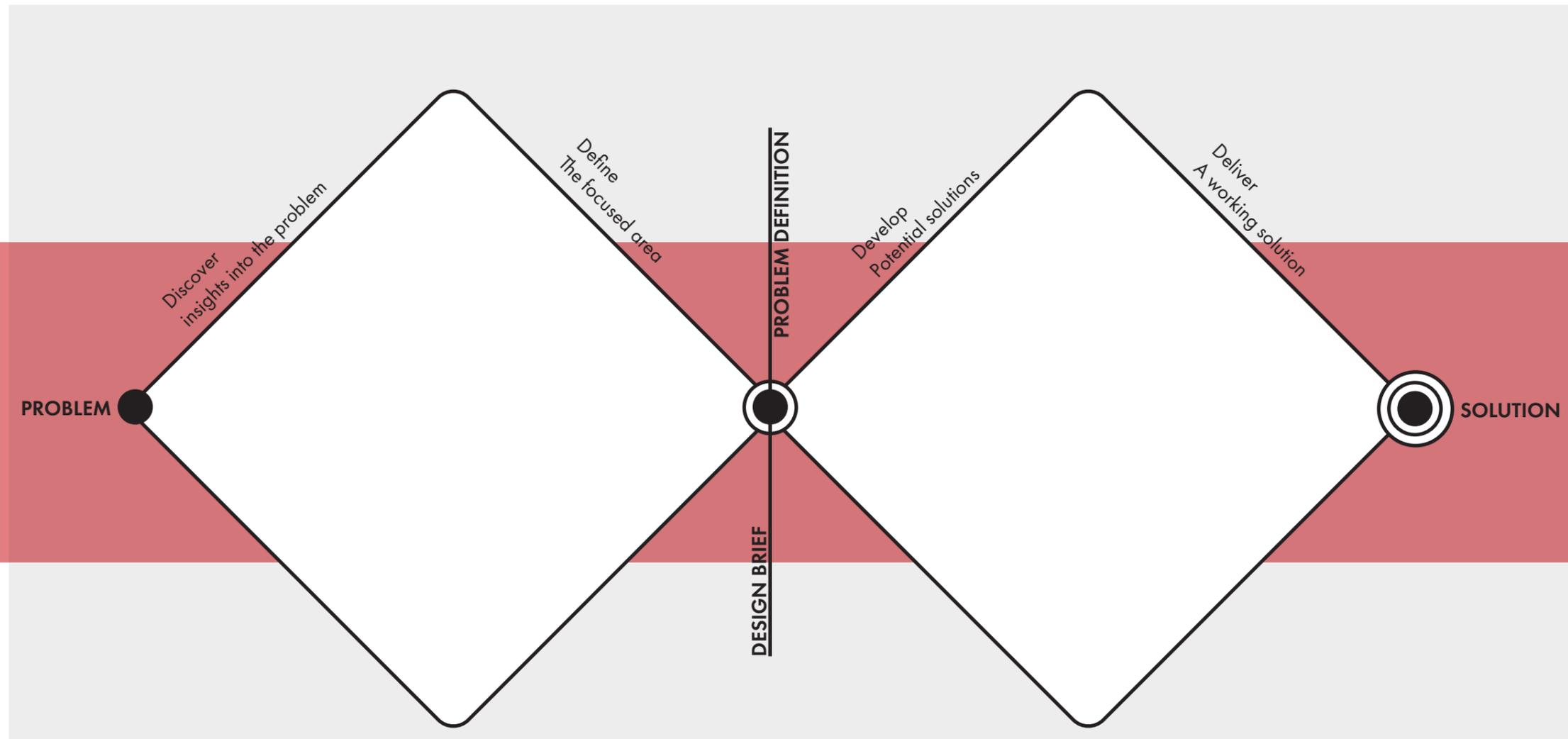


# EXHIBITION MODEL

This is the model of the exhibition which has been produced from foamcore to represent the exhibition as a whole. By producing this it allows me to on a microscale represent the ideas I am putting forward to aid in the problem



# DOUBLE DIAMOND PROCESS



## Research

Within this step of the design process, research is carefully undertaken to learn as much about the subject area as possible. For this project this involved reading and watching as much material on Incels as possible. After learning this much of the work was extracting insights from the data and processing large amounts of information into manageable and reproducible simplified facts which can be used to back up my choices and arguments later in the design process.

## Ideation

This step of the design process involves taking the insights and possible leads found in the research stage and translating them into some possible plausible ideas that can be used to address the problem. By starting this with wider and less focused ideas it allows for many different avenues to be explored before deciding on the one to be developed further from an idea into a working design. Within the stage it was originally looking like it was going to be an application but then changed for that of an exhibition

## Development

After an idea has been chosen from the ideation stage, it then must be developed into a functional solution that addresses the problem. Within this stage details are addressed as well as many iterations of the design are made to continue the forward momentum of the project. At this stage the exhibition idea has changed format many times as well as addressing many different issues and perspectives of the Incel problem.

## Testing

After the design has been processed and finalised it must be tested through many methods to make sure the point of the exhibition is clear and that it is interesting. This step is so important to the process as problems can then move back to the development stage to be iterated upon.

# RESEARCH

The research process started at the beginning of the year with a clear idea of what I wanted to focus on. This being the growing online communities of misogynists know as Incels. By trying to tackle this growing issue I knew it was going to be difficult and lead to many dead ends and unanswered questions but it was a social problem that really stuck out to me. It was new, it was ugly and it was complex. I had not seen much done to even talk about the issue let alone solve it.

Critical Analysis  
Research is the most important part of this project due to how it is needed to make any sort of educated design decision.

## INCELS ANONYMOUS

### Treating An Addiction To The Blackpill

#### ISSUE

INCELS OR INVOLUNTARY CELIBATES

Incel, a portmanteau of "Involuntary celibates", are members of an online subculture who define themselves as unable to find a romantic or sexual partner despite desiring one, a state they describe as *inceldom*. They often exhibit these traits:

1. RESENTMENT
2. MISOGYNY
3. SELF-PITY
4. ENTITLEMENT
5. RACISM
6. SEXISM
7. BITTERNESS
8. VIOLENCE

FOUR have committed in health America by men who have self-identified as Incels

45 have been committed in health America by men who have self-identified as Incels

#### CONTEXT

SMALL INTERNET COMMUNITIES

FEELINGS OF ISOLATION

NEGATIVE BODY IMAGE

INCELDOM

HATED BY WOMEN

CATASTROPHIZATION

ISOLATION

VIOLENCE OR SUICIDE

As **WOMEN** are the primary target of incel violence and abuse whether that be online or in the real world they hold a considerable stake in anything designed to reduce the number of people who self identify as an INCEL.

