

Edition:
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The PLEASURE gallery

*A visual
guide for the
representation
of female sexual
pleasure.*



PLEASURE

—
BY:
ESTHER
van der
V A L K
—

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O c t o b e r
2 0 2 0

The pleasure gallery.

Tu Delft
Master thesis DFI

Date
October 2020

Esther
van der Valk

Let`s.
Get
JUICY.....

Tu Delft
Master thesis DFI

Date
October 2020

Esther
van der Valk

000.

INTRODUCTION

WELCOME!

Welcome to The Pleasure Gallery! This manual is an elaborate visual representation of the experience and expression of female sexual pleasure. The purpose of this manual is to inspire, inform and enhance your creativity on the portrayal of female sexual pleasure. This manual is designed to show a pleasurable, arousing, intimate but also sometimes complex, uncomfortable, porous and insecure representation of female sexual pleasure. A resonating visual design style is presented where women can identify with, where they feel at home and can relate to. The purpose of this design style is to justify the true experience of female sexual pleasure, creating a balance between thoughts, fantasies, bodily sensations, emotions and feelings.

ABOUT.

This manual is designed in collaboration with 8 women. The experience and expressions of their sexual pleasure are translated into images, words, colours, textures and moods. Together with additional literature research, the experience of these women forms the basic input for this visual standard manual. Quotes of these women will come across in each of the different foundations.

M I S S I O N .

Our mission is to spread a more diverse and relatable visual representation of female sexual pleasure into the visual world of product design and advertisement media. According to our research, the current representation of female sexual pleasure in product design and advertisement media is found to be exclusive and unnuanced. Therefore, we strive for a more resonating visual representation of female sexual pleasure. Firstly we hope to increase a sense of relatedness and attachment between product and consumer and secondly we aim to alter the perspective of women on their own sexual pleasure. This hopefully results in acceptance and awareness for the complexity and diversity of female sexual pleasure and thereby creates more freedom in women's expression of sexual pleasure.

“Increasing a sense of relatedness and attachment between product and consumer and thereby alter the perspective on female sexual pleasure.”

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USAGE

HOW TO USE THIS MANUAL?

The manual is divided into 7 different foundations. Each foundation portrays different feelings, atmospheres or actions experienced when women gain sexual pleasure. This can be in partner-related context or in context with oneself. Each foundation is visually introduced with a collage and a story explaining the core values of each foundation, followed by an interaction vision to explain the desired interaction together with interaction qualities. The purpose of this interaction vision is to place the subject out of its context and to make a different reference with the intended feeling that is central for the foundation. The interaction is addressed in isolation, independently from its sexual context, to trigger out of the box thinking. This is necessary for you, as a designer to come up with new ideas that could visually evoke this feeling. The interaction qualities are then translated in design properties to shape this intended feeling into visual elements. The design properties are displayed in a sample library, consisting of texture, patterns, and other details of pictures. This sample library aims to divide the subjects into different visual elements which can be, if found inspirational, further explored by yourself. Next to that, the sample library is translated into a colour space, where each colour in the space consists of the most dominant colours of the pictures in the sample library. This colour space provides guidelines for possible suitable colours for each foundation. One colour is picked out of the colour space to link each foundation to one primary colour, followed by an explanation of the meaning and impact of the primary colour. At the end of each foundation all the colours, images and texts come together in several mood boards, explaining the diversity of moods for each foundation. This provides you with several moods that can be implemented on your own products/advertisements/marketing campaigns etc.

Moreover, it is also important to stress that not all women experience sexual pleasure exactly the same as described in the foundations. Sexuality is experienced differently for everyone, but these foundations certainly give a good start!

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REQUIERMENTS

LIST OF REQUIERMENTS

This list of requirements shows the most important values when designing a visual style for female sexual pleasure. It is advised to design with these values in mind and to check your visual style along the process if they are still in line with these requirements.

#Inclusive

Everyone has different sexual preferences and sexual orientations. This manual is designed for everyone regardless of their sexual preferences and sexual orientations to explore their sexuality. This manual has researched female sexual pleasure but is designed in a way that it's also suitable for people who don't identify themselves with a gender.

#Diversity

The experience of sexuality is different per person, depending on biological, social, relational and psychological factors. Therefore it is important to show different scenarios of the reality because there is not one reality the same for everyone.

#Comforability & Curiosity

Sexuality is a sensitive subject, therefore it is important to nurture this sensitivity by creating content that embraces comfortability and sensitivity. On the other hand, it is also important to trigger curiosity as the context of sexual pleasure is something pleasant and exciting. Therefore a balance should be found between triggering curiosity and embracing sensitivity.

#Realism

Within popular culture, there is a tendency to hide the negative part of female sexuality resulting in an unrealistic representation of female sexuality. In advertisements, for example, a woman always looks beautiful when experiencing an orgasm with her eyes closed and mouth open. In reality, not all women have a beautiful face during orgasms. Therefore, it is important to portray a realistic sexual experience and expression of female sexual pleasure. Enhance the realism by showing it; portray imperfection of the female body, strive for a natural look, portray discomfort, and show diversity in sexual experiences. Another important requirement here is that the female body should not be objectified ore idealised. Research showed that the idealisation of the female body has negative consequences for women as this ideal body-image can be reflected on one's appearance. This can result in body shame, appearance anxiety, self-surveillance, eating disorder and decreased mental performance. (Fredrickson et al., 2001).

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FOUNDATIONS

THE 7 FOUNDATIONS

The visual experiences and expressions of the sexual pleasure of the 8 women who designed the content of this manual, are divided into 7 foundations. These 7 foundations are overlapping subjects expressed frequently by the 8 women. Furthermore, these foundations were also found to be of high importance regarding women's experience of sexual pleasure. The foundations consist of a diversity of thoughts, feelings, emotions, fantasies, bodily sensations and atmospheres experienced by oneself or with a partner when gaining sexual pleasure. Each of these foundations can be used as inspiration for an individual visual design but the foundations can also be visually expressed together, as all the foundations are overlapping and intertwined. In addition, it is important to stress that there is not a certain hierarchy in the foundations, as all foundation can be used in a different order.



Foundation 1.

**SELF
LOVE**

P. 19



Foundation 2.

**THE
SENSES**

P. 39



Foundation 3.

DISCOVER

P. 63



Foundation 4.

**SETTING
THE
MOOD**

P. 91



Foundation 5.

**LETTING
GO**

P. 113



Foundation 6.

AROUSAL

P. 137



Foundation 7.

INTERPLAY

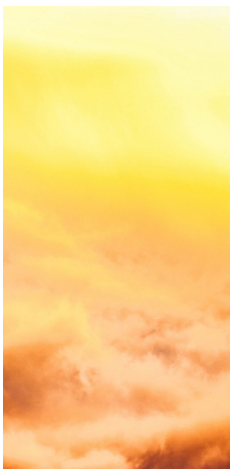
P. 167

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FOUNDATIONS

THE 7 FOUNDATIONS *Introduction*

Foundation 1.
**SELF
LOVE**



When loving yourself and taking care of yourself you learn to accept your sexual preferences, your sexual orientation and your sexual fantasies.

Foundation 2.
**THE
SENSES**



Shifting the genital-focus to a more sense-focused, full body experience.

Foundation 3.
DISCOVER



With every partner and in every phase in life, sexuality is different. It's a lifelong discovery.

Foundation 4.
**SETTING
THE
MOOD**



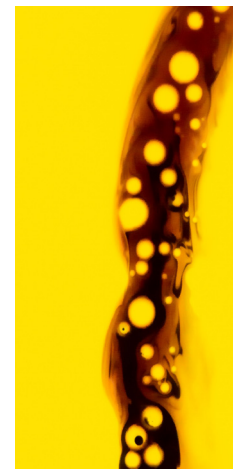
Before engaging in a sexual activity it is necessary to create the right mood) in which you feel comfortable, safe and free to explore and express your sexual pleasure.

Foundation 5.
**LETTING
GO**



Emphasising the feeling of letting go, by enhancing the acceptance of personal fantasies and a self-oriented focus.

Foundation 6.
AROUSAL



Shifting the main focus away from the orgasm as the goal of sex. Showing diversity in experiences of arousal; thoughts, feelings and bodily sensations.

Foundation 7.
INTERPLAY



Sexual pleasure between partners is an interplay-experience in which the dynamic between both partners influences each other.

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FOUNDATIONS

INDEX PER FOUNDATION

Each foundation consists of the same 7 steps. These steps are shown beneath. For a full boost of creativity start with step 1 and end with step 7. Don't have so much time? Then read the introduction and scan the rest of the steps quickly to see what appeals to you!



START

Your journey through each foundation starts here!

STEP 1.
INTRODUCTION
Dive into the foundation!

STEP 2.
INTERACTION VISION
Boost out of the box thinking!

STEP 3.
DESIGN PROPERTIES
Let your visual brain be inspired!

STEP 4.
SENSATION LIBRARY
Discover the sensations...

STEP 5.
COLOUR PALETTE
Explore the colours

STEP 6.
PRIMARY COLOUR
Focus on the basics...

STEP 7.
MOOD BOARDS
Pick your mood!

FINISH

And now its time to start designing by yourself!

Foundation 1
Self love

001.

SELF LOVE

Soft
and
Caring



001.

SELFLOVE

INTRODUCTION

Selflove is the core foundation of female sexual pleasure. When loving yourself and taking care of yourself, you learn to accept your sexual preferences, your sexual orientation and your sexual fantasies. By accepting yourself, you gain confidence, pride and ownership of your sexual pleasure and you learn to take responsibility for your sexual pleasure. In this way, , you can learn to discover, experience and express your sexual pleasure with yourself and with your partner(s).



Through:
CARE
and
ACCEPTANCE

Discover.

001.

SELFLOVE

INTERACTION VISION

When women gain self-love emotional feelings of acceptance and confidence, care and ownership arise. In this interaction vision, these feelings are taken out of their context. The matching emotions and atmospheres are linked to a different subject to trigger out of the box thinking and boost your creativity.



A matching comparison was found with the moment when...

..you look up towards the sky and a glimpse of sunshine enters your face, you close your eyes enjoying the warmth of the sun on your skin, you feel a tingling sensation through your entire body and you surrender to the moment of enjoyment.

Acceptance Confidence Caring Ownership

Qualities of interaction

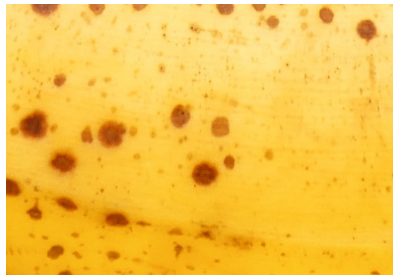


001.

SELFLOVE

DESIGN PROPERTIES

The interaction qualities are translated into visual design properties to indicate how the feelings described in the interaction vision can be visually enhanced.



IMPERFECTIONS

Visualising imperfections triggers a feeling of acceptance. By showing imperfections you emphasize that nobody is perfect. For example showing imperfections in the skin or these imperfect brown spots on the skin of this banana can help to enhance this feeling.



WARMTH

Brightness and warmth can enhance the feeling of self-love. This refers to the warmth felt on the skin when a glimpse of sunlight enters your face.



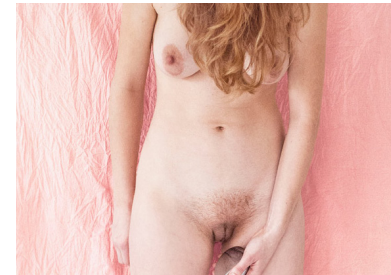
SELFCARE

Caring for yourself can be a way to express love towards yourself.



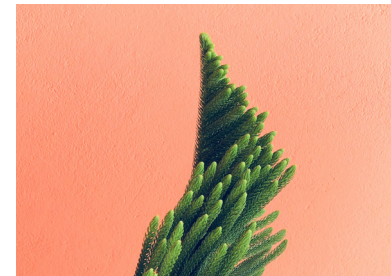
SMILE

Self-love can be enhanced by portraying a smile, cuddle or by portraying a soft careful touch on your skin.



MIRROR

The use of a mirror symbolizes self-discovery and self-reflection and thereby enhances the feeling of self-acceptance.



BLOWN

The feeling of acceptance can also be visualised by showing a feeling of letting go, unwind and surrender to the moment. For example, this bush is being blown by the wind, letting go of her control. Foundation 5, Letting go, explains more about this feeling.



SOFT

The feeling of caring can be visually translated into a soft, careful feeling. Visualizing soft textures can enhance this feeling. For example, the feeling of being entirely covered in these soft, fluffy clouds.

SENSATIONS

This sensation sample library is a more elaborated view of the design properties described above. These samples portray textures, materials and other images. These samples can be picked and can be, as found inspirational, applied on products/advertisements. The material properties or textures of each sample can guide as inspiration for further exploration by oneself.

001.

SELFLOVE

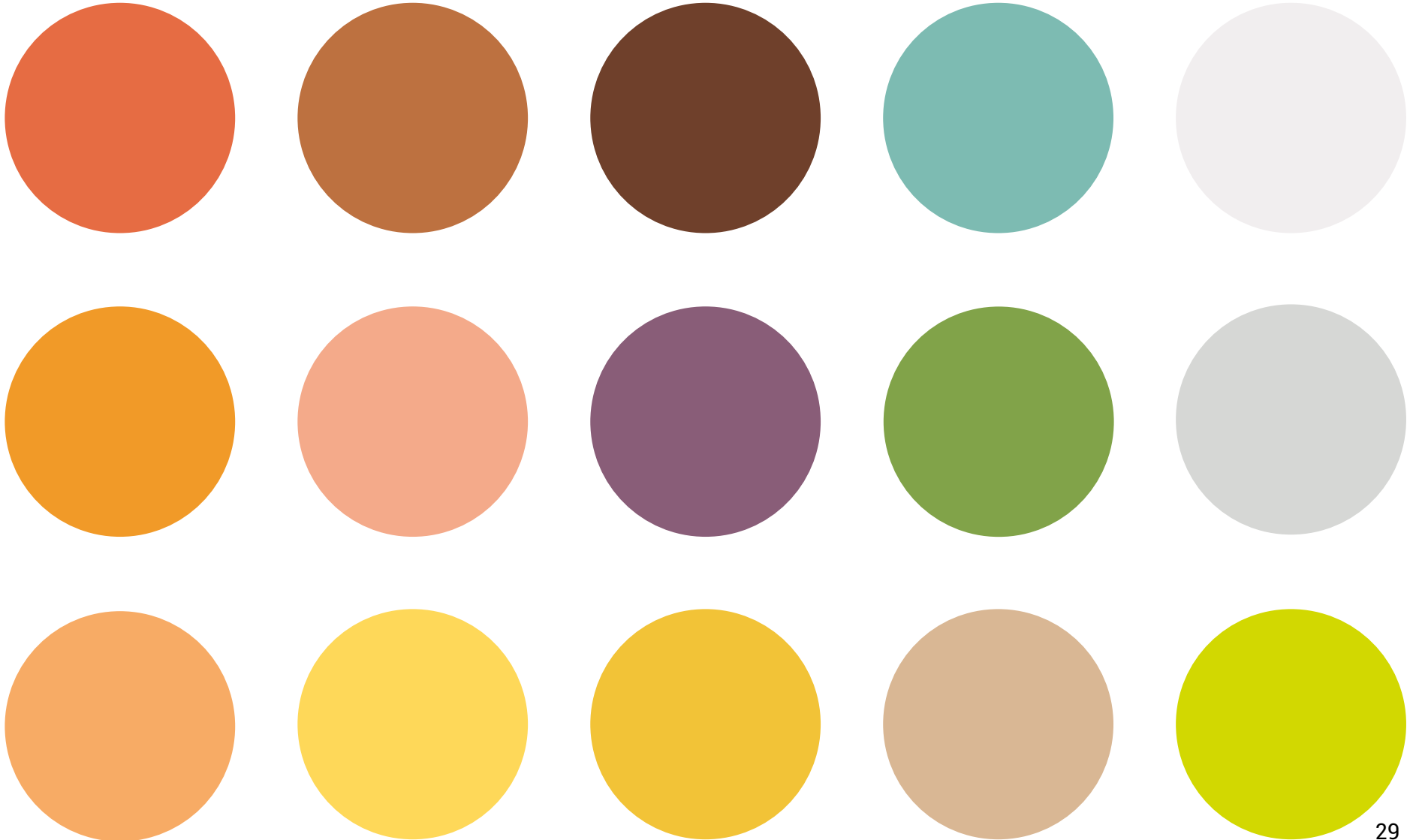


COLOUR PALETTE

This colour space is based on the most dominant colours in the pictures of the Sensation library. This colour space can be a guide for your colour usage.

