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Masters in Design

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## **Contents**



#### INTRODUCTION

The birth of the project's theme and issues surrounding it is being presented and discussed



#### UNMENTIONABLE CUISINES

It is a taboo because we dislike it. The unmentionable cuisines as direct as it sounds is a compilation of recipes that is ancient and modern but with a twist of ingredients that we either adore or abhor



#### HUMAN MILK WORLD

#### VIDEO



In the future, human milk replaced animal's. This new world is seen and told by a young Lactator. She tells her story about the old tales and a human harvesting company that screens human to select only the best. Her experiences give us an idea of what world would be if we consume milk that is produced by the human body and when we forget about our old practice



#### PROPS TO PROBE

In this final segment, a few objects are made into physical to represent the story further. This helps to realise the storyline into physical matter and space, and to stir our assumptions further. They are not end products but acts as artistic medium to probe.

Lactator Folder

Hybrid Pump

Domped Drug

The Human Cheese Shop



BIBLIOGRAPHY

## [1] INTRODUCTION

Whenever I used to think of fresh milk, the image of chilled milk in cartons are neatly arranged on shelf of our supermarket. They are sometimes flavored with chocolate, strawberry or vanilla. The nutritional values and vitamins it contains parade in huge capitalised text so that consumers will truly believe that it is good for our body.

As a designer and a new mother who breastfeeds, there are a few thoughts that came to my attention. My idea of fresh milk suddenly changed. Fresh milk is warm, and watery pale. Its packaging walks and talks. It is absent of labelling. It has no fixed quantity or sets of loading nutrients but ebbs and flows according to the needs of its consumers. It is flavored with whatever that was eaten, sometimes garlic or coffee. It is not confined to fridges and stores but is everywhere mother are. [1]

While in the privacy of one's home, breastfeeding is a breeze but my attention was brought particularly to mothers who have to breastfeed in public. Suddenly tables are turned, they find the need to hide and sometimes even resort to feeding the baby in a restroom. A place where adults have different idea about eating.

The more I researched on this topic, there are 2 main issues that majority of people find is related to what they subscribe to as public indecency when a mother feeds her child in a public arena.

## Sexuality and taboo.

[1] FIONA GILES, FRESH MILK, INTRODUCTION XI

Mammals (from Latin mamma "breast") are vertebrate animals constituting the class Mammalia (/məˈmeɪliə/), and characterized by the presence of mammary glands which in females (and sometimes males) produce milk for nursing their young.



Ula Mirowska, (Please) Cover Yourself

The places and conditions in which women choose to breastfeed is far more varied and surprising than what we know today. Kristen Grobler a South African mum breastfed her poodle puppy while also breastfeeding her baby. Tandem feeding is when a mum feeds older and younger siblings at the same time. In Papua New Guinea, women nurse piglets as these are domestic animals in the country. The mythic Romulus and Remus was nursed by a wolf. I could think that there is much more breastmilk in our lives, bodies and cultural imaginary than we realise.

Some of these occurences may seem dismissal in a normal course of life and perhaps extremely weird (Kristeva, 1980) [1] . The reality is that women's bodies give birth to their offspring as a natural event yet we are appalled by the idea that these same bodies can make something that all us can drink. In fact, it is the first food we all [2] consumed.

Breastfeeding is rarely discussed outside mother's groups and pediatrician's waiting rooms. But can I as a designer expand the boundaries of what we consider normal when it comes to breasfeeding and breastmilk. To reveal the glimpse of what lactation means to all of us without the limitations of our logic today. And how a different future might occur for milk distribution? Can we have a variety of views on what is right or wrong?

- [1] THEORIES ON ABJECTION BY JULIA KRISTEVA
- [2] NOT EVERYONE WAS BREASTFED WHEN THEY WERE NEWBORN



Pisco Del Gaiso, Folha de São Paulo - Brazil, 1992,

Native Guaja from northeastern Brazil breastfeeding a wild pig.

## **SEXUALITY**

We know, it is explicit to reveal intimate body parts in a public space and bare breasts (only women breasts) falls under that category for certain countries. How acceptable it is is highly dependable on cultures of that particular country.

In general, the women's breast has got more attention compared to the opposite gender. The breasts alone has 74 nicknames in the American English slang. Could it be that in our society the breasts are a scandal because they disrupt the border between motherhood and sexuality.

The maternal function of a breast is made up of fat tissues and mammary glands that produces milk once the placenta detaches from the body and the baby is born. This process increases the Prolactin hormone and makes the new mother's body into overdrive in producing milk for her offspring. Establishing milk supply works in demand, the more a baby sucks from the mother's nipple to empty the glands, the more milk will be produced to replace it.