#### USERS AND STAKEHOLDERS

The primary user of a service designed to help individuals leave their inceldom will be **INCELS** themselves but it may also be used by **ORGANISATIONS** that look to help and destigmatize individuals within **HATE GROUPS**.

#### DESIGN APPROACH

Realisation and self-improvement through human connection

RECOGNITION

REHABILITATION

FURTHER SELF-IMPROVEMENT

REALIZATION OF TRUTH

SELF-IMPROVEMENT

DEEDS THAT ALLOW FOR CONNECTION

1 2 3 4 5 6 7 8

### The Eight Steps

#### IDEOLOGY

The incel ideology is one of catastrophization. It starts with small set backs leading to individuals believing dangerous and outrageous consequences. This is often referred to as the **Blackpill**.

REJECTION THAT YOU WILL BE TO YOU FOREVER ALONE

THAT YOU ARE UNATTRACTIVE TO WOMEN

THAT YOU WILL NEVER BE HAPPY

FEMINISM EMPOWERED WOMEN TO DO THIS TO YOU

THAT YOU WILL NEVER BE ATTRACTIVE TO WOMEN

YOU ARE DOOMED BECAUSE OF WOMEN

#### DESIGN HYPOTHESIS

BY PROVIDING INCELS WITH POSITIVE HUMAN CONNECTION, THEY WILL REALISE THE ABSURDITY OF THEIR IDEOLOGY

#### DESIGN PROPOSITION

AN APP/ONLINE SERVICE THAT ALLOWS LONELY AND UNHAPPY PEOPLE TO COMMUNICATE WITH THE OPPOSITE GENDER ANONYMOUSLY UNTIL A CERTAIN FRIENDSHIP LEVEL IS REACHED

1. The App asks the questions to the pair so social ineptitude and not being able to think of things to say is avoided
2. The App provides two player mobile games to play together occasionally which promotes trust and collaboration
3. To continue with the gamification of talking to someone online, it will include scoring systems, achievements and ratings so tangible progress can be measured and seen

DP066 JOSHUA TUBB

"No one knows what it's like to be hated."

## Material

By scouring the internet for news articles, Youtube videos, documentaries, meta commentaries and first hand accounts of what it like to be an incel or to know someone who is an incel it allowed for me to understand the intricacies and complex ideological problems that group possesses. By trying to understand the group, its history, notable members, key dates and the wide spread adoption of their terminology and lexicon, it allows me to make the most educated decisions on how to address the groups problems and to find design insights which others may have overlooked

## Insights

From the research material I was able to find some design and psychological insights which can be used to help the group. Such as the discovery that even though Incels blame women for that lack of sexual success, it is actually their resentment of their inability to live up to the expectations of hegemonic masculinity

## Discussion

As this group and problem area is quite new, those who know about them are often very excited to discuss their thoughts and opinions about the group. This was very useful when it came to understanding the natural emotion response when hearing about the group. Most reactions are that of anger or disgust for these human beings and their actions but some few others felt sympathy and pity for these individuals who have fallen down their ideological rabbit hole due to their own failures.

## Problem Definition

When it came to defining the problem it wasn't as simple as "Incels bad lets stop them" as due to their own ideologies inbuilt defences clear help is seen as a micro-aggression that shows them not only pity but pushes them further away from society. The problem then became, how do I create away to humanise the incels enough that they then become approachable by people and therefore breaking their own ideology and allowing for recovery?

#### ISSUE

The issue is that of the growing online subculture known as Incels or Involuntary Celibates, who define themselves as unable to find a romantic or sexual partner despite desiring one, a state they describe as *inceldom*. They describe unmoderated corners of the internet which have allowed their shared ideology to fester. The common traits that this group of individuals share include: [1]

1. RESENTMENT
2. MISOGYNY
3. SELF-PITY
4. ENTITLEMENT
5. RACISM
6. SEXISM
7. BITTERNESS
8. VIOLENCE

Importance

With these individuals who are loners but are now alone together they can now more actively organize and share their ideas of rejection and misogyny. Which in the right closed circle can lead to more extreme ideas and even violence. Incel communities have increasingly become more extremist and focused on violence in recent years. This has been attributed to various factors, including influence from overlapping online hate groups and the rise of the alt-right and white supremacist groups. The misogynistic and sometimes violent rhetoric of some members of incel communities has led to numerous bans from websites and web hosts. Incel communities continue to meet on more recent platforms, such as Reddit, 4chan, and Veat. [5]

#### USERS AND STAKEHOLDERS

**Users**

**1. INCELS**

The main users of any product designed to destigmatize inceldom are those who self identify as Incels. These people are lonely people who are unable to find a romantic or sexual partner despite desiring one, a state they describe as *inceldom*. They often exhibit these traits:

**2. PEOPLE WITH EMOTIONAL INVESTMENT WITH THOSE AFFECTED**

Another user will be people interested in identifying lonely men and other individuals who are lonely. These people are lonely people who are looking to reduce the effect that loneliness has on their lives.

**Persons**

Name: Christopher Hayes  
Age: 24  
Occupation: NEET  
Hobbies: Video games, TV  
Social Status: Virgin  
Interested in: Women  
Weekly Internet Use: 24+ hours  
Primary Website: 4chan, Incel.me, Reddit, Affinity

Story: After being faced with constant rejection, Christopher believes that women are responsible for his unhappiness and loneliness [3]

**Stakeholders**

**As WOMEN** are the primary target of incel violence and abuse whether that be online or in the real world they hold a considerable stake in anything designed to reduce the number of people who self identify as an INCEL.