001.

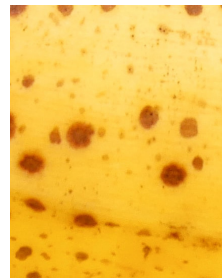
SELFLOVE



001.

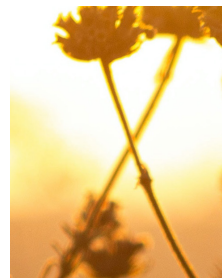
SELFLOVE

PRIMARY COLOUR



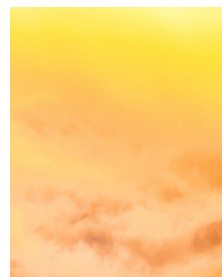
A Glimpse of sunlight...

The primary colour of this foundation is the Pantone colour Sunshine. This colour is used to portray a glimpse of sunshine. This colour corresponds to the moment when you look up towards the sky and a glimpse of sunshine enters your face, as described in the interaction vision.



Furthermore, the hue yellow symbolizes light and warmth. It signifies a happy and cheerful attitude of the mind. It is used to represent sunlight, joy, earth, optimism, intelligence and hope. (Singh & Srivastava, 2011)

When self-love is portrayed in a mindful way, low levels of saturation are advised, enhancing a subtle and restful feeling.



When self-love is applied in a more expressive way, higher level of saturation and brighter colours can be used.

PANTONE
12-0727
Sunshine

HEX: #fade85
CMYK: 3, 12, 57, 0
RGB: 250, 222, 133

001.

SELFLOVE

MOODBOARD

Love and caring



AND CARE

PANTONE
16-1255 TPX
Russet Orange

HEX: #e5761f
CMYK: 5,63,94,0
RGB: 229,118,31

PANTONE
12-0727
Sunshine

HEX: #fade85
CMYK: 3, 12, 57, 0
RGB: 250, 222, 133

Mood: Soft and caring

001.

SELFLOVE

MOODBOARD

Soft and caring

SOFT AND CARING



**PANTONE
5135 C**

HEX:#7E5475
CMYK: 43, 68, 17, 19
RGB: 126, 84, 117



**PANTONE
2313 C**

HEX:# C39367
CMYK: 11 37 56 10
RGB: 195 147 103

001.

SELFLOVE

IMPLEMENTATION

Tampon packaging design for the tampon brand o.b.

For a sex positive (first)contact with the vulva.

This foundation is, for example, applicable in the sector of sexual wellbeing. Specifically in products such as tampons and sanitary towels. Previous research concluded that one of the reasons that girls start later with masturbation (around the age of 12-14 eighteen percent has experience with masturbation) than boys (around the age of 12-14 seventy-five percent has

experience with masturbation) is because they don't know their body that well (Graaf, & Poelman, 2012). Boys learn to feel and hold their penis during peeing and are less discouraged to play with their genitals than girls. That's why they get to know physical sexual reactions better than girls. Therefore, it's important for tampon and sanitary towel brands to encourage a caring, self-loving interaction between the vulva and the as it is, for many girls, the first experience with touching the vagina from the inside. Also during the rest of the lifetime of a woman, as the usage of tampons and sanitary towels is an interaction between product and women's genitals, this interaction must be encourage with a sex-positive self-loving and caring interaction, instead of association masturbation with something painful, negative and dirty.



Foundation 2
The Senses

002.

SENSUAL

Touch
and
Connection



002.

SENSES

INTRODUCTION

Shifting the genital-focus to a more sense-focused, full body experience.

When engaging in a sexual activity, with oneself or with a partner, for some women the main focus is on the stimulation of the genitals. Research showed that only 25% of women are consistently orgasmic during penetration, and only half of the women sometimes have an orgasm during penetration (Caton, 2006). Often penetration is the leading stimulator among hetero ore bi-sexual people. However, besides genital stimulation, many women also experience the stimulation of the senses as a very pleasant part of their sexual arousal. Especially the sensation of touch is found to be a pleasant sensation. Women explained that the feeling of "your partner's skin on your body" can trigger a feeling of connection and attachment and it enhances a tickly sensation which can be experienced through the entire body. Also, the warmth felt from someone's skin can trigger a pleasant sensation. Playing with the sensation of touch by teasing a bit and almost touching the body creates a certain tension-field. Women can experience this as a way to build up the tension and to increase the intensity of the experience with a partner or with oneself. Furthermore, the sensation of sound and smell can also enhance pleasant sensations. Also, the elimination of sight by

using a blindfold, for example, enhanced the focus on the other senses, which can increase the intensity of the experience. Therefore, this cluster is focused on feeling sensations in the entire body by stimulating the sense of touch, smell, and sound.



002.

SENSES

INTERACTION VISION

The emotional feelings and atmospheres women experience when their senses are stimulated, are feelings of connection, attachment and a playful and explorative atmosphere. The feeling of 'skin to skin' created connection and attachment and playing with the senses, by for example eliminating light, works for many women to increase the intensity of the experience. Furthermore, also discovery is encouraged in this foundation as every woman experienced the sensations of the senses differently, and every woman has to learn what she finds pleasant and arousing.



In this interaction vision, these feelings are taken out of their context and the matching emotions and atmospheres are linked to a different subject to trigger out of the box thinking and boots your creativity.

A matching comparison was found with the feeling of;

The tension between the warm feeling of the sand and the slither colder feeling of the sea almost covering your feet. Feeling the skin around your feet with a tickling sensation of flowing water.

Qualities of interaction

Explorative Connected Attachment Playfull



002.

SENSES

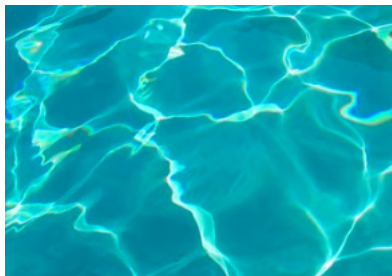
DESIGN PROPERTIES

The interaction qualities are translated into visual design properties. Next to the images quotes of women are stated who visually explained their sexual pleasure for the content of this visual standard manual. This gives an example of how women experience the stimulation of the senses when gaining sexual pleasure.



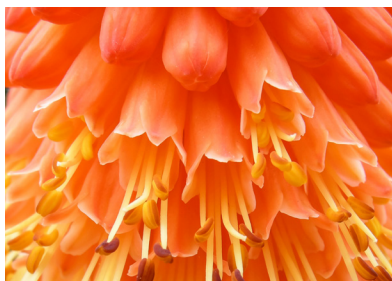
TOUCH/TEXTURES

Visually, the most important part of this foundation is the focus on textures, as the depiction of textures are a visual element that refers to the sense of touch (Dondis, 1973)



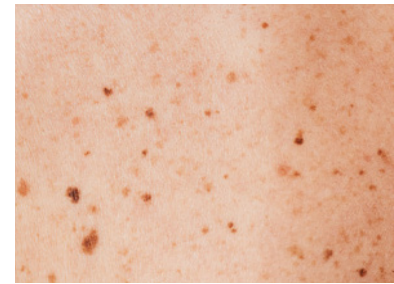
MOVEMENT

"The water indicates a relax moving image, the colours are beautiful, the sound is relaxed and the feeling of going with your hands through the water is super nice."



SMELL

"Honeysuckle smells very nice, it gives me a pleasant feeling. Smell has also a lot to do with making memories. That is for me the same with the smell of making love, it makes memories and memories give meaning to life."



FEEL

"Pleasure is something you feel in your entire body, not only in your genitals. Sensitive spots are important to me. For me, the whole tension field is broadened when the entire body is touched."



WARMTH

"Gold, because it is shiny and smooth, it refers to skin to skin contact. I think skin to skin contact is very important, the warm you feel from someone's skin. It creates attachment, connection."



SOUND

"I really like this position because you don't see someone, but you feel each other everywhere, and you hear him moan in your neck, you feel that he is close. It feels very intense." The fluent, wave-like texture in the sand refers to sound waves.



PLAY

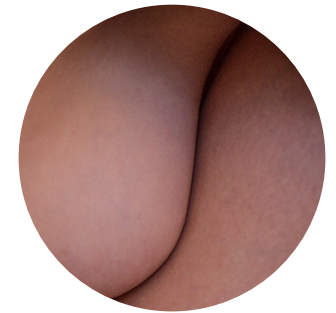
"For me, sex is like a game with your hands and body. The feeling of someone who is almost touching you, when you do feel the warmth of this hand and the movement of your hairs on your arm, that builds up a certain tension."

SENSATIONS

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002.

SENSES

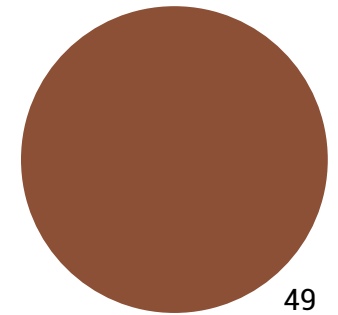
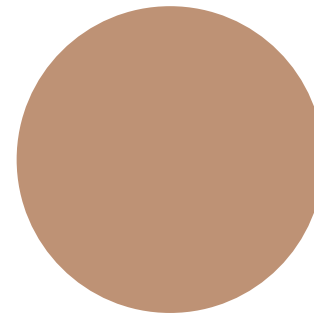
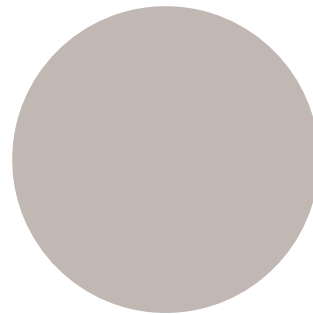
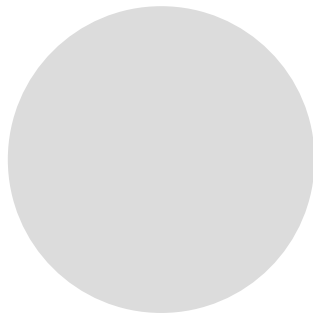
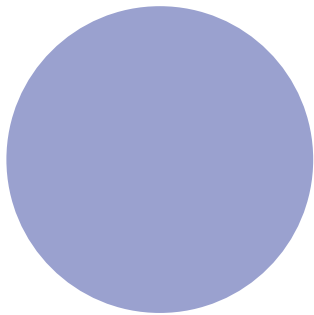
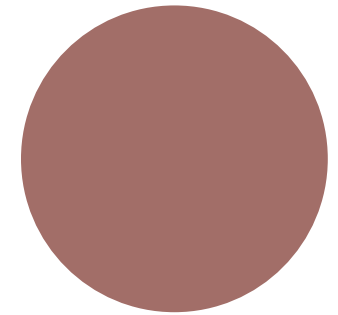
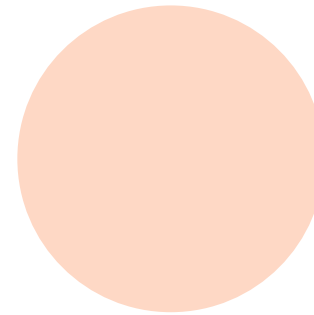
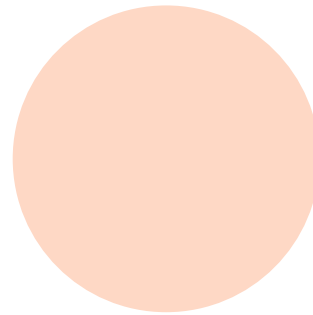
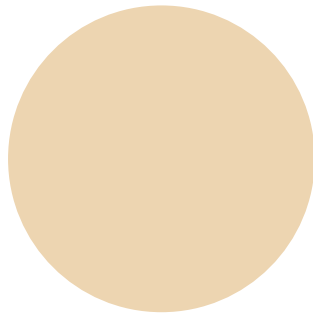
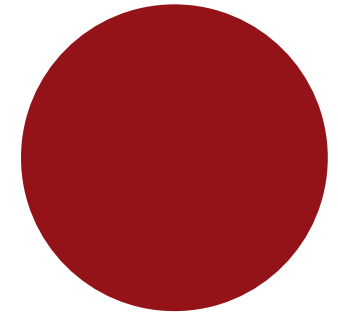
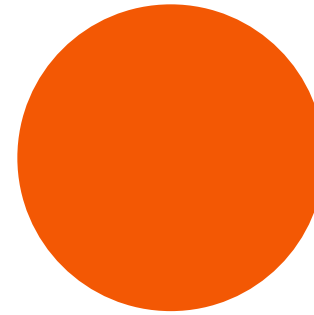
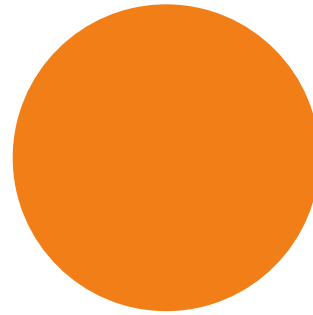
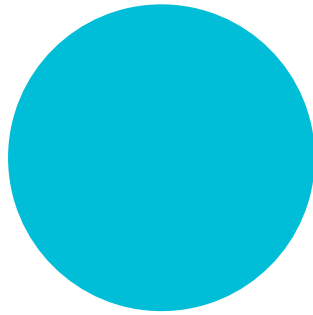
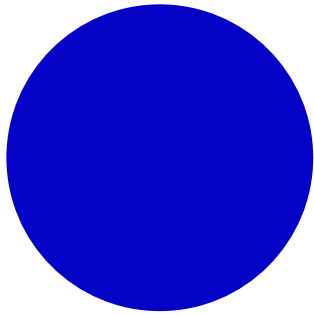


COLOUR PALETTE

This colour space is based on the most dominant colours in the pictures of the Sensation library. This colour space can be a guide for your colour usage.

002.

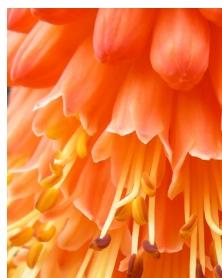
SENSES



002.

SENSES

PRIMARY COLOUR



Sanzo Wada
Yellow Orange

HEX: #f59c00
RGB: 245, 156, 0
CMYK: 0, 45, 100, 0

A warm tickling sensation...

The most dominant hues used in this cluster will be orange. Orange because it signifies heat, playfulness and desire. (Singh & Srivastava, 2011).

This colour code is designed by Japanese kimono designer and teacher Sanzo Wada. He was a famous designer in the 1930s. Each of his designed colours refers to the seasons, plants and animals creating a natural and mindful appearance (Wada, 2010).

Orange can be used with high and low saturation level as in this cluster it can have an expressive and emotional feeling as well as a calm, subtle and restful feeling.