According to Desmond Morris a zoologist who wrote The Naked Women (2004), it might be that the semi round shape of a female breast is not a maternal development after all. It is a signal for sexual attraction. Females of other primates signals sexuality from the rump region as they are walking on all fours where else homosapiens are walking on twos. And the rump region consists of two round shape as well hence there is a co-relation for sexual signals for both human and primates.

**NORMAL DISCREETLY** Sierra Leone Morocco Nepal China India Philippines Saudi Arabia Malaysia France Taiwan Czech Republic Iceland Canada Italy **United States** Ireland Australia Netherlands Norway Poland Spain represent the attitudes **United Kingdom** of the whole world or Vatican City breastfeeding in public New Zealand based on feedback and

ATTITUDES OF BREASTFEEDING IN PUBLIC BY CERTAIN COUNTRIES

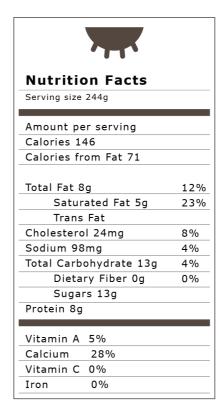
## FOOD TABOO

Because of prejudice and biases we reject many readily available foods that are cheap, nutritious and good to eat. Such biased distinctions of irrationalities of our own will become difficult for us to make and accept long range consequences of our rapidly changing land use and food marketing practices.

We use this term to distinguish the deliberate avoidance of a food item for reasons other than simple dislike. There may be sound reasons for prohibiting eating certain dangerous food items but declaring some food items taboo can equally well be a form of suppression by a more dominant sector of the society.

However, In Mongolia, breastmilk is considered so healthy and appetising that even adults will occasionally indulge. It is not uncommon for a nursing mother to offer excess milk to her husband or another family member, and it is often given to the elderly for medicinal purposes.

Majority of us will not be so keen on seeing breastmilk in a container on the table especially of a stranger's but it will be viewed differently if it is cow's milk as we just normally buy it from a supermarket and an addition to make a good cup of latte. Perhaps, it is viewed as excretion from the human body equivalent to saliva, tears and urine which are all not very appetizing?



Nutrition Facts Serving size 244g	
Amount per serving	
Calories 172	
Calories from Fat 95	
Total Fat 11g	17%
Saturated Fat 5g	25%
Trans Fat	
Cholesterol 34mg	11%
Sodium 42mg	2%
Total Carbohydrate 17g	6%
Dietary Fiber 0g	0%
Sugars 17g	
Protein 3g	
Vitamin A 10%	
Calcium 8%	
Vitamin C 21%	
Iron 0%	
*Secretory IgA, Bioactive Cytokines, Immune-related components, Leukocytes, growth factors is present*	

Nutritional facts between cow's milk and breastmilk,

Adapted from: Robert Hare Chemical Laboratory at the University of Pennsylvania.

# [2] THE UNMENTIONABLE CUISINES

The Unmentionable Cuisines is about foods that certain group of people seldom eat but a normal affair for others. It is meant to be a guide to help us open up our mind in receiving new and varied taste experiences that could prove enjoyable if given the chance.

I have assembled few sampler of recipes specially picked from "The Unmentionable Cuisines" by Calvin W. Schwabe (1979). These recipes are from animal origin and the ingredients are very much available anywhere in the world.



## MILK, EGGS & SPERM

Also known as replenishable bodily fluids and tissues.

A number of people today still live largely on cow's milk. As though milk is not enough many people have find ways to turn it into other form like cheese and yogurt. The unfertilized female germ cells of animal species is called an egg. While we undoubtedly consume eggs at a large amount (think beyond the breakfast platter, eggs are indirectly present in many types of food like baked goods, mayonaise, pasta, marzipan, salad dressings and even certain vaccines) but it is not marketed as unfertilized ovaries of the chicken. Shirako, the cod fish sperm sac is a winter delicacy in Japan. It melts in your mouth like butter! Yum!



## **Locust Soup**

CHORBA AL JOURAD

Arabic and Jewish North Africa

Season and boil locusts in water. Pound them in a mortar or blend them in a electric blender with pieces of bread fried in butter and garlic or a puree of rice. Return this mixture to the locust stock and simmer very gently. Strain the soup and add croutons fried in butter.

This dish has been described as quite palatable and can scarcely be distinguised from beef broth.



## Fried Cockchafer Grubs

LARVES DE HANNETON SAUTEES

France

Place live grubs in vinegar for several hours. Then dip in an egg, milk, flour batter and fry in butter. Or fry the live grubs in butter or oil to which chopped parsley and garlic have been added.