The stakeholder of a product that aids in identifying inceldom would include anyone who has been affected by an incel man. This includes families, friends, law enforcement and local figures who have been targeted or injured by an incel. They might want to know something is being done about the problem to bring catharsis and hope to those people who have already had something taken away from them because an angry and mentally ill person "couldn't have sex".

#### CONTEXT

**Origins**

The founding story of the incel community is that it was created by a woman — and a politically progressive queer one at that. She launched a website called Anna's Involuntary Celibacy Project, one of the earliest online havens for people who wanted to have romantic relationships but couldn't. It was originally a safe space for people of all ways of thinking to share feelings of not getting any but over time the term was co-opted by a much darker and much more angry group of right-wing males who blame women for their lack of sexual success.

**Website**

Current large incel groups inhabit websites such as Incel.me, 4chan, reddit, and reddit. These websites include clear unmoderated corners of the internet which allow users to vent anonymously and without fear of judgement which allows some of the darkest and most depraved ideas of the community to come into the central spotlight. Because these websites include such small groups it allows for information backed loops to form in which previously extreme ideas are repeated to the point where they become normalized [2]

**Global Attention**

On May 23, 2014, Elliot Rodger killed six people and injured fourteen others before killing himself in Isla Vista, California, near the campus of University of California, Santa Barbara. These things drew mass media attention to the concept of involuntary celibacy, and particularly the misogyny and justification of violence that was a mainstay of many incel communities. [12]

**Negative Body Image**

"Once beauty or self-hating permeates a given community, it is only a matter of time before deep psychological significance is assigned to the shape of human features."

"Catharsis is the process of releasing, and thereby providing an outlet for, emotions. It is therefore a perfect synthesis of the intrinsic and extrinsic characteristics that can define a person. Incels believe they have a higher, lower, weirder size and chin size are the reasons that women do not find them attractive, and because they are unattractive they are destined to a life of solitude and loneliness."

**Why This May Be Happening**

Hegemonic masculinity dictates that men are expected to have sex not being sex as a struggle (being) men is obvious. Culture (my) while being marginalized for being celibate, blame women for their rejection and the power that be (the patriarchy). They believe that their accumulation is justification for revenge violence against women. It is why they believe self-harm is a necessary. Agreement and consent is the term for this phenomenon, in which a usually privileged group is partially denied their expected privileges. [9]

#### 4 45 MASS MURDERS DEATHS HAVE BEEN COMMITTED BY INCEL VIOLENCE

Reference

This Google trends graph shows search interest for incels over the last 2 years. The spikes are around acts of violence but it can be seen that there is some consistent interest for the topic.

#### IDEOLOGICAL CONNECTION

The ideology of Incels can be explained through the use of pill theory

Origin of pill theory

The pill theory was developed by the user 'Blue Pill' in a popular culture meme, a meme representing a choice between the 'red pill' representing a path of truth, empowerment, and the 'blue pill' representing a path of comfort, escapism, and the status quo. The 'blue pill' represents a path of comfort, escapism, and the status quo. The 'red pill' represents a path of truth, empowerment, and the status quo. The 'blue pill' represents a path of comfort, escapism, and the status quo. The 'red pill' represents a path of truth, empowerment, and the status quo.

#### THE BLUE PILL

The blue pill helps someone escape the pain to become the person with happiness. Incels refer to blue pill people as 'normies'.

#### THE RED PILL

Red pill people believe that the world is not what it seems. They believe that the world is a simulation and that they are being deceived. They believe that the world is a simulation and that they are being deceived.

#### BATING AS A SEXUAL MARKETPLACE

Incels believe that the world is a marketplace for sexual gratification. They believe that they are being deceived and that they are being deceived.

#### FEMINISM IS BAD

The red pill ideology means that feminism is a threat for women. They believe that feminism is a threat for women. They believe that feminism is a threat for women.

#### THE BLACK PILL

The black pill is the additional realization that one's place in the social hierarchy is genetically determined, that one is a permanent loser, and that one's intelligence and beauty are fixed. The black pill is the additional realization that one's place in the social hierarchy is genetically determined, that one is a permanent loser, and that one's intelligence and beauty are fixed.

#### DOGMAIC HOPELESSNESS

The black pill is the additional realization that one's place in the social hierarchy is genetically determined, that one is a permanent loser, and that one's intelligence and beauty are fixed. The black pill is the additional realization that one's place in the social hierarchy is genetically determined, that one is a permanent loser, and that one's intelligence and beauty are fixed.

#### THE DIFFERENCE BETWEEN CHAD AND NON-CHAD (INCEL) IS LITERALLY A FEW MILLIMETERS OF BONE.

#### DESIGN PROPOSITION

BY PROVIDING INCELS WITH POSITIVE HUMAN CONNECTION, THEY WILL REALISE THE NEGATIVE ASPECTS OF THEIR IDEOLOGY

#### DESIGN APPROACH

Realisation and self-improvement through human connection

RECOGNITION

REHABILITATION

FURTHER SELF-IMPROVEMENT

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DEEDS THAT ALLOW FOR CONNECTION

1 2 3 4 5 6 7 8

### The Eight Steps

#### DESIGN ANTECEDENTS

**RECENT COMMUNITIES**

The middle communities of Reddit's r/Incel and r/SupportCel are online communities that look into different ways of tackling the more extreme and problems but in very different ways. r/Incel is a subreddit where users share their experiences of being lonely, rejected, and unattractive. r/SupportCel is a subreddit where users share their experiences of being lonely, rejected, and unattractive.

**STOP HATE UK**

STOP HATE UK is a campaign that aims to reduce hate speech and violence. It is a campaign that aims to reduce hate speech and violence. It is a campaign that aims to reduce hate speech and violence.

**ERASE THE HATE CAMPAIGN**

ERASE THE HATE CAMPAIGN is a campaign that aims to reduce hate speech and violence. It is a campaign that aims to reduce hate speech and violence. It is a campaign that aims to reduce hate speech and violence.

#### INSPIRATION

I am personally inspired by the following designers, artists, scenes and movements. They influence my ways of thinking about a problem and a solution by applying their own key ideas and themes

**Modern Illustration**

Modern Illustration is a style of illustration that uses a mix of traditional and digital techniques. It is a style of illustration that uses a mix of traditional and digital techniques. It is a style of illustration that uses a mix of traditional and digital techniques.