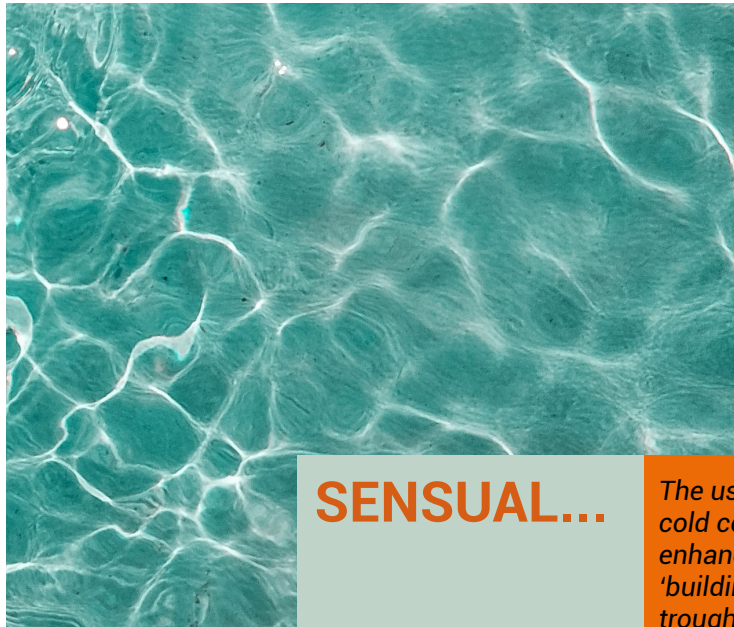
Because the sensation of touch is such an important sensation in this foundation, the colour pallet of skin colours can also be used as in this colour pallet different skin tones are defined. This pallet can be found at the end of this manual in under 'Extra'.

002.

SENSES

MOODBOARD

Building up the heat



SENSUAL...

The usage of a Warm-cold colour contrast can enhance the feeling of 'building up the heat' through the stimulation of the senses.

Sanzo Wada
Glaucous Green

HEX:#c0d3c8
RGB: 192, 211, 200
C30, M9, Y24, K0
PANTONE: 621 C

Sanzo Wada
Orange

HEX:#ed6b06
RGB: 237, 107, 6
C0, M68, Y100, K0
PANTONE: 1505 C

Sanzo Wada
Cerulean Blue

HEX:#008ea4
RGB: 0,142,164
CMYK: C84, M26, Y32, K0
PANTONE: 314 C

Sanzo Wada
Englisch Red

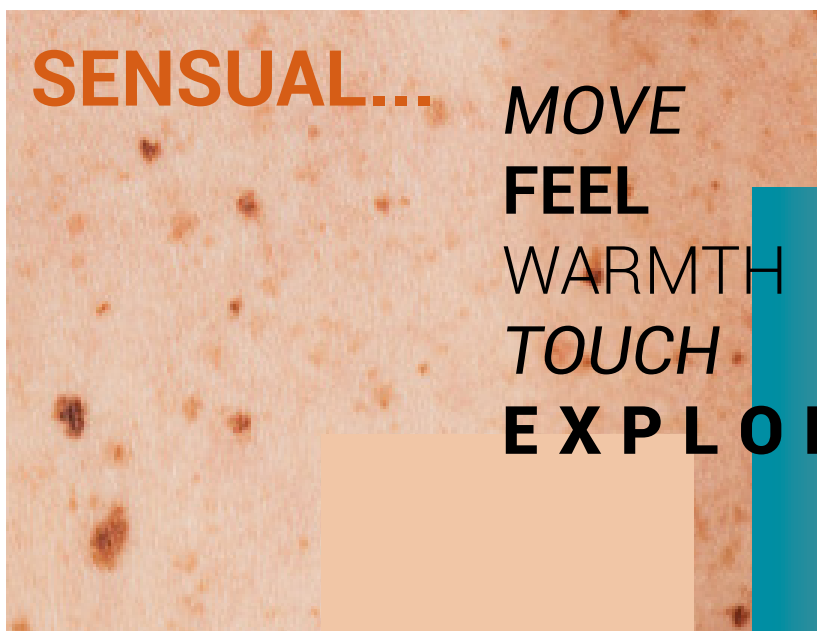
HEX: #d65d16
RGB: 214, 93, 22
C13 M73, Y100, K0
PANTONE: 167 C

002.

SENSES

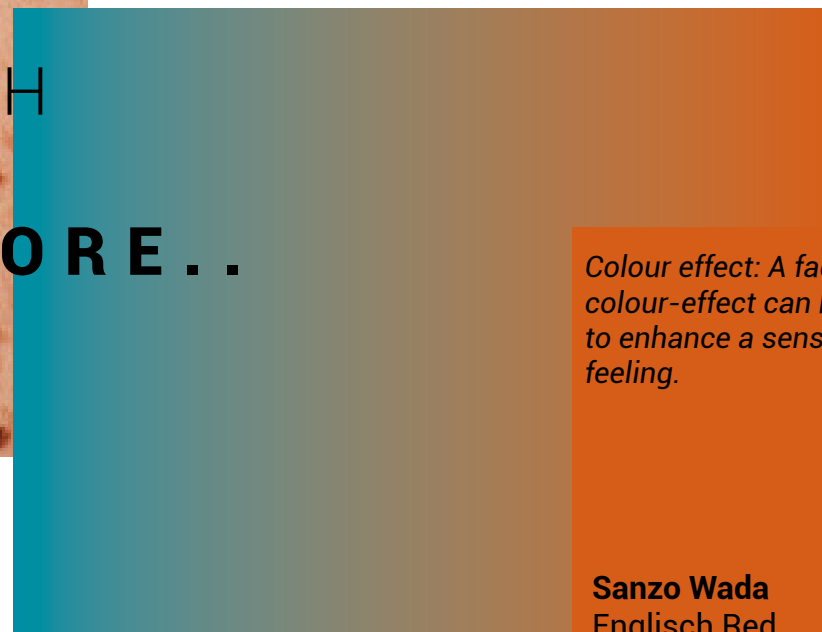
MOODBOARD

Sensual



PANTONE
474 C

HEX: #f1c6a6
RGB: 241 198 166
CMYK: 0 20 28 0



Colour effect: A fading colour-effect can be used to enhance a sensual feeling.

Sanzo Wada
Englisch Red

HEX: #d65d16
RGB: 214, 93, 22
C13 M73, Y100, K0
PANTONE: 167 C

002.

SENSES

MOODBOARD

Touch



**PANTONE
7412 C**

HEX: #d38235
RGB: 211 130 53
CMYK: 2 50 83 8



**PANTONE
7524 C**

HEX: #a45248
RGB: 164 82 72
CMYK: 9 71 59 26

002.

SENSES

IMPLEMENTATION

Photography



002.

SENSES

IMPLEMENTATION

Durex condom packaging

This foundation is well applicable in the sector contraceptives and products for female pleasure. As the main focus of this foundation is to shift from the genital-focus to a more sense-focused, full-body experience, the branding of products such as condom packaging is a good way to visually remind the consumer that sex isn't all about penetration and that attention should be drawn to the stimulation of the senses and the entire body. The stimulation of the sense, touch, can be visually enhanced by textures, as the depiction of textures is a visual element that refers to the sense of touch (Dondis, 1973). Furthermore, this foundation is well applicable in the sector 'moodsetters' where candles and massage oil can be used to trigger the senses.



Foundation 3
Discover

003.



EXPLORE

Y o u r s e l f a n d
y o u r
p a r t n e r

003.

DISCOVER

INTRODUCTION

With every partner and in every phase in life sexuality is different. It's a lifelong discovery, influenced by psychological, relational, biological and societal- factors.

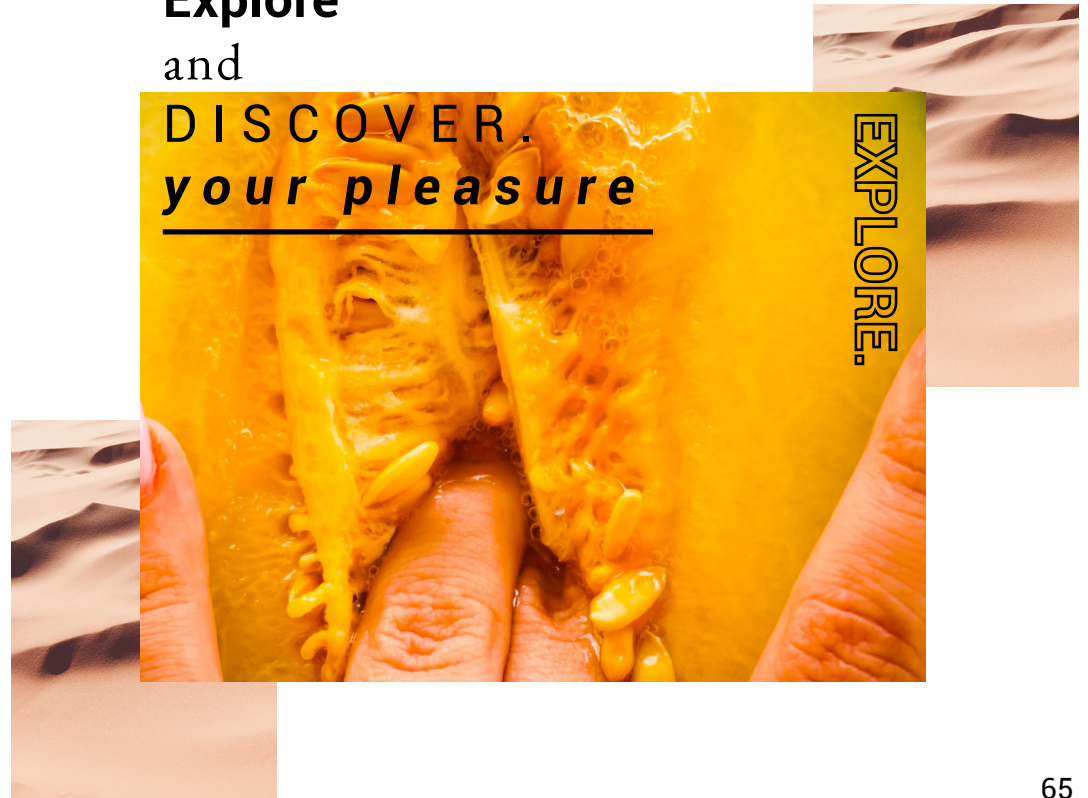
With every partner and in every phase in life sexuality is different. It's a lifelong discovery, influenced by psychological, relational, biological and societal- factors (Lunsen & van Laan, 2017). If women discover and experiment with their sexual pleasure it creates an understanding of what they like in bed and it helps them with gaining confidence in sharing their preference with a partner. Furthermore, women experience sex together with a partner as a discovery, where you learn about yourself and the other person.

Masturbation is an important part of self-discovery (Lunsen & van Laan, 2017). In 1986 Doctor-Sexuologue R.Lunsen surveyed first-year medical students, 20 per cent of both male and females said they feel guilty after masturbation. This survey has been repeated annually since that moment on, by Mels van Driel and his colleagues Willibrord Weijmar Schultz and Harry van der Wiel. Today still 20% of both male and female students say they feel guilty after masturbation. In the last thirty years, not much seems to have changed according to the sensitivity of the subject masturbation. Therefore, the focus in this foundation lies on enhancing masturbation, self-discovery, and discovery together with a partner.

—
Explore
and

DISCOVER.
your pleasure

EXPLORE.



003.

DISCOVER

INTERACTION VISION

Feelings and atmospheres that are suitable for a 'discovery mindset' are feelings of curiosity, being adventurous, being confident, having trust, being creative and being open for exploration.



CURIOSITY ADVENTUROUS CONFIDENCE TRUST CREATIVE EXPLORATIVE

In this interaction vision, the subject is taken out of context. The matching emotions and atmospheres are linked to a different subject to think trigger out of the box thinking and to boost your creativity!
A matching comparison was found with the feeling of;

Playing the game where is Wally. Curiously scanning the surroundings on the image, determined and trustful that you are going to find him. Surrounded by many colours that boost your creativity, leading you to multiple discoveries.

Qualities of interaction



DESIGN PROPERTIES

The interaction qualities are translated into visual design properties. Next to the images, quotes of the women who visually explained their sexual pleasure for the content of this visual standard manual, are stated. This gives an example of why women value sexual discovery and how they experience it.

003.

DISCOVER



HANDS

Self-exploration can be visually portrayed by showing hand movements around the body. Through self-exploration women gain confidence: *"I think it is good to first explore with your own body and then explore your sexual pleasure together with your partner. Because I think it is difficult to start a conversation with your bedpartner about what you like in bed if you don't really know yourself what you like. You feel more insecure to open up."*



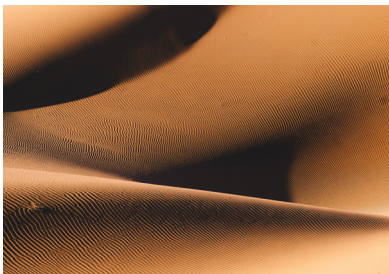
CREATIVITY

A creative mindset is needed during self-discovery, as new different kind of stimulations are explored to discover your sexual pleasure, this can be visually portrayed by for example showing a diversity of colours.



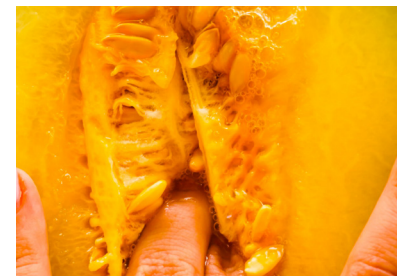
CURIOSITY

Curiosity can be visually triggered by portraying ambiguous but sensual images, that make you stop for a moment to overthink the image again.



TRAVEL TOGETHER

Adventure is visually often linked to nature. One woman described discovery with her partner as travelling the world together. *"It's a journey you take together. A journey where you can learn more about yourself and the other person. A journey which is never the same and can surprise you in multiple ways. Like travelling the world. But the world is your body."*



MASTURBATION

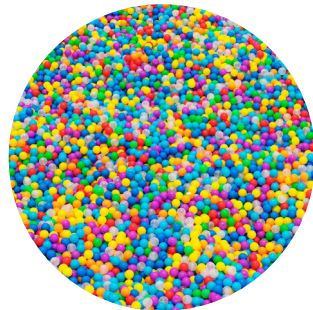
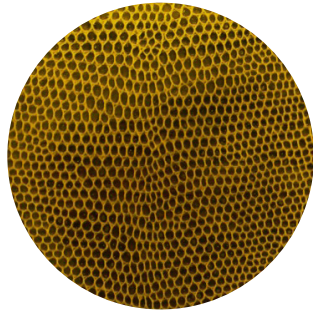
An important part of self-discovery is masturbation, as stated before almost 20 percent of both male and female students today say they feel guilty after masturbation. Therefore, masturbation is visually enhanced in this foundation by portraying stimulation of the vulva, as well as stimulating other parts of the body, erogenous zones like the nipples or stimulating the senses.

SENSATIONS

This sensation sample library is a more elaborated view of the design properties described above. These samples portray textures, materials and other images. These samples can be picked and can be, as found inspirational, applied on products/advertisements. The material properties or textures of each sample can guide as inspiration for further exploration by oneself.

003.