**Babek Ganjel**

Babek Ganjel is a multi-talented artist and musician. He creates prints that combine dark themes with humour in a bad and disassociated manner. The use of humour and irony to solve dark and uncomfortable problems is a way of bringing light and good emotions of joy into some of the dark places in which incels inhabit.

**Ron Glid**

Ron Glid's hybrid objects combine a practicality with an aesthetic effect which is placed on a boundary between the abstract and functional. He found this answer by creating a connection between his more abstract and artistic ideas and commercial industry mechanisms and converting them into ingenious design products.

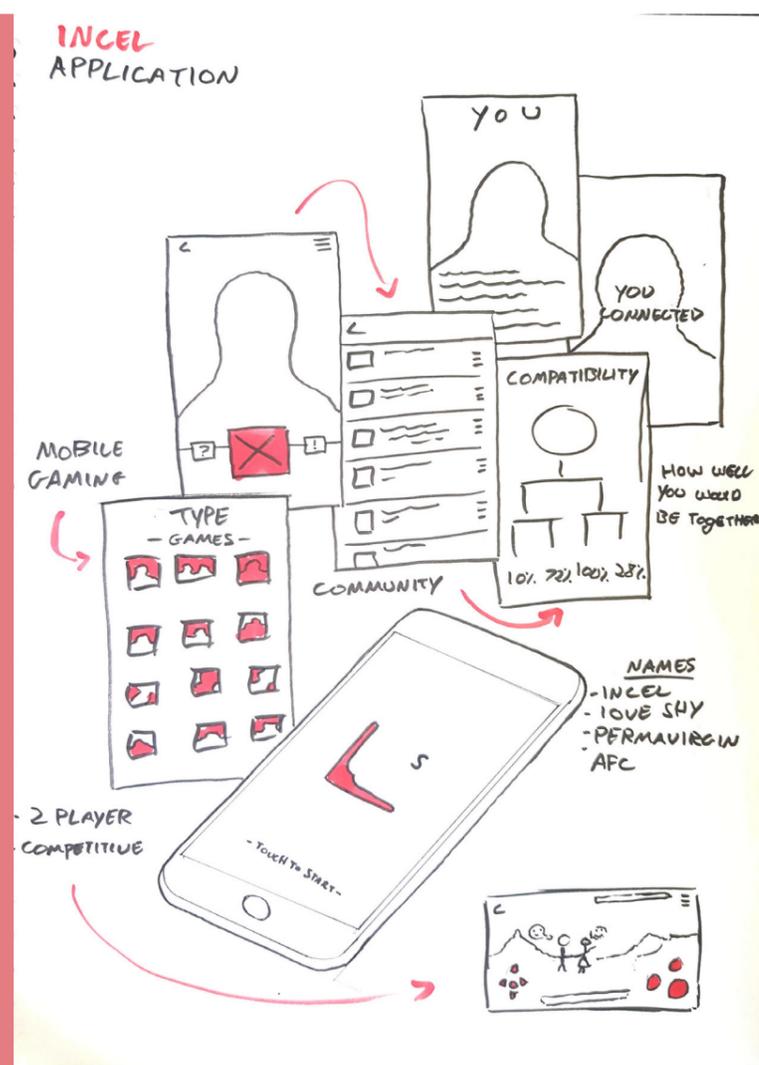
**Brutalism**

Brutalist architecture although it can be seen as ugly. The large grey concrete buildings come from times of optimism and determination. The use of concrete is seen in these buildings as a metaphor of the people. If these buildings can be ugly yet offer optimism and determination maybe incels can learn from the design philosophy of some of the architects of them.

# IDEATION

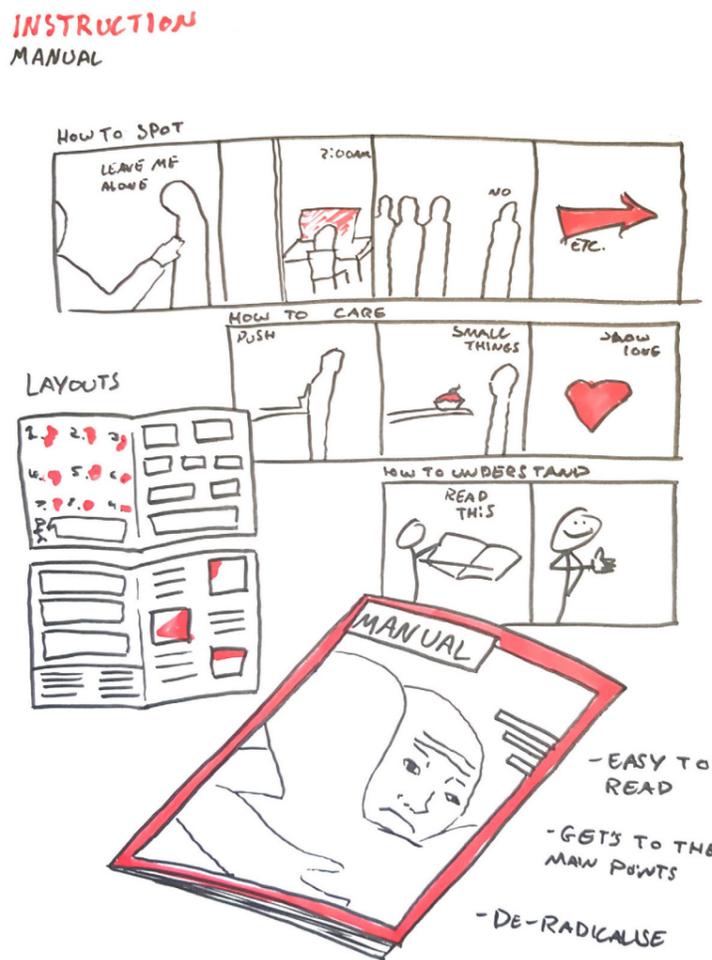
The ideation stage was defined by 3 main different ideas which all tackled the problem differently. These took different aspects and approaches to start to alleviate the Incel problem. By doing this a broader range of approaches were undertaken. The only approach that was not tried was that of a physical sell-able product. That is because due to the nature of the problem being a wicked problem it would be both counterproductive and naive to think that this problem can be solved with an object that can be sold and bought for profit.