DISCOVER

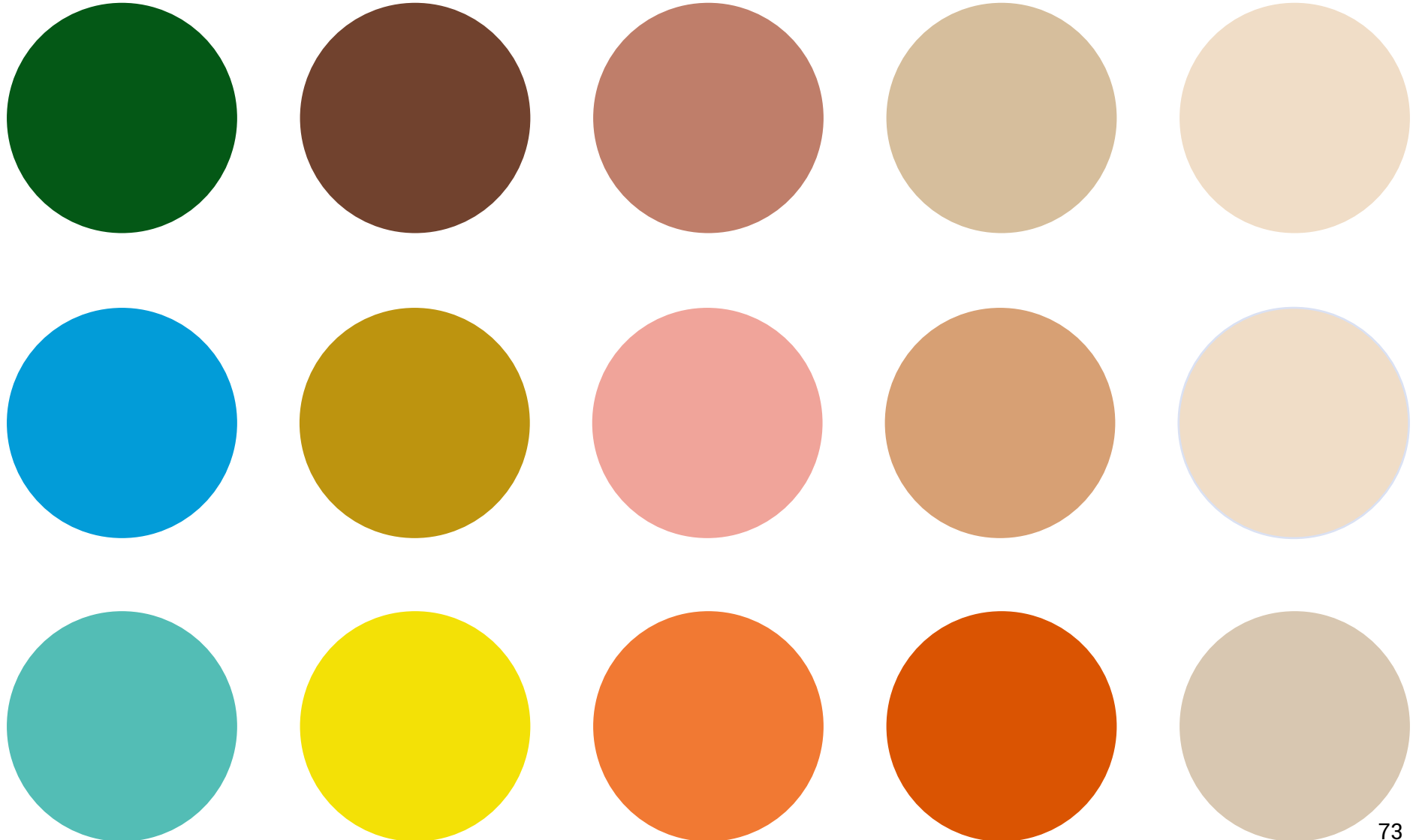


COLOUR PALETTE

This colour space is based on the most dominant colours in the pictures of the Sensation library. This colour space can be a guide for your colour usage.

003.

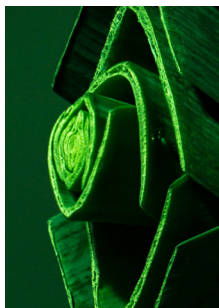
DISCOVER



003.

DISCOVER

PRIMARY COLOUR



Sanzo Wada
Citrine

HEX: #ac981a
RGB: 172, 152, 26
CMYK: 32, 29, 98, 13

Renewal and creativity

The colour green is the most dominate hue used in this foundation as green enhances a balanced and rejuvenated mind. It symbolizes renewal, nature, good luck, generosity and creative intelligence. (Singh & Srivastava, 2011)

This colour refers to a mind that is full of new, sparking creative ideas that is open and enthusiastic to go on an adventurous sexual exploration.

003.

DISCOVER

MOODBOARD

Self-discovery



PANTONE
7409 C

RGB: 240 179 35
HEX: #F0B323
CMYK: 0 27 92 0

Sanzo Wada
Citrine

HEX: #ac981a
RGB: 172, 152, 26
CMYK: 32, 29, 98, 13

003.

DISCOVER

MOODBOARD

Travel together

TRAVEL TOGETHER



EXPLORE YOUR DESIRES



PANTONE
2736 C

RGB: 229 158 109
HEX: #e59e6d
CMYK: 0 40 54 1

Sanzo Wada
Citrine

HEX: #ac981a
RGB: 172, 152, 26
CMYK: 32, 29, 98, 13

Different layers of colours from bright to dark offer a sense of depth and can refer to the vulva.

003.

DISCOVER

MOODBOARD

Explore

EXPLORE YOUR PLEASURE



FEEL YOUR BODY

PANTONE
130 C

RGB: 242 169 0
HEX: #f2a900
CMYK: 0 32 100 0

PANTONE
487 C

RGB: 234 167 148
HEX: #eaa794
CMYK: 0 37 31 0

003.

DISCOVER

MOODBOARD

Discover

DISCOVER
YOUR
DESIRES



Sanzo Wada
Orange

HEX: #ed6b06
RGB: 237, 107, 6
C0, M68, Y100, K0

PANTONE
2309 C

RGB: 231 206 181
HEX: #e7ceb5
CMYK: 3 15 22 0

003.

DISCOVER

MOODBOARD

Self-discovery

DISCOVER
YOUR
FLOW...



EXPLORE
YOUR
BODY.



003.

DISCOVER

MOODBOARD

Discover

DISCOVER



By David Urbanke

PANTONE
2313 C

RGB: 195 147 103
HEX: #c39367
CMYK: 11 37 56 10



YOUR PLEASURE...

PANTONE
7523 C

RGB: 171 92 87
HEX: #ab5c57
CMYK: 11 66 49 20

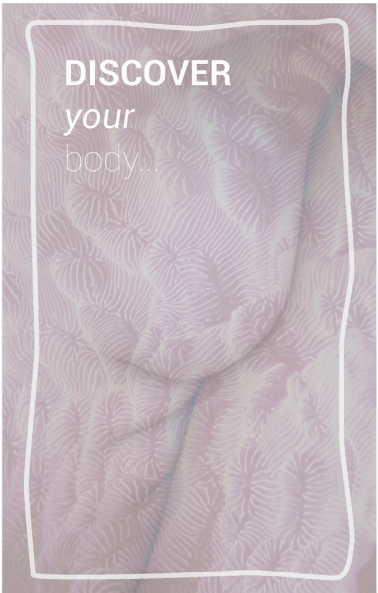
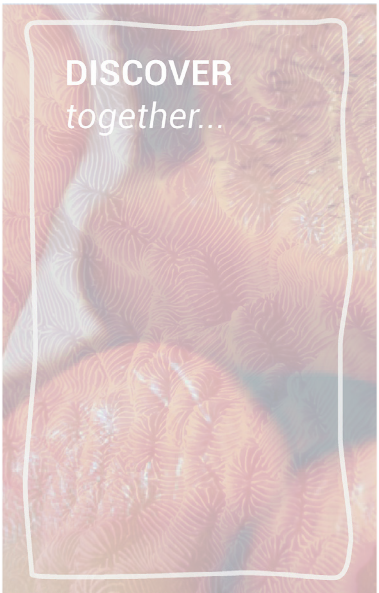
003.

DISCOVER

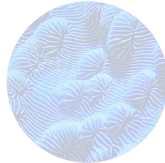
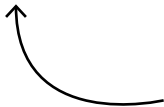
IMPLEMENTATION

Vibrator packaging

This foundation is well applicable in the sector sextoys because sex toys are useful tools for self-discovery and for sexual exploration with a partner. Promoting sexual discovery on sex toy packaging or sex toys themselves would normalise and stimulate sexual discovery. An example of 4 different vibrator packagings is shown beneath.



Samples with different saturation levels.



Foundation 4
Setting the mood



004.

MOODS

Touch
and
Connection

004.

MOODS

INTRODUCTION

Before engaging in a sexual activity, it is necessary to create the right mood in which you feel comfortable, safe and free to explore and express your sexual pleasure.

The women who participated in the research for the creation of this manual, value a comfortable atmosphere before engaging in a sexual activity. This comfortable atmosphere is divided into two different aspects: context factors and relational factors. Context factors are related to the surrounding in which a sexual activity takes place. Relational factors are related to the atmosphere between oneself or between partners, when engaging in a sexual activity. Some women during the research indicated that they get turned on from an adventurous/forbidden or outdoors context, while others indicated that they get more turned on in a safe, comfortable context where there are little distractions. Relational factors that the women from the research value are: a trustful atmosphere where they feel free of obligations, where they are not bound towards a certain routine and where they can let down their shields and open up towards their partner. Factors that were indicated to stimulate the feeling of comfortability and help with setting the right mood are: humour, show and receive engagement, seeing your partner aroused, showing sensitivity, feeling sexy, the confirmation that 'I am attractive' and the confirmation that 'he likes what I do'. Furthermore seeing your partner aroused was also indicated as a way to set the right mood, because it supposedly boosts self-esteem

and it increases arousal. The factors that help with setting the right mood aren't the same for everyone. One person might value the presence of humour to set the right mood, whereas the other might value the feeling of being sexy. Furthermore, this cluster emphasises setting the mood before engaging in a sexual activity, but it is of equal importance to keep the right mood during a sexual activity. This is of importance from an emotional perspective but also from a biological perspective, because sudden negative thoughts or distractions can reduce or eliminate the physical response of arousal in a split second. When your partner does or says something unpleasant, both feelings of excitement and physical responses may suddenly disappear. Setting and keeping the right mood are therefore of equal importance (Lunsen & van Laan, 2017).



004.

MOODS

INTERACTION VISION

Values that women indicate as important when setting and keeping the mood are interaction qualities as a feeling of safety, humour, comfortability, trust and vulnerability.



In this interaction vision, the subject is taken out of context. The matching emotions and atmospheres are linked to a different subject to think trigger out of the box thinking and to boost your creativity!

A matching comparison was found with the feeling of;

The feeling of being a soap bubble, carried by the wind into the sky, feeling free but also a bit clumsy and uncomfortable as if you don't really know where to go. You move safely and carefully around as your skin is thin and fragile.

Qualities of interaction:

Safety Freedom Humour Uncomfortable Trust Vulnerability



004.

MOODS

DESIGN PROPERTIES

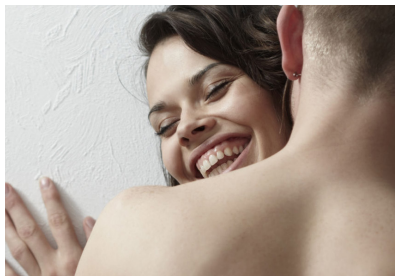
The interaction qualities are translated into design properties. The different moods that create a pleasant atmosphere when setting and keeping the mood for sexual activity are explained beneath.



OPEN UP

The feeling of opening up can be visually symbolised by portraying open structures.

"If you have a deep connection with your partner, you can let down your shield, which brings you closer towards each other."



LAUGHTER

Humour can be visually enhanced by laughter.

"Humour loosens up the atmosphere; you feel freer to do whatever you like, you are not bound towards a certain routine and it opens up possibilities for surprises."



FRAGILE

Vulnerability can be visually expressed by portraying fragile textures.

"If you show your vulnerability and let down your shield, your partner also feels more comfortable with opening up ."



COMFORTABILITY

The feeling of comfortability can be enhanced by portraying a comfortable environment, the environment of your bed, for example. *"I have to feel safe and comfortable, then I can really get into the moment."*



DANCING

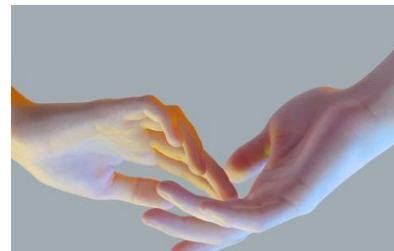
The feeling of freedom and happiness can be visually enhanced by showing people dancing.

"If I am dancing, I feel free, happy and careless about what other people think of me. I can just let go and have fun."



UNCOMFORTABILITY

Sex is sometimes a bit clumsy and uncomfortable. This can be visually portrayed, for example, by this image of a cute but uncomfortable kiss.



FEEL

The feeling of intimacy and trust when setting the mood can be visually enhanced by showing a kind, sensual gesture.



ENCLOSING SHAPES

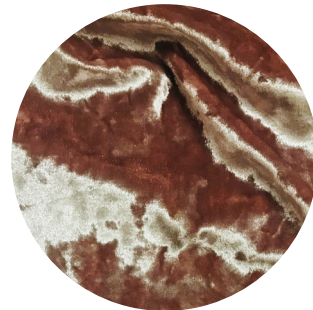
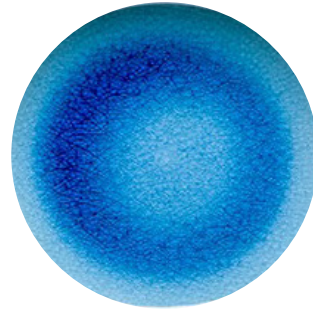
The feeling of safety can be enhanced by portraying round/ enclosing shapes, like a circle symbolising warmth and protection (Dondis, 1973). The enclosure of an object can enhance a feeling of protection.

SENSATIONS

This sensation sample library is a more elaborated view of the design properties described above. These samples portray textures, materials and other images. These samples can be picked and can be, as found inspirational, applied on products/advertisements. The material properties or textures of each sample can guide as inspiration for further exploration by oneself.

004.

MOODS



COLOUR PALETTE

This colour space is based on the most dominant colours in the pictures of the Sensation library. This colour space can be a guide for your colour usage.

004.

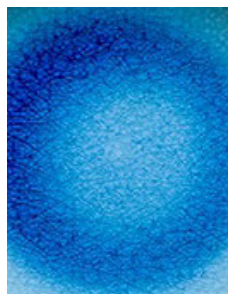
MOODS



004.

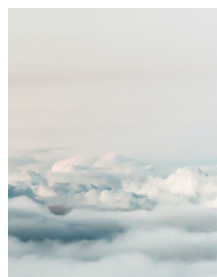
MOODS

PRIMARY COLOUR



A shade of confidence and tranquility...

To be able to open up towards your partner and show vulnerability, trust and confidence are needed. The primary hue used in this foundation is, therefore, blue. Blue has a tranquillising effect on the mind and is used to symbolise trust, confidence, creativity, wisdom and tranquillity. Furthermore, blue tends to lower blood pressure, pulse rate and brain waves. (Singh & Srivastava, 2011)



Sanzo Wada
Blue Cerulian

HEX: #008ea4
RGB: 0, 142, 164
CMYK: 80, 24,
30, 5

004.

MOODS

MOODBOARD

Clumsy and vulnerable



PANTONE
570 C

RGB: 107 202 186
HEX: #6BCABA
CMYK: 54 0 30 0

PANTONE
7522 C

RGB: 180 106 85
HEX: # B46A55
CMYK: 8 60 57 17

004.

MOODS

MOODBOARD

Open-up

OPEN UP
VULNERABILITY
CONNECTS.



Fragile

Sanzo Wada
Blue Cerulian

HEX: #008ea4
RGB: 0, 142, 164
CMYK: 80, 24, 30, 5

PANTONE
156 C

RGB: 239 190 125
HEX: #EFBE7D
CMYK: 0 23 51 0

004.

MOODS

MOODBOARD

Tease and tickle



Sanzo Wada
Blue Cerulian

HEX: #008ea4
RGB: 0, 142, 164
CMYK: 80, 24, 30, 5

004.

MOODS

IMPLEMENTATION

New concept hunkemoller advertisement

Currently, the main focus in lingerie advertisements is on portraying sexy and seductive women. This might help some women with 'setting the right mood' but does not work for all. Therefore the portrayal of a broader variety in different moods will communicate more transparency about real-life situations and will increase product – consumer relatedness.



New collection:
MOODS...

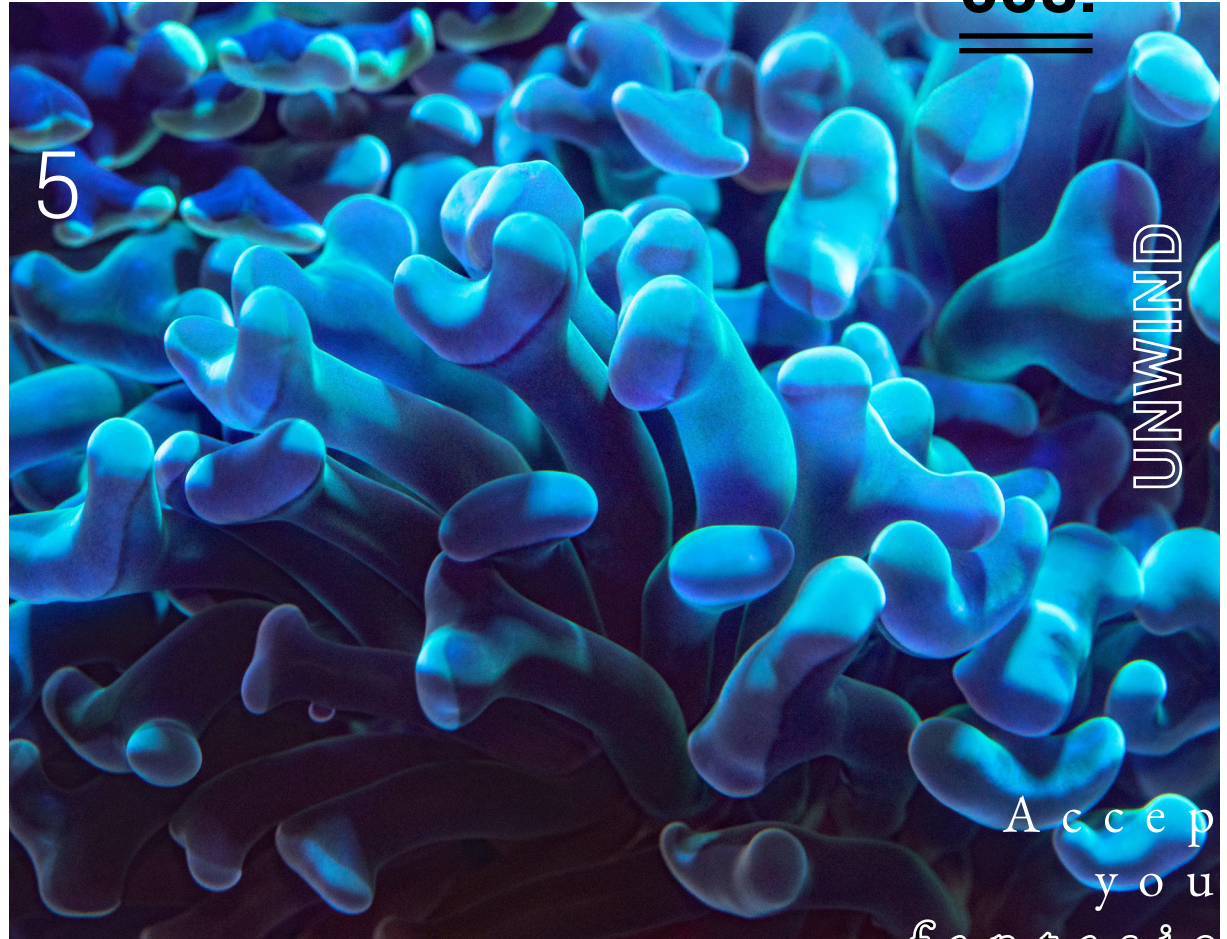
To help you with setting the right mood for pleasure.

New material properties and styles

- Tease & tickle
- Open & Vulnerable
- Interplay
- Intimacy



Foundation 5
Letting go



005.

UNWIND

Accept
your
fantasies

INTRODUCTION

Emphasising the feeling of letting go, by enhancing the acceptance of personal fantasies and a self-oriented focus.

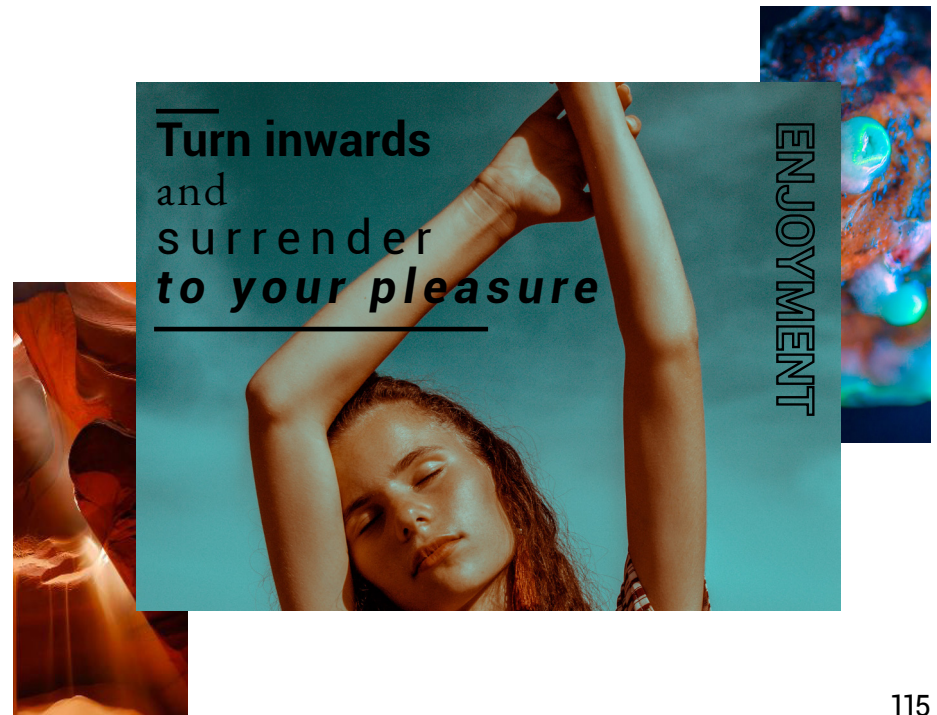
The feeling of 'letting go' is a fundamental feeling experienced during sexual pleasure. The women who participated in the research for the creation of this manual indicate this feeling as an essential feeling for being able to surrender to the moment of enjoyment. When talking about this feeling they emphasised a partner-related context (not excluding that this feeling can't be experienced by oneself). From a biological perspective this feeling is also explained in partner-related context, according to the sexual response cycle of Laan and Van Lunsen, 2016. The sexual response cycle consists of 4 different stages that indicate the process of sexual interaction: the arousal and desire phase, the plateau phase, the orgasm phase and the resolution phase. The plateau phase emphasises the importance of the feeling of letting go; when in the plateau phase genital excitement and sexual feelings are undisturbed and there is an absence of inhibitory thoughts, a certain maximum level of genital swelling is reached over time. This point is the breaking point: once you've come this far, there is 'no way back'. To cross this breaking point and to be able to experience a maximum feeling of arousal and reach an orgasm, you need to be able to 'let yourself go'. Therefore it is important in this phase that you focus on your

own arousing thoughts and fantasies. (Lunsen & van Laan, 2017) Furthermore, the pelvic floor needs to be fully relaxed during sexual intercourse to experience sexual pleasure. Only when these muscles are relaxed enough blood can flow in the clitoral complex to create sufficient swelling (and moisture) to make penetration with finger or penis pleasant. Therefore, letting go of the tension in the pelvic floor muscles is important.

Two things are indicated as important factors for letting go:
#1: Let go of the other, and focus on your own pleasure. That is why

005.

LETTING GO



researchers Laan and van Lunsen call the plateau- and orgasm phase together, the 'solo phase', to indicate that it is normal that in these phases your focus is on your own pleasure (Lunsen & van Laan, 2017).

Some women are busy with their partner during sex instead of with themselves, which holds them back from letting go.

A woman in the research explains this in a similar way: "If I feel like my partner is on the edge of coming, and I know that he is waiting for me, then I definitely can't orgasm, because I am like 'I have to be fast, I have to be fast'." Other women in the research experienced this feeling of letting go as a pleasant feeling:

"When having sex you let go of all your worries and thoughts, you enter a stage where you don't think of anything anymore, you only feel."

#2: Accepting fantasies. During the solo phase unconsciously all kind of fantasies, images and feelings can appear, that have little to do with what is happening at the moment. Admitting soloistic sexual fantasies, images, thoughts, and feelings is the essence of letting yourself go and a prerequisite for being able to go through the solo phase. Many people tend to forbid themselves sexual fantasies, comparing bad thinking with bad doing (Lunsen & van Laan, 2017).

A woman in the research explained this as well: "Sometimes, I have the feeling that it is inappropriate that I get turned on by perverse thoughts."

Therefore, the focus in this cluster is on enhancing sexual fantasies and shifting the partner-oriented focus to a self-oriented focus.



005.

LETTING GO

INTERACTION VISION

Interaction qualities that enhance the feeling of letting go are the feeling of acceptance, surrender, the ability to turn inwards and the ability to 'not think only feel'.



Accepting Turn inwards Don't think only feel Surrender

In this interaction vision, the subject is taken out of context. The matching emotions and atmospheres are linked to a different subject to think trigger out of the box thinking and to boost your creativity!

A matching comparison was found with the feeling of;

Being a jellyfish in the water, as a jellyfish doesn't have brains there is no way to 'over-think' anything, you are obliged to let go of all your worries and thoughts. You enter a stage where you don't think of anything anymore, you only feel, letting you move by the current of the water."

Qualities of interaction



005.

LETTING GO

DESIGN PROPERTIES

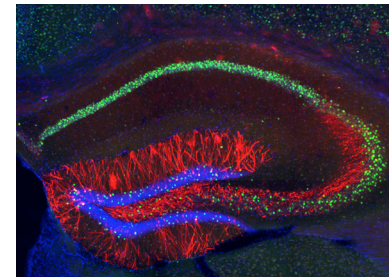
The interaction qualities are translated into design properties.



DANSING

The feeling of letting go can be visually enhanced by showing people dancing.

"If I am dancing, I feel free, happy and careless about what other people think of me. I can just let go and have fun. "



MEMORIES

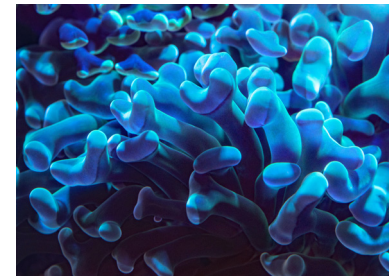
Memories about past, pleasurable experiences also work as a way to trigger fantasies.

"I get turned on by thoughts about previous pleasurable experiences, visualisation, fantasies"



EYE`S CLOSED

A self-oriented focus can be visually stimulated by, for example, showing women with their eyes closed.



FANTASIES

Sexual fantasies can be created by a person`s imagination or memory, and are activated autonomously or by external stimulation.

External stimulation, such as visual images, can trigger sexual fantasies. Sexual fantasies can be visually stimulated by portraying imaginative environments, visualisation, objects, or materials linked to a sexual context that one finds visually pleasing. Fantasies are very personal and therefore, a broad scale on visual images can be linked to this subject (Lunsen & van Laan, 2017).



FALLING MOVEMENT

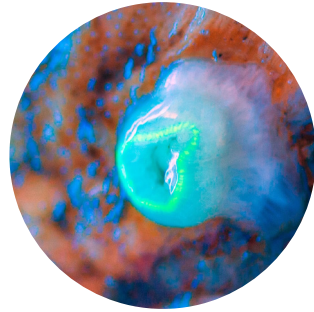
The feeling of letting go can be visually stimulated by showing a falling or floating movement.

SENSATIONS

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005.

LETTING GO

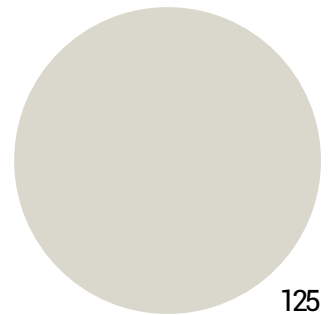
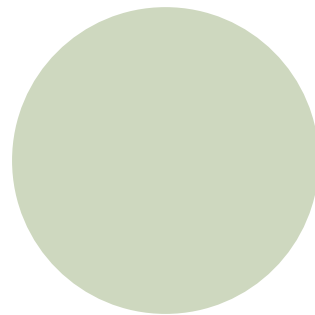
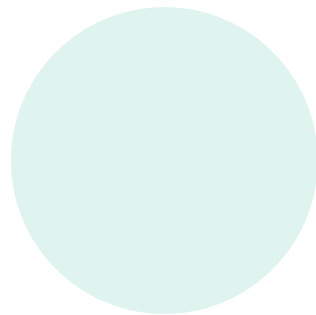
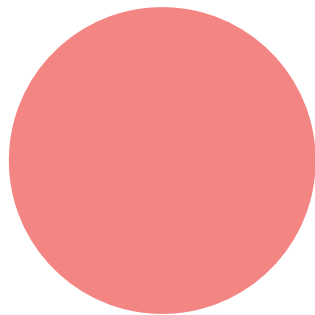
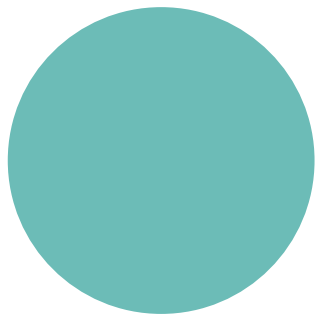
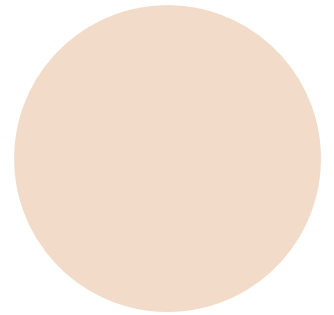
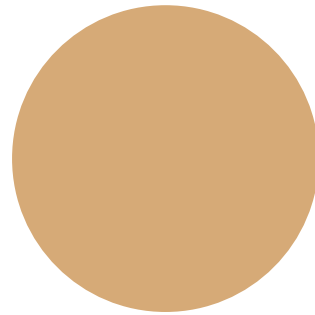
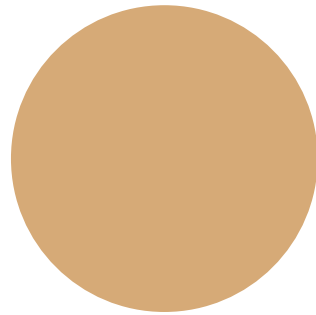
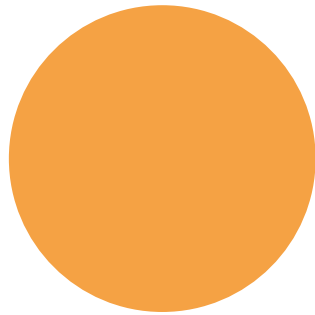
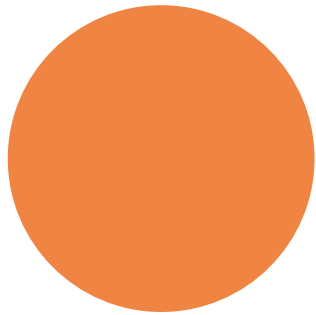
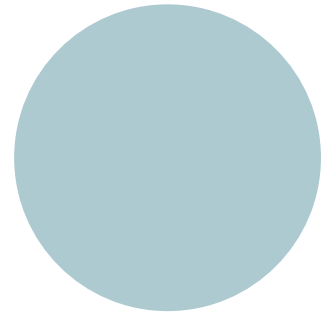
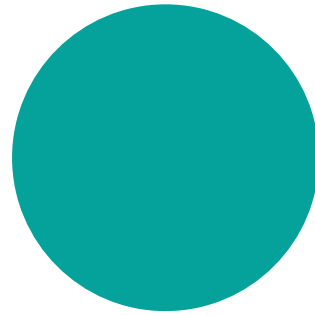
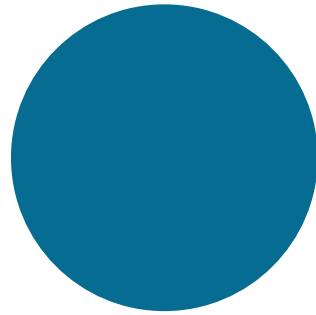
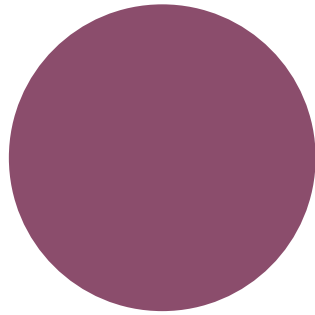
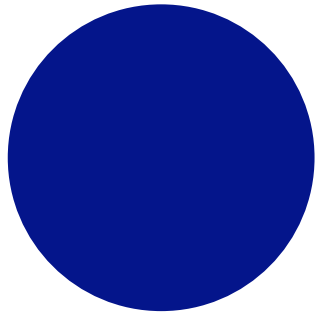


COLOUR PALETTE

This colour space is based on the most dominant colours in the pictures of the Sensation library. This colour space can be a guide for your colour usage.