Critical Analysis  
Through doing this step more options were explored and so the progress of the project was pushed forward



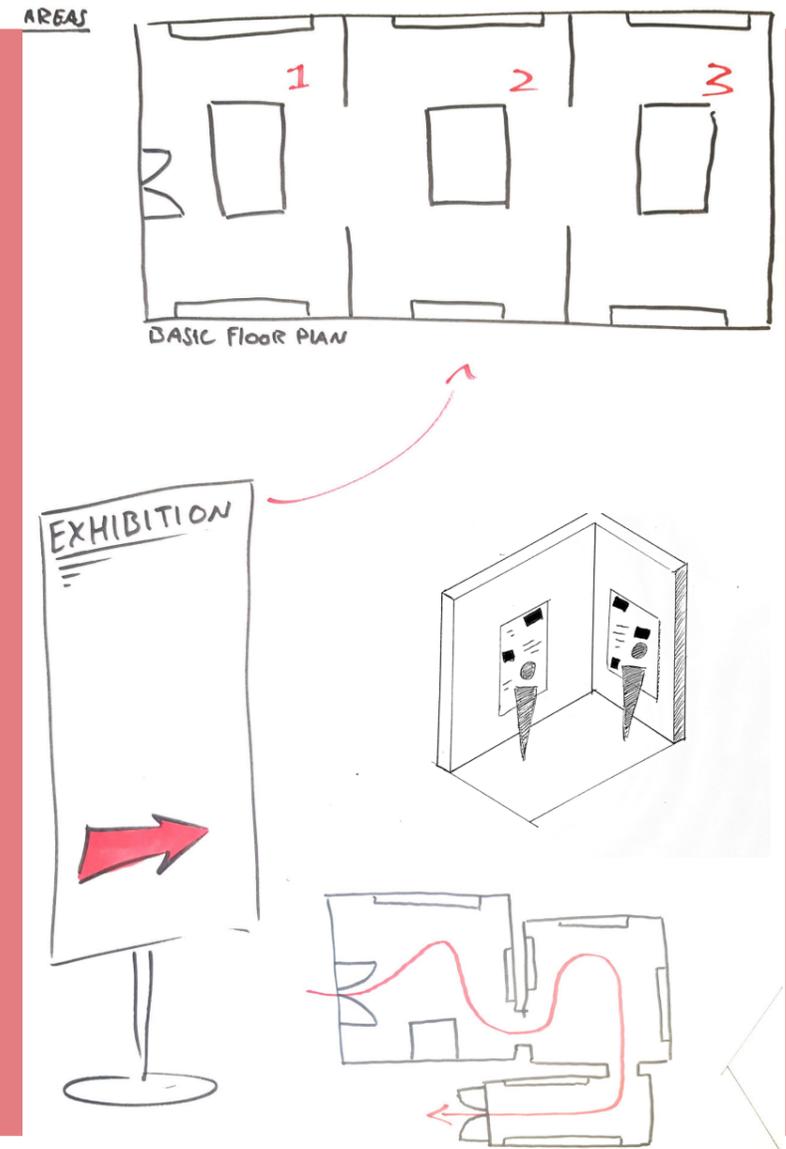
Application

The original idea that the research insights pointed to was that of an application that connected incels with people outside of the community and reinforced ideas that this is the right thing to do. Similar to dating apps and mobile gaming many avenues were explored.



Instruction manual

An idea to create an instruction manual on how to spot, care and understand an Incel was considered at this stage. It would be free reading material given to parents in places such as schools to help people understand if their teen is pulling away from society and communication with others. This instruction manual would pull influence from other famous manuals such as the Ikea, Lego and Haynes. By using images, text and facts it will allow people to help and de-radicalise these individuals. However this can come across as quite patronising and passive if not done correctly

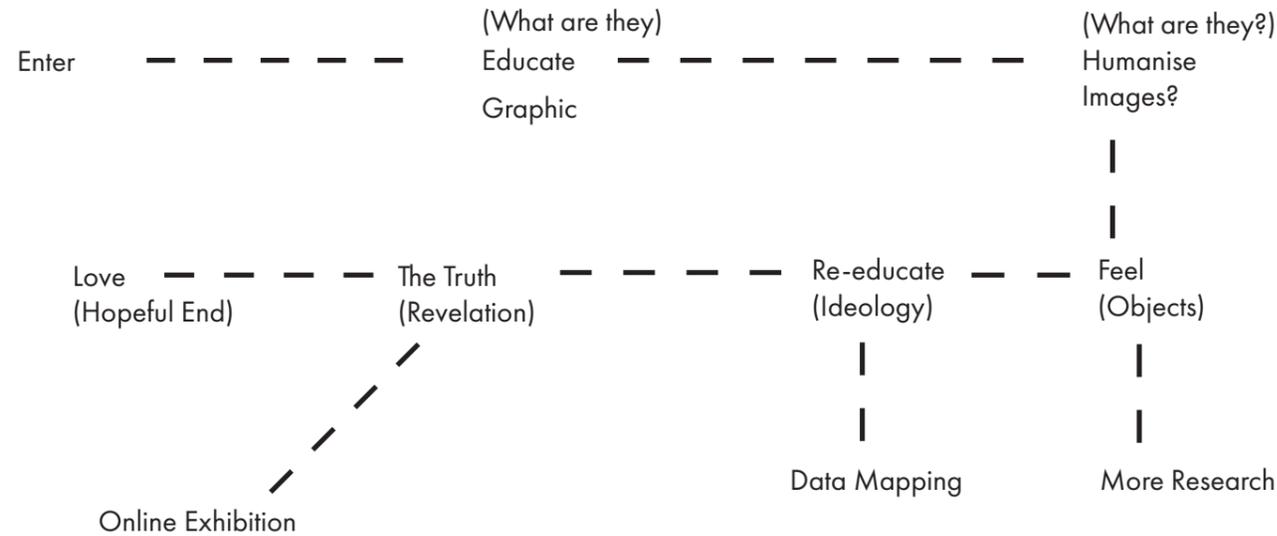


Exhibition

The choice to create an exhibition that raises awareness for Incels, as well as humanizing and de-stigmatizing was the design which was taken to the development stage. By using this more expressive medium it allows for both morbid curiosity and more complex ideas to be discussed between patrons. The nature of the problem being impossible to solve with one product means that the most impactful thing I can do is as a designer change public perception and interest around the problem to start the large societal changes which are necessary to solve the problem.