005.

LETTING GO



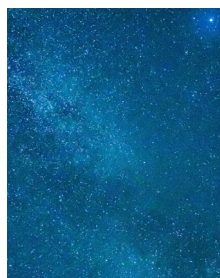
005.

LETTING GO

Sanzo Wada
Deep Lion
Indigo

HEX: #21397d
RGB: 33, 57, 125
CMYK: 10, 85,
20, 5

PRIMARY COLOUR



A shade of intuition...

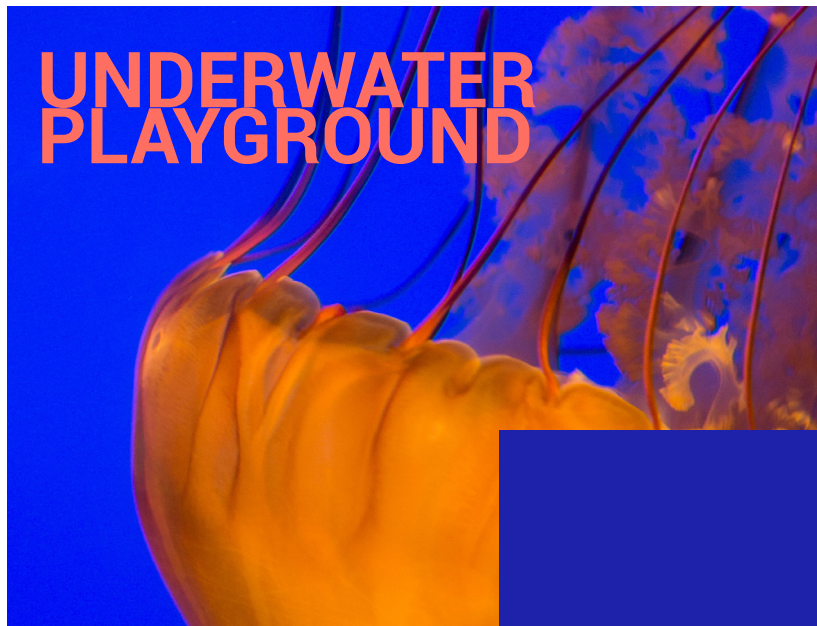
The most dominant hue used in this cluster is violet, more specifically, indigo violet. Indigo is used to symbolise spirituality and intuition (Singh & Srivastava, 2011). Focussing on yourself, letting yourself go in the moment of joy and thereby accepting your fantasies all happens in your brain. Therefore, this can be seen as reaching different levels of consciousness as you need to turn inward and let go. This process normally takes place intuitive, but for some, as they are too attentive with their surrounding or partner, this intuitive process might be blocked. By portraying these colours this intuitive process can be stimulated.

005.

LETTING GO

MOODBOARD

underwater playground



PANTONE
2736 C

RGB: 30 34 170
HEX:#1E22AA
CMYK: 100 90 0 2



**WHAT IS YOUR
WILDEST
FANTASY?**

PANTONE 16-1546 TCX
Living Coral

RGB: 255 111 97
HEX:#FF6F61
CMYK: values not available

005.

LETTING GO

MOODBOARD

Letting go



Sanzo Wada
 Deep Lion Indigo

HEX: #21397d
 RGB: 33, 57, 125
 CMYK: 10, 85, 20, 5



**FOCUS ON
 YOUR OWN
 PLEASURE...**

PANTONE
 7576 C

RGB: 219 134 78
 HEX:#db864e
 CMYK: 1 52 70 4

005.

LETTING GO

MOODBOARD

Squeeze to please



PANTONE
7409 C

RGB: 240 179 35
HEX: #F0B323
CMYK: 0 27 92 0

005.

LETTING GO

IMPLEMENTATION

Vibrator packaging

An important part of this foundation is enhancing sexual fantasies. This feeling can be visually encouraged on, for example, packaging designs for vibrators. Thereby, teaching women to accept their fantasies when engaging in an activity with themselves, with the hope that this learning experience would be reflected in partner-related context as well.



Foundation 6
Arousal

006.

FLUED



B o d y
a n d
M i n d

006.

AROUSAL

INTRODUCTION

Shifting the main focus away from the orgasm as the only goal of sex. Showing diversity in experiences of arousal: thoughts, feelings and bodily sensations.

Research into the social representation of the female orgasm concluded that the orgasm is seen as a central indicator of sexual pleasure and goal of sex (Lavie-Ajayi, & Joffe, 2009). The consequence is that those who do not experience an orgasm feel pressured by this vision. The absence of an orgasm even tends to be connected to shame. Some women from the research group, who visually explained their sexual pleasure for the content of this manual, also indicate an orgasm as the end goal of sex.

- "I am very goal-driven, I never have sex without orgasm, and if I don't orgasm, I enjoy the sex less. Then I have the feeling that there was no end, that I didn't receive my reward."

The idea of an orgasm as end goal increases pressure for some.

- "If I feel the pressure to orgasm, I get very turned off. I create this pressure myself because I have the feeling that orgasm is sort of a sign that the sex was good..."

However, not every woman indicates an orgasm as the end goal.

- "During sex, I am not really focussed on achieving an orgasm, I gain more pleasure from the intimacy of a hug."

Everyone experiences the feeling of arousal

differently, and a certain pressure to orgasm can have negative consequences.

The main focus in this cluster is on shifting away from an orgasm as the end goal of sex, emphasising a diversity in the experience of sexual arousal and thereby reducing the pressure on the orgasm without neglecting its existence.



Intimacy
and
surrender to
relaxation

FEEL

006.

AROUSAL

INTERACTION VISION

Interaction qualities that enhance the feeling of arousal are feelings of excitement, intimacy, a feeling of loss of control, and a feeling of total relaxation.



In this interaction vision, the subject is taken out of context. The matching emotions and atmospheres are linked to a different subject to think trigger out of the box thinking and to boost your creativity!

A matching comparison was found with the feeling of;

The feeling when you squeeze a stress ball very hard, the tension slowly builds up when you squeeze harder, reaching a certain maximum level over time. Then you suddenly let go of the tension and you enter a stage of total relaxation.

Qualities of interaction

Excitement Intimacy Loss of control Relaxation



006.

AROUSAL

DESIGN PROPERTIES

The interaction qualities are translated into design properties. A relation was found between women`s experience of sexual arousal and the bodily reaction of arousal explained from a biological perspective. These relations will be explained. The design properties are focussed on diversity in emotional sensations, bodily sensation and orgasmic sensations. Thereby showing diversity in sexual arousal, without taking the orgasm as the main focus.



FLOATING

"Sexual pleasure feels like a warm, tingling feeling, through my entire body, a bit like you're floating or something."



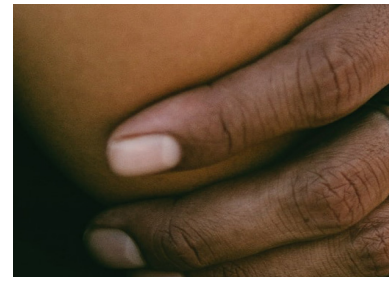
BEING IN A DIFFERENT WORLD

"Sexual pleasure feels for me as if making a journey together, like I am in a different world."



FEELING LOVED

"One of the most important reasons for me to have sex with a partner is the emotional value, because it gives me a pleasant feeling when I feel loved."



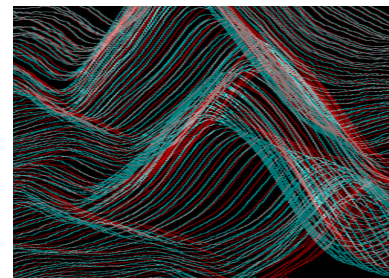
INTIMACY

"During sexual intercourse, I am not really focussed on achieving an orgasm. I gain more pleasure from the intimacy of a hug."



RELAXED

The pelvic floor needs to be fully relaxed during sexual intercourse to experience sexual pleasure. Only when these muscles are totally relaxed, enough blood can flow in the clitoral complex to create sufficient swelling (and moisture) to make penetration with finger or penis pleasant (Lunsen & van Laan, 2017).



RHYTHMIC

From a biological perspective, during sexual arousal and during an orgasm, the uterus contracts rhythmically (Lunsen & van Laan, 2017). Some women in the research also refer to their sexual pleasure as a rhythmic sensation; *"The Rasta colours: it shows sensitivity and it indicates a relaxed rhythm."*

006.

AROUSAL

DESIGN PROPERTIES



DISCHARGE

From a biological perspective, the peak sensation of an orgasm is mainly caused by the fact that at that moment, maximum blood flow, heart rate, breathing frequency and muscle tension suddenly turns into relaxation. (Lunsen & van Laan, 2017) Some women from the research also refer to a feeling of discharge and a release of tension: *"The feeling of imploding and exploding at the same time, discharge."*



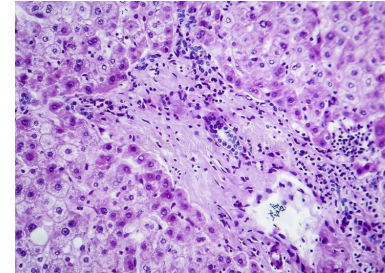
FLUID

During sexual arousal, the vagina wall becomes thicker and the pressure in the small capillaries increases so much that blood fluid (plasma) is squeezed out through the small capillary. This makes the vagina humid. (Lunsen & van Laan, 2017).



FLOW

Increase in the blood flow of the genitals during sexual arousal. During sexual arousal, the bulb of vestibule swells and fills itself with blood, to protect the urethra and the vagina from being damaged during penetration or fingering (Lunsen & van Laan, 2017).



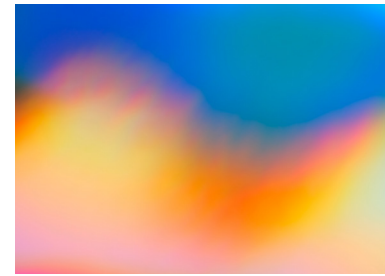
SWELLING

The wall of the urethra and the vagina consist of swelling tissue. Swelling ensures extra protection during penetration or fingering (Lunsen & van Laan, 2017).



CONTRACTION

During an orgasm, the pelvic floor powerfully contracts ten to twenty times. This contraction is a big influence on the sensational feeling during an orgasm (Lunsen & van Laan, 2017).



FADING REALITY/ LOSS OF CONSCIOUSNESS

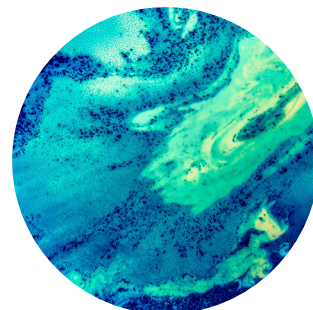
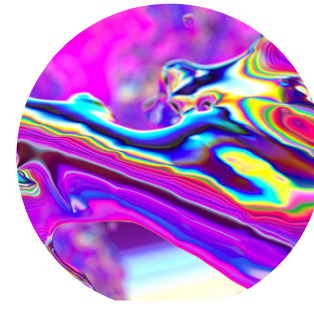
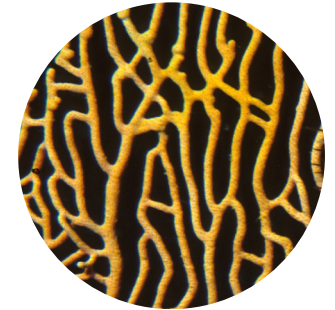
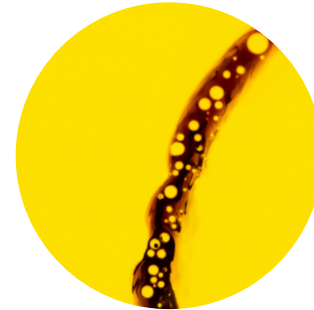
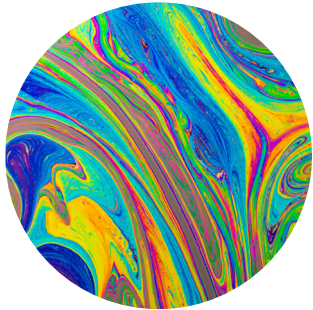
Janniko Georgiadis researched what happens in the brain during an orgasm. His MRI-scans showed that during orgasm, the prefrontal cortex becomes less active and the pleasure centre more active. During an orgasm, we shut off our reasoning ability and focus totally on our pleasure (Georgiadis et al., 2010). Some women in the research indicated the same feeling: *"The transition from structure to no structure."* and *"Don't think, only feel."* This same feeling, of shutting off your brain, arose not from an orgasm but from the moment of cuddling for another woman: *"During cuddling, I can really turn off my brain, I feel peace, a feeling of coming home, trust."*

SENSATIONS

This sensation sample library is a more elaborated view of the design properties described above. These samples portray textures, materials and other images. These samples can be picked and can be, as found inspirational, applied on products/advertisements. The material properties or textures of each sample can guide as inspiration for further exploration by oneself.

006.

AROUSAL

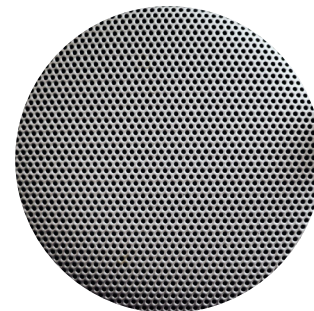
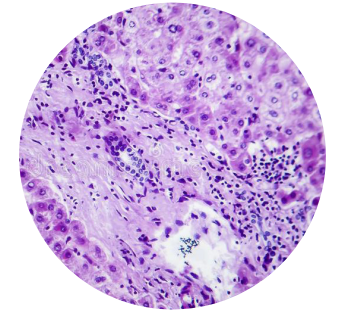
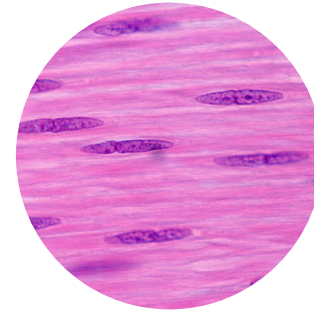
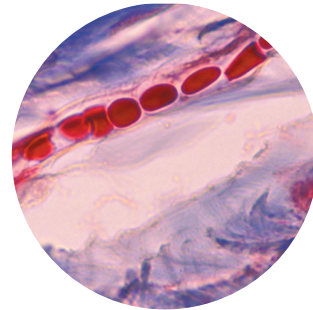
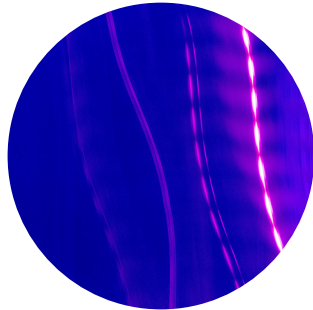
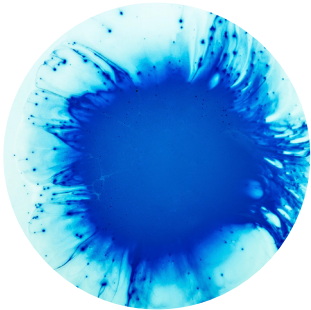
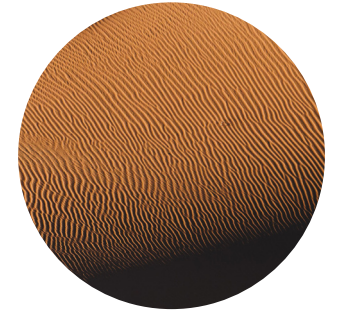
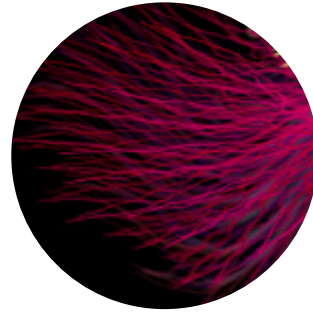
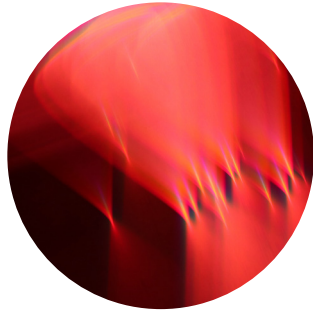


006.

AROUSAL

SENSATIONS

based on design properties

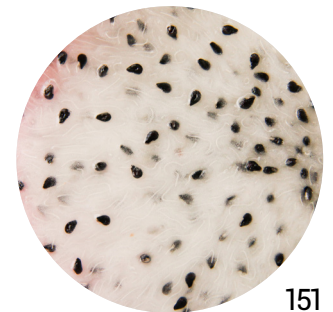
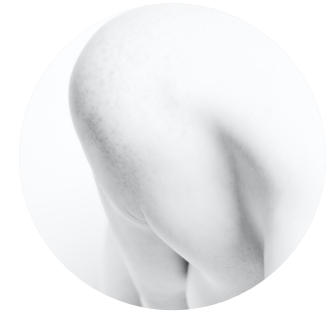
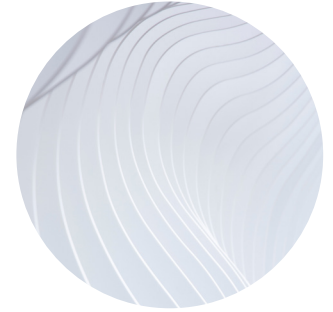


006.

AROUSAL

SENSATIONS

based on design properties

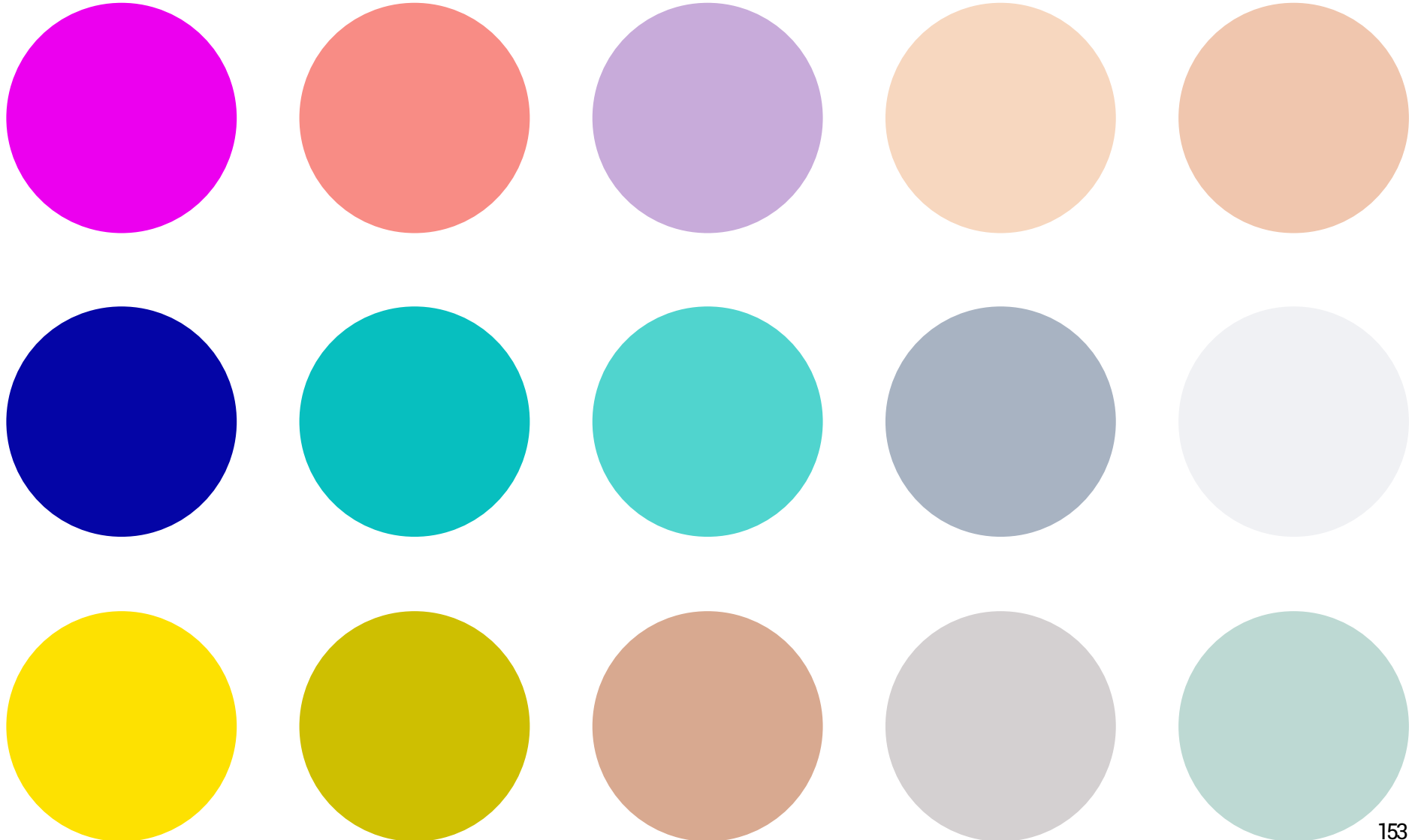


COLOUR PALETTE

This colour space is based on the most dominant colours in the pictures of the Sensation library. This colour space can be a guide for your colour usage.

006.

AROUSAL



006.

AROUSAL

PRIMARY COLOUR



A shade of diversity...

Primary colours:

In this foundation, different colour combination are proposed. These colours enhance the diversity in experience of arousal. Therefore, there is not one colour the most primary colour of this foundation. The colour red might be your first association with arousal, as this is often associated with passion, sex, love and excitement. Red raises your blood pressure and pulse rate, respiration and perspiration (Singh & Srivastava, 2011). Therefore, red could be used in this cluster. Other colours that are less exciting for the brain, such as blue or skin-tone colours, can also be used to, for example, enhance the feeling of intimacy. Different colour combinations can be used: some that enhance excitement, and others that enhance more sensual, intimate feelings. A balance between the two is recommended, for example, the bright yellow next to the softer shade of pink, to show diversity in experiences of arousal.

Vibrating colour effect:

If you look at bright, complementary colours next to each other, a vibrating or pulsing effect occurs. It looks like the colours are pulling away from each other. This effect is called colour fatiguing. This effect is reached because the optic nerve begins to send confusing signals to the brain as the colour strikes a portion of the retina long enough. Complementary colours intensify this confusion. The feelings of vibration and pulsation experienced during sexual arousal can, therefore, be enhanced by using complementary colours next to each other.

If you want to use complementary colours without a discomforting effect, an outline around each of the colours with a grey, white or black line will diminish the effect.

006.

AROUSAL

MOODBOARD

Intimacy



INTIMACY



PANTONE
472 C

HEX: # E59E6D
RGB: 229 158 109
CMYK: 0 40 54 1

PANTONE
4975 C

HEX: #3f2021
RGB: 63 32 33
CMYK: 27 90 62 83

006.

AROUSAL

MOODBOARD

Juicy juice



**JUICY
JUICE**

Vibrating colour effect:
Green on Magenta

**JUICY
JUICE**

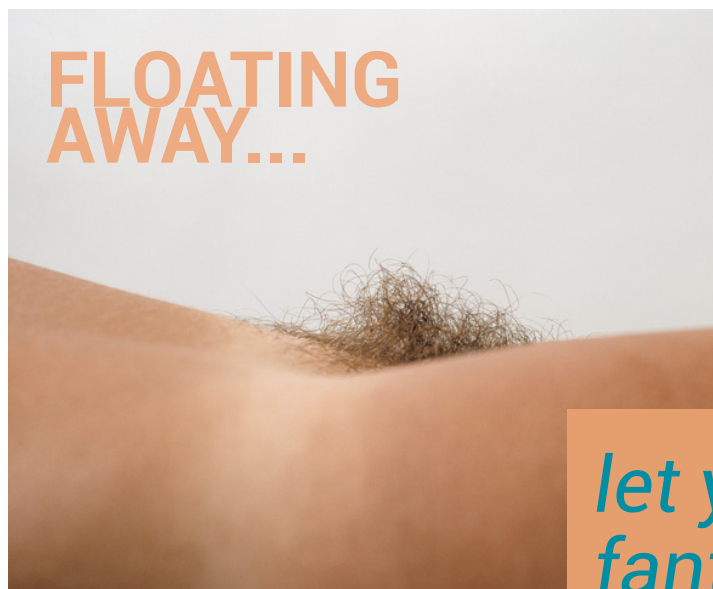
Vibrating colour effect:
Yellow on Cyan.

006.

AROUSAL

MOODBOARD

Floating



*let your
fantasies lead
you the way*

PANTONE
472 C

HEX: # E59E6D
RGB: 229 158 109
CMYK: 0 40 54 1

Sanzo Wada
Blue Cerulian

HEX: #008ea4
RGB: 0, 142, 164
CMYK: 80, 24, 30, 5

006.

AROUSAL

MOODBOARD

Being in a different world

BEING LAST IN A DIFFERENT WORLD



PANTONE
Glowing yellow

HEX: #ffff05
RGB: 255 255 5
CMYK: 10 0 95 0

PANTONE
2736 C

RGB: 30 34 170
HEX:#1E22AA
CMYK: 100 90 0 2

006.

AROUSAL

IMPLEMENTATION

Anti-conception suitcase

The current visual style of the box is entirely red and is comparable with the visual style of the first aid kit. Therefore the visual communication design can be improved by visually enhancing a pleasurable sexual experience.



Foundation 7
Interplay



007.

CONNECT

Feel
Each-
other

007.

INTERPLAY

INTRODUCTION

Sexual pleasure between partners is seen as an interplay experience, in which the dynamic between both partners influences them. Communication is an essential part of sexual interaction and sharing what you like and being open about your sexual preference is the key to successful communication.

The women who participated in the research for the creation of this manual value an interplay-experience, whereby sharing what you like and being open about your sexual preference is key. As stated before, in the foundation 'discovery', understanding your sexual pleasure helps with expressing what you like in bed towards your partner. Finding the right words to communicate your sexual preference can be difficult sometimes. More physical ways of communication can be used, for example, communication through body language. The women of the research, preferred communication between their partner(s) is a dialogue and open conversation in which both partners are open to express their sexual pleasure free of judgement and where having empathy and carefully listening to each other is essential.

PLAY
and
arouse
together.

CONNECTION

007.

INTERPLAY

INTERACTION VISION

Interaction qualities that enhance the feeling of an Interplay experience are feelings of curiosity, caring, playful, having empathy and being responsive, open and engaged.



Curiosity Caring Playful Empathic Responsive Open Engagement

In this interaction vision, the subject is taken out of context. The matching emotions and atmospheres are linked to a different subject to think trigger out of the box thinking and to boost your creativity!

A matching comparison was found with the feeling of;

Two hands dynamically playing around each-other. The one-hand is very responsive to the movement of the other. Playing, caring and curiously feeling the warmth of the other hand.

Qualities of interaction



007.

INTERPLAY

DESIGN PROPERTIES

The interaction qualities are translated into design properties. The different design properties that enhance an interplay experience are explained below.



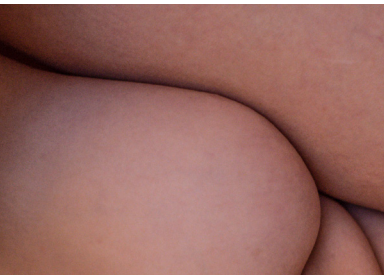
ACTION-REACTION

The interaction quality 'responsive' can be visually stimulated by portraying an action-reaction movement, for example by showing Newton's third law. Action=Reaction.



GOOSEBUMPS

Responsiveness can also be visually expressed by, for example portraying goosebumps. One of the interviewees explained: *"Goosebumps is mostly a response to pleasure, I have them myself when experiencing pleasure and when I feel it on someone else's skin, it gives me feedback that he is enjoying it."*



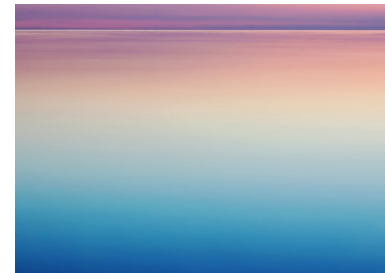
SHARING

"I think the aspect of sharing pleasure is beautiful, that you work together towards something, as a team."



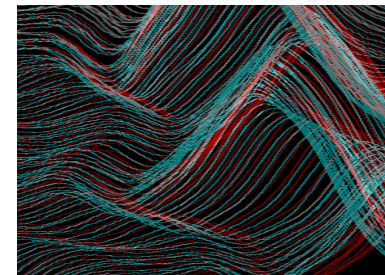
SOME-ONE ELSE HIS/HER PLEASURE

"I gain pleasure from someone else's pleasure, because when I notice that he gets aroused by me and that he finds me attractive, I become more comfortable. I need the confirmation that he respects me, only then can I surrender to the moment and enjoy myself."



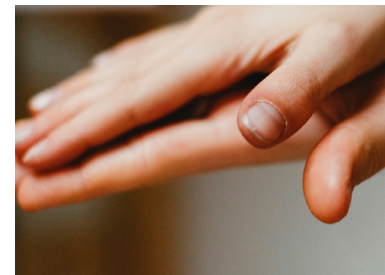
MERGE-INTO EACHOTHER

Interplay-dynamic can be visually expressed by showing colours that merge. *"If I am more engaged, more open and show more pleasure, then my partner can also be more open, have more pleasure and can be more engaged. Because when I get the feeling that my partner is really into it and really enjoying it, I also feel more open to enjoy it. I become more enthusiastic and the interaction becomes a dynamic of encouraging each other."*



DIALOGUE

Dialogue communication can be visually expressed by portraying two waves of different colours dynamically merging.