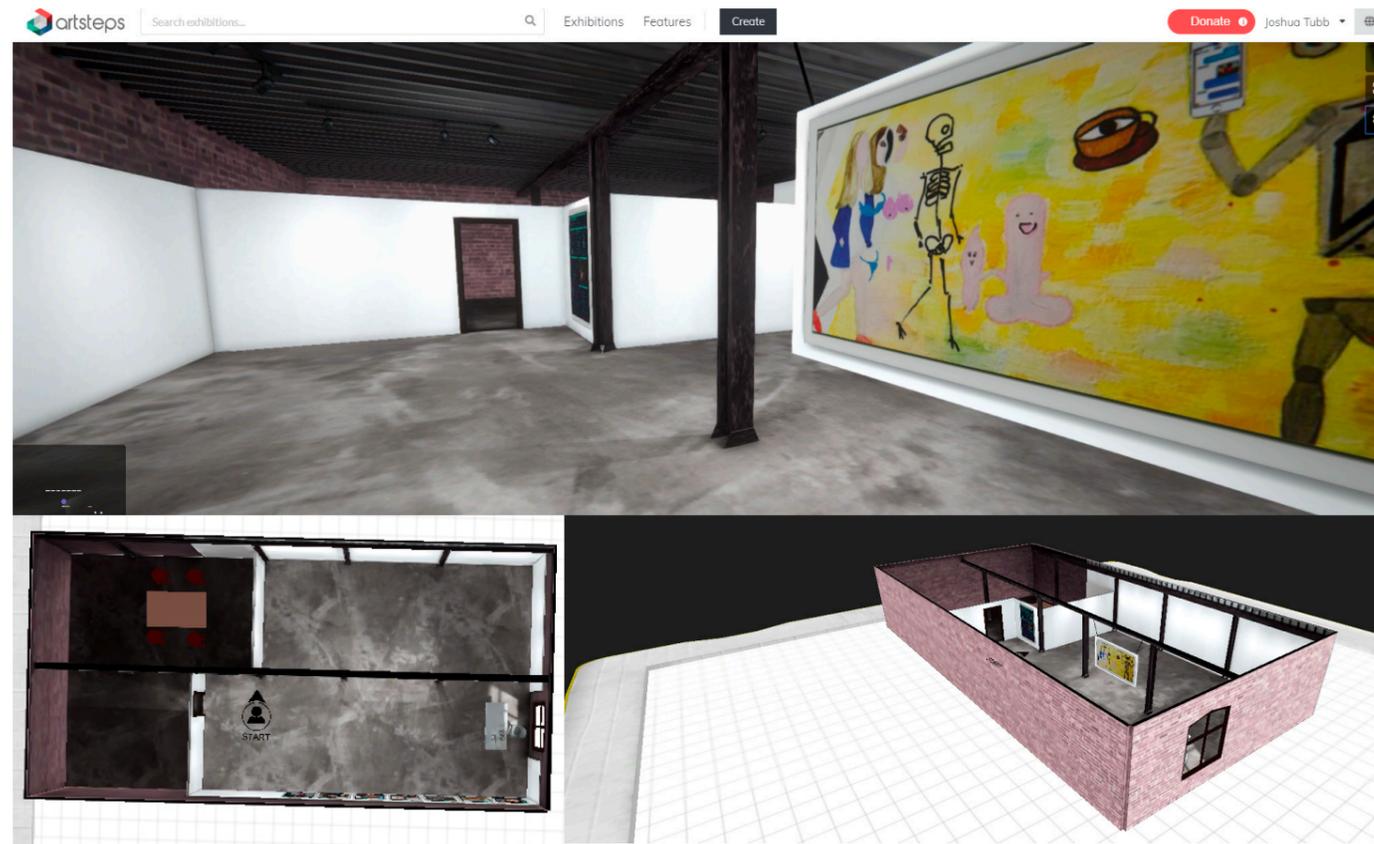
# DEVELOPMENT

The development stage started with the idea of an exhibition to help raise awareness for Incels and explain my ever expanding thesis of what the problem really is. During this stage the scope and scale of the Covid-19 Pandemic came to light, and so it was decided that this could be an online exhibition hosted through the software "ArtSteps". However through further use of the software it was found to be far too limiting in what I could produce and then scrapped that idea in favour of using models and renders to create a potential exhibition.



## Exhibition Plan Diagram

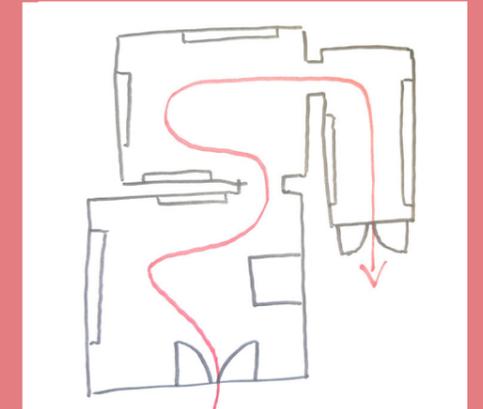
This outlines what I wanted to say and achieve with the exhibition. At this point the exhibition was a bit overly complex and could have left patrons more overwhelmed than sympathetic for Incels.



## Digital Exhibition

The Exhibition was moved to a digital online exhibition after the Covid-19 pandemic was around to stay. To use this new software was very exciting but did pose some challenges with what it could present and how the space could be manipulated. The use of this technology was then scrapped as it was deemed to be restrictive within this process. However, I would like to use this software in other applications at a later date.

## Key Stages/Milestones



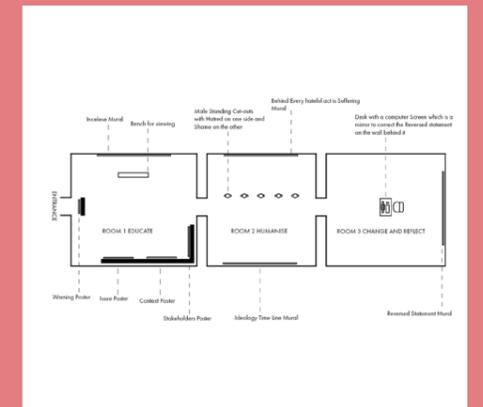
Exhibition start  
At this key stage it was decided that an exhibition to raise awareness was the best way forward.



Digital Exhibition  
In this step the Covid-19 outbreak made it so that an online exhibition through ArtSteps would be the best option.



Return to Physical  
After finding that the ArtSteps software was impeding the exhibition's freedom and possibilities, it was returned to a physical mock-up.

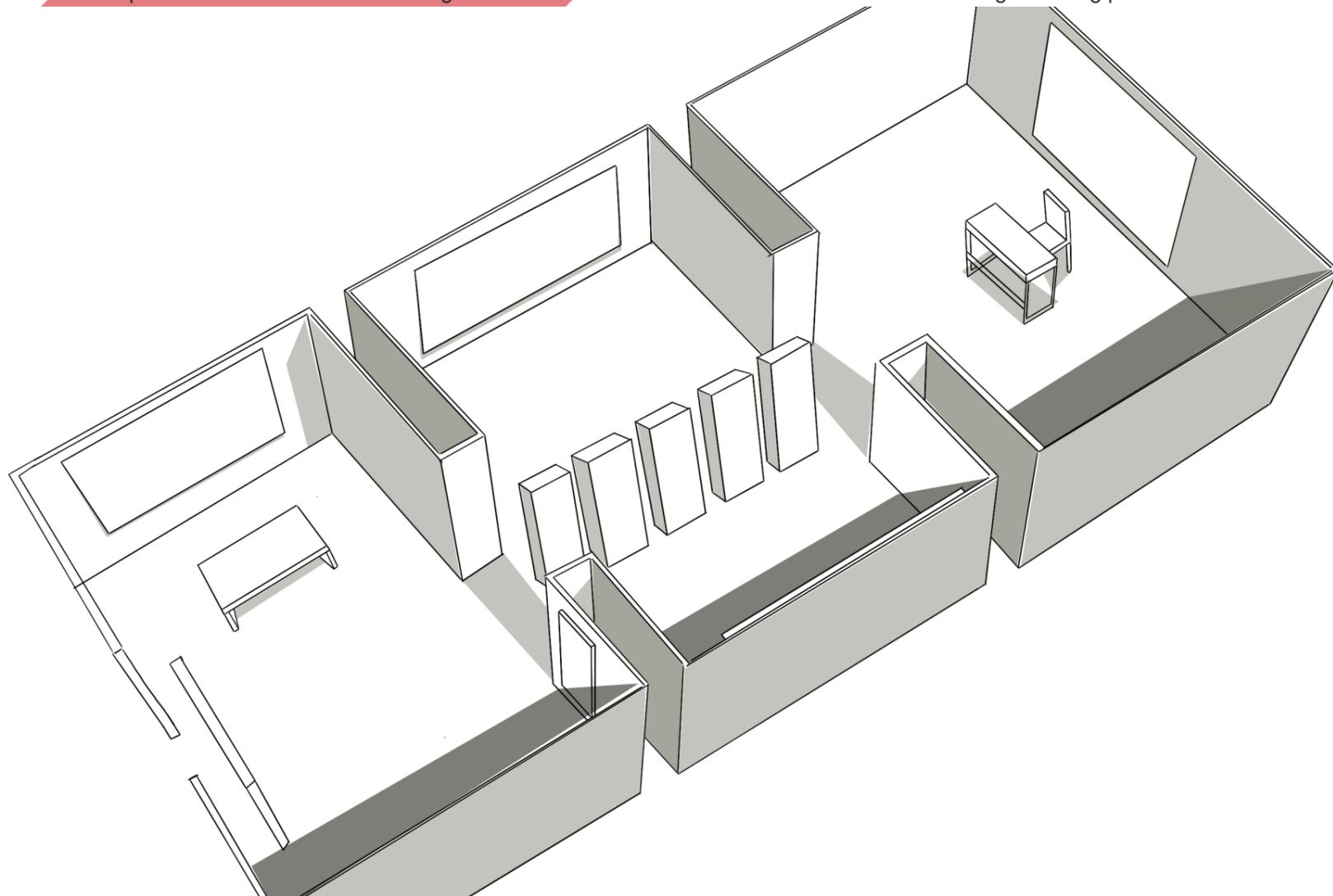


3 Room Structure  
At this step it was identified that a three-room structure that used Education, Humanisation, and reflection was the best option for getting the point across.

The development of this project is clear, without change and iteration the point could of not of got across effectively.

# DEVELOPMENT CONT

As development continues it becomes clear that a three room structure will be used. These 3 rooms being Education, Humanization and the Reflection and Realisation. By using this structure it gives a clear direction and purpose of the exhibition. Within this development it was a constant balancing act to balance detailed information without overwhelming or boring patrons. With the Exhibition being finalised it was also the right time to start making physical prototypes and dioramas.



## Exhibition Overview

This shows how the exhibition provides new insights and understand about incels. The structure shows that clarity and message by providing this new perspective on the situation at hand.



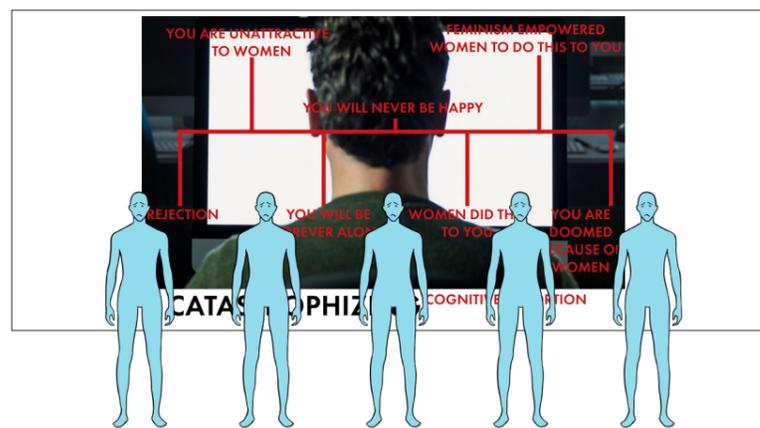
## Room 1 Educate Contents

This room being the first is needed to make sure all participants of the exhibition understand the basis of the subculture, as well as who, why and when this all happened