BODYLANGUAGE/ TOUCH

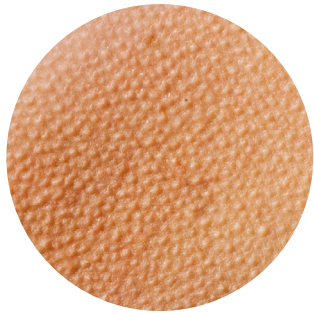
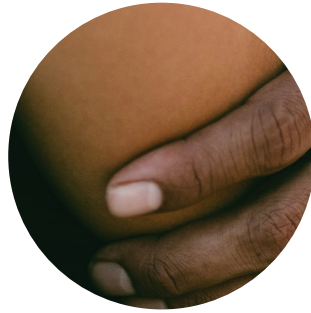
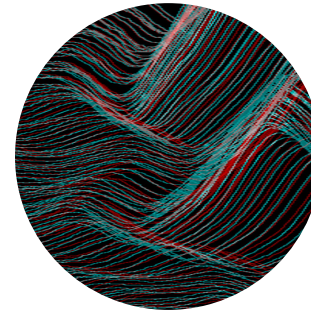
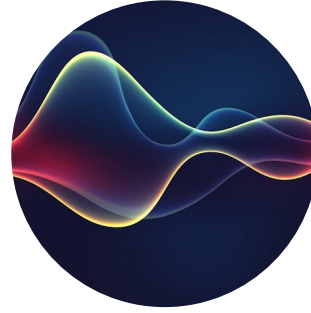
Interplay-communication can be visually expressed by portraying body language. *"For me, sex is like a game with your hands and body. The feeling of someone who is almost touching you, when you feel the warmth of a hand and the movement of your hairs on your arm, that builds up a certain tension."*

SENSATIONS

This sensation sample library shows a more elaborated view of the design properties described above. The samples portray textures, materials and other images. The samples can be picked and can, when found inspirational, be applied on products or advertisements. The material properties or textures of each sample can guide as an inspiration for further exploration by oneself.

007

INTERPLAY

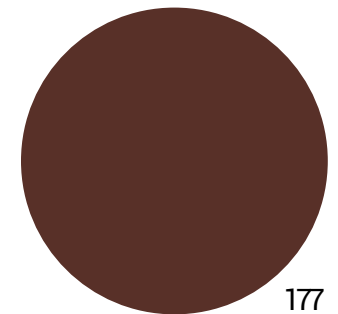
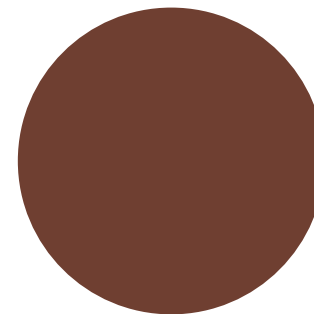
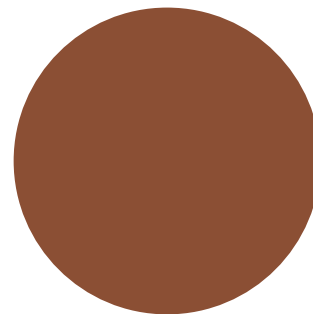
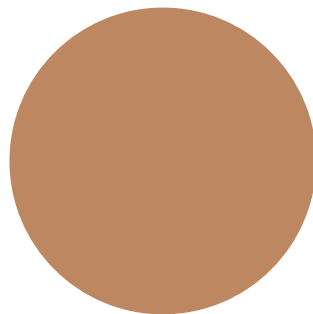
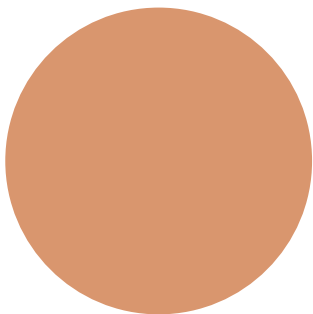
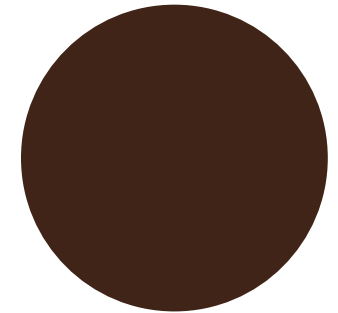
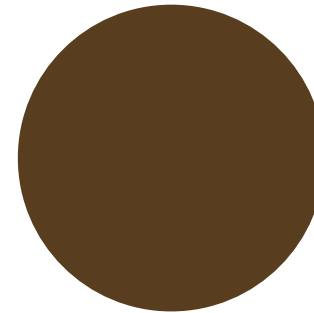
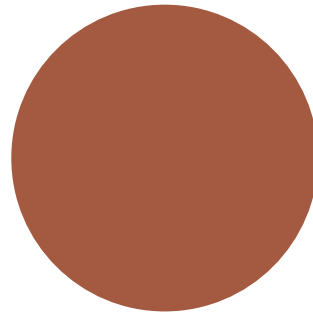
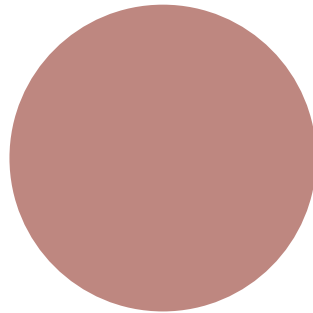
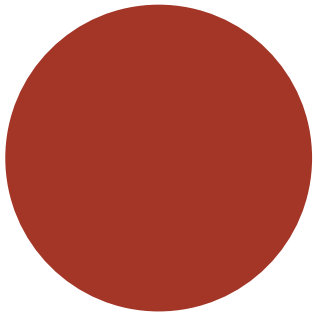
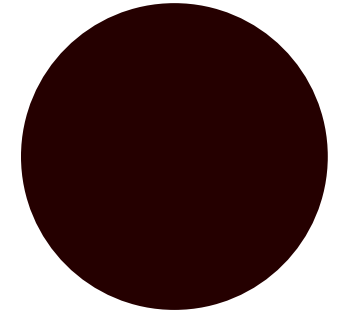
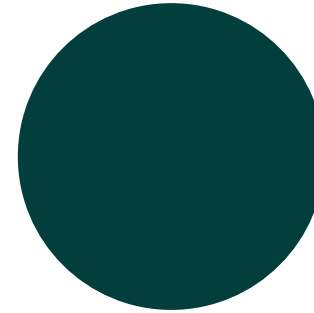
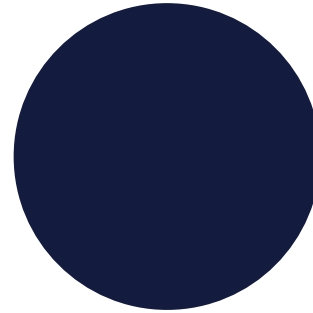
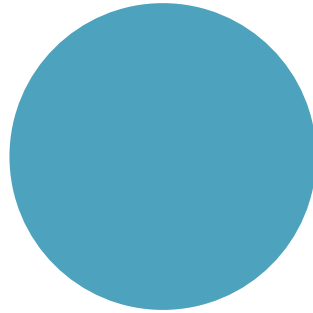
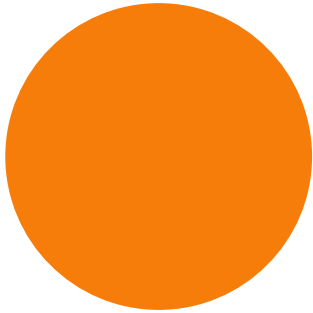


COLOUR PALETTE

This colour space is based on the most dominant colours in the pictures of the Sensation library. This colour space can be a guide for your colour usage.

007.

INTERPLAY



007.

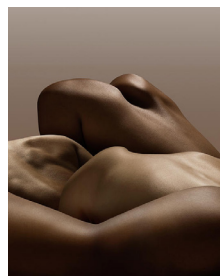
INTERPLAY

PRIMARY COLOUR



A shade of the skin...

The primary hue used in this foundation is the hue brown. Brown has an earthy and environmental quality and is used to represent skin tones, depth and richness. Brown represents an in-depth interplay experience. (Singh & Srivastava, 2011)



Sanzo Wada
Madder
brown

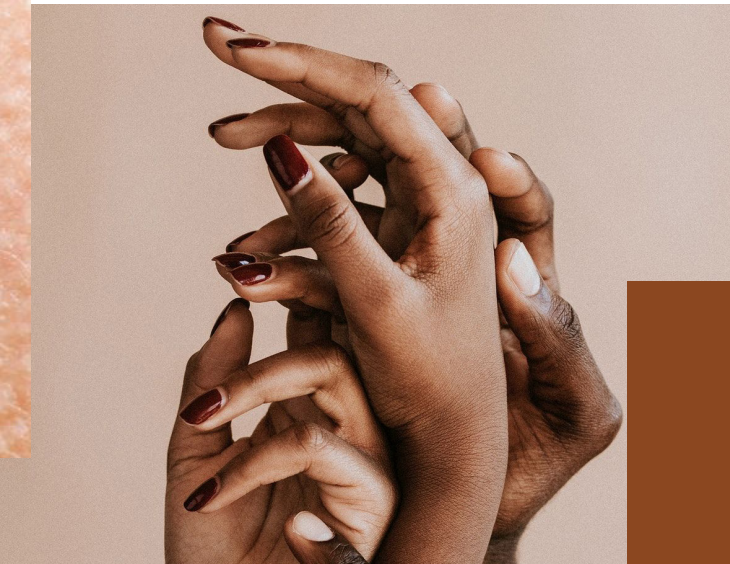
HEX: #7c2c13
RGB: 124, 44, 19
CMYK: 31, 87, 98,
42

007.

INTERPLAY

MOODBOARD

A game with hands and body



PANTONE
475 C

RGB: 243 207 179
HEX: #F3CFB3
CMYK: 0 15 23 0

PANTONE
1615 C

RGB: 139 71 32
HEX: #8B4720
CMYK: 1 68 98 44

007.

INTERPLAY

MOODBOARD

Action reaction



PANTONE
2317 C

RGB: 180 135 94
HEX: #B4875E
CMYK: 14 40 59 15



PANTONE
498 C

RGB: 106 55 53
HEX: #6A3735
CMYK: 23 76 61 54

007.

INTERPLAY

IMPLEMENTATION

Couple sex-toys

This foundation focusses on the interaction between couples. To visually encourage this interplay interaction, this branding could be used on sex-toys for couples for example.



Need

MORE

Inspiration?



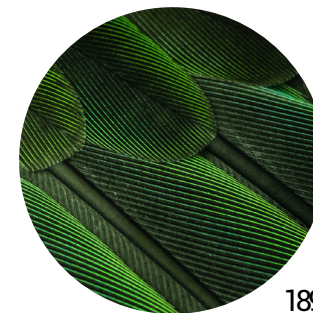
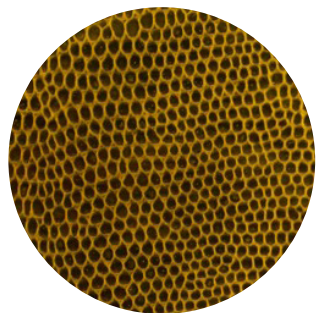
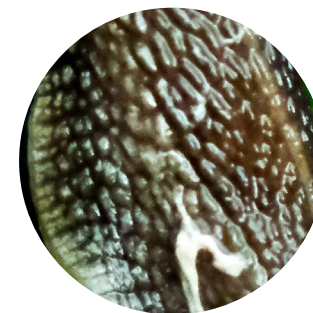
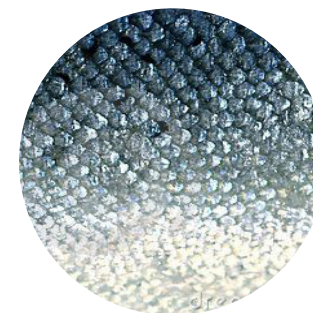
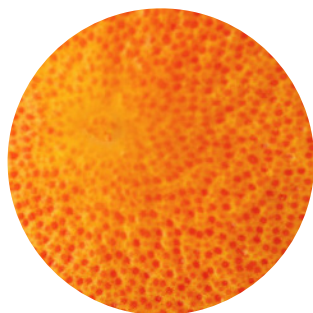
Allright then:

TEXTURES

The depiction of textures is a visual element that refers to the sense of touching (Dondis, 1973). To enhance the sense of touching, a texture library of different skin-types from nature is created.

008.

EXTRA

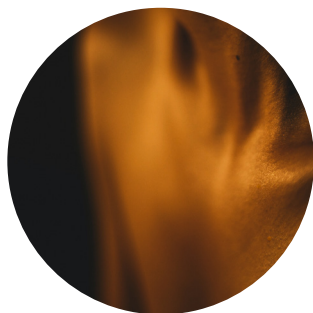
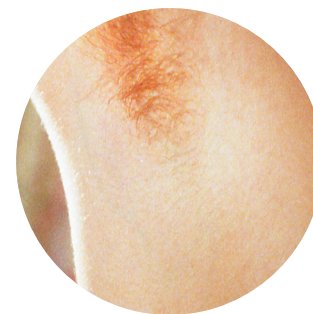
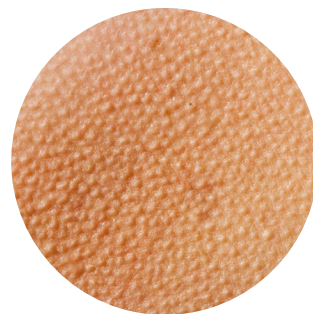
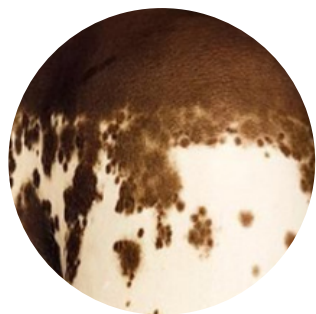


TEXTURES

To enhance the sense of touch, a texture library of different human skins is created.

008.

EXTRA



008.

EXTRA

COLOUR PALETTE

Pantone Skin tones

Because the sensation of touch is such an important sensation, different skin tones are defined.



PANTONE 475 C
 RGB: 243 207 179
 HEX: #F3CFB3
 CMYK: 0 15 23 0

PANTONE 487 C
 RGB: 234 167 148
 HEX: #EAA794
 CMYK: 0 37 31 0

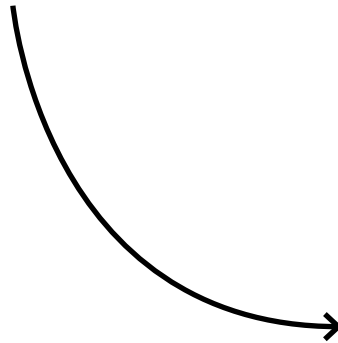
PANTONE 2317 C
 RGB: 180 135 94
 HEX: #B4875E
 CMYK: 14 40 59 15

PANTONE 1615 C
 RGB: 139 71 32
 HEX: #8B4720
 CMYK: 1 68 98 44

PANTONE 498 C
 RGB: 106 55 53
 HEX: #6A3735
 CMYK: 23 76 61 54

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Last but not least, a little appeal to all women in the world!

You're all welcome to share your experiences, additional moods and other suggestions with us. This gallery is a living document that keeps on adding diversity. So help us to expand our mood boards and to spread more sexual diversity into the world!

The pleasure gallery.

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Rotterdam