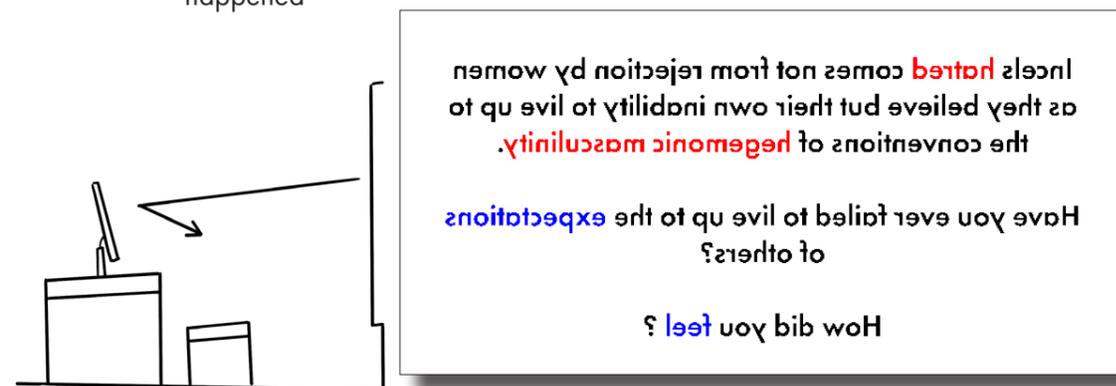
## Room 2 humanise Contents

This room then looks to humanise the group known as incels to take away their power. Instead of being a hated group of evil anonymous people they need to be seen for what they are, sad lonely and mentally ill loners. this actually makes them more approachable as their flaws now bring pity and not outrage



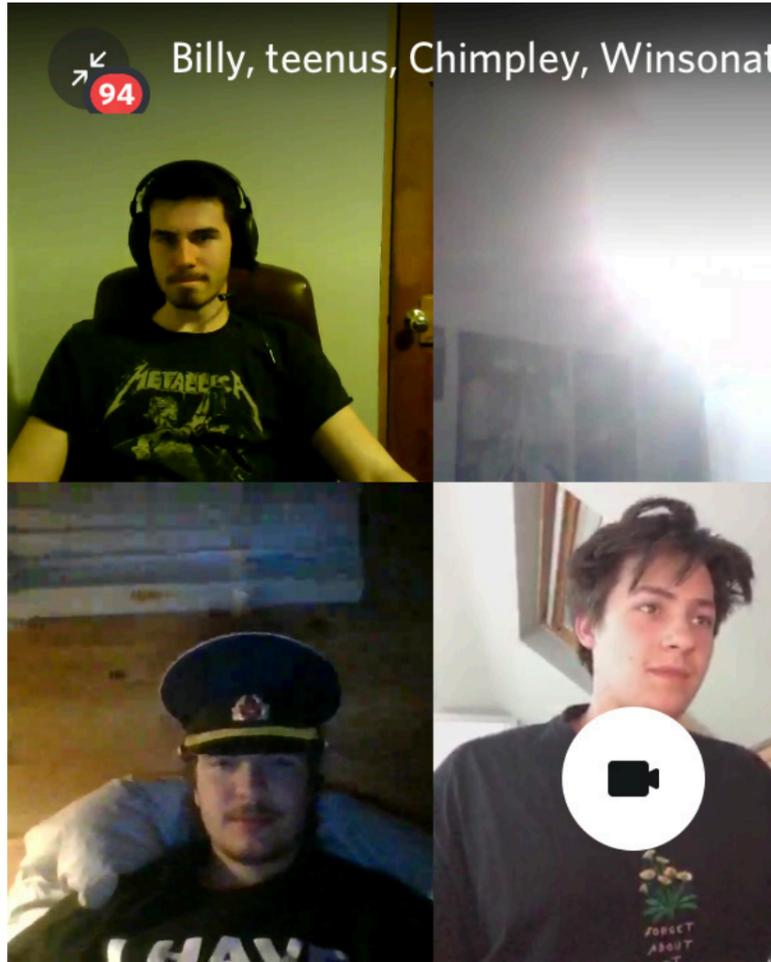
## Room 3 Change and Reflect

This room looks to then allow the patrons to see parallels between them selves and Incels which again makes them more human but also more sympathetic to them. By seeing these parallels it makes people feel less disconnect between themselves and will understand the best ways to help Incel individuals and the societal pressures that pushed the group into this state.



# TESTING

Testing the exhibition was of course very difficult due to not being able to actually make the exhibition. But through the use of models and mock ups I could get interviews and discussions going about what others thought. By doing this it allows me to get a large amount more information and feedback on the exhibition.



Interviews

Following the creation of the exhibition map, plans and model I then interviewed both people who know what incels are and people who don't for their own opinion what they believe is the right approach to the group and if they would like to visit the exhibition. The responses were mixed. Many who did know what Incels are were really interested to visit the exhibition. A more artistic crowd prased the simplicitcly in the message of the third room. People who did not know what incel are, were less intrseted in the exhibition but were very curoiis about what this group that they had never heard of before was like.



Diorama Play-through

Using the model and lego figures as markers, The model was used to go through the exhibition as if it was real. This showed the routes people would take and how long they think they would spend at each component. By doing this it was the closest I could actually get to having someone going around the exhibition with the resources to hand. This did give me any example of confusion or disconnect when it came to the artworks and instillations. of course this couldn't be used to test how some of the instillations worked but it did provide some very useful information.



Group discussions

This test involved discussing the exhibition with a group of like-minded people to see their opinions and feedback. By doing this it opened new narratives on what needed to be done to help reduce the groups size and power. this was the intention of the exhibition and so did work as intended. with these new people showing care and interest for this it does show progress towards the goal of helping the group and the individuals with in it.

Critical Analysis  
This testing shows the flaws within the design which are important and need to be addressed. With more testing out of the social distancing protocol set by the government this could of been done more effectively