Scarabeids are the largest beetles, and many other species, including the Japanese beetle, June beetle or white grub, and rose chafer, are pests.



## Burgoo

**United States** 

Put into a large kettle squirrels, rabbits, pigeons, wild ducks, stewing chicken, and a beef shank cut into large pieces. Cover with salted water, bring to a boil, cover the kettle and simmer until the meats are tender. Remove the meats, debone them and cut into eating size pieces and return them to the pot. Bring to a boil again, add almost any vegetables cut into large pieces and season with more salt if required, black pepper and rosemary.



## Roasted Caterpillar Coffee

Laos

Roast caterpillars and coffee with charcoal. Grind the mixture until it resembles coffee grounds. Steep the coffee in mokapot or french press. Enjoy freshly brewed caterpillar coffee.

Caterpillar contains 23.1 percent protein and 14.2 percent fat. T-bone steak has 14.7 percent protein and 37.1 percent fat.

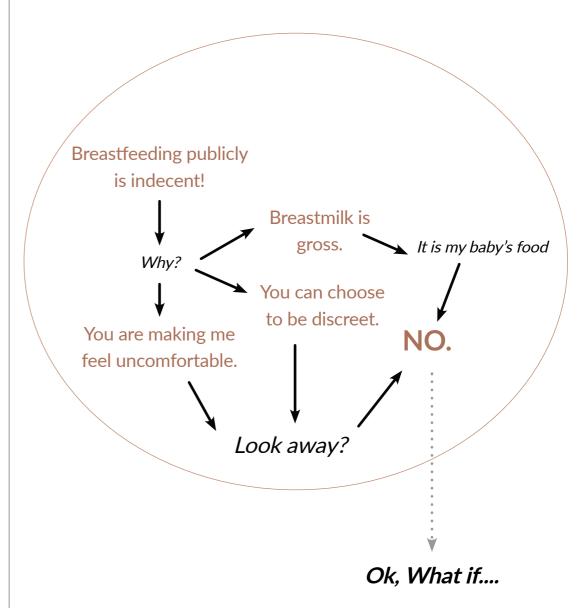
#### **IDEAS AS STORIES FIRST**

As a designer, my role is not limited to just creating aesthetics and solving issues. I believe designers are able to open up discussions into a broader context that sometimes even questions our own logic of today. What I am interested in, though, is the idea of possible futures and using them as tools to better understand the present and to discuss the kind of future people want or wished for.

The method I have used to approach my research topic is somewhat an experiment to test for a new possiblity to happen. A speculative scenario opens up for discussion because it is something that hasn't happened but has the potential to. It is not a definite future that I created to land on but seen as a medium to mediate a thought, so thereby prompts the audience to also question the possibility and its repercussion together.

Our world now is filled with other kinds of possibilities. Once we move away from the present we can enter a new realm of possible worlds. I started thinking about my research from the stand point of social beliefs, values, ethics and hopes first. And can this be later translated into material expressions and slowly becoming little bits of a new world that could function.

As the author Milan Kundera writes: "A novel examines not reality but existence. And Existence is not what has occurred, existence is the realm of human possibilites, everything that man can become, everything he's capable of."



# Liquid Gold: A Speculative Future on Human Milk

is an design research that focuses on commodifying human milk. Breastmilk is harvested regardless of gender and class. This project will look at the circulation of milk and its pathway. As a new commodity derived from human, this will intersect various aspects such as laws governing bodily fluids, commodification and its value. Technology and media, from milk harvesting facility, equipments, screening and marketing for consumers. This will all shape the future of milk. The good and the ugly and a reflection of what our society stands for today.

## [3] HUMAN MILK WORLD



VIDEO, 6:49 MINS, HUMAN MILK WORLD (2020), TZI LI W.

\* IF YOU ARE USING EARPHONES, KINDLY PUT ON BOTH SIDES \*

LINK (COPY & PASTE): vimeo.com/418455224

PASSWORD: MADesignTzi

## **FACTS**

O1 \*\*Cow's milk are made for calves to build muscles fast and human milk for humans to build the brain and protect from diseases.

Methane emitted per species per year 02









O3 · · Since 1993, Norway included breastmilk output in its annual food production report. Human milk is food for all.

...04

Plant based milk cannot be called milk because they do not lactate. They are named "milk" for commercial purposes. Probably plant juice is the name for it.<

05"

Human milk is not included within the scope of the National Organ Transplant Act (which makes the selling of human organs a federal crime) and many states exclude "replenishable" or "self-replicating" body fluids and tissues as illegal sale. Same goes to hair, sperm and eggs.

## it is legal

## Why you should drink human milk?

- All natural and organic
- It is practically free to produce
- Better for the environment than any other kind of mammal milk
- A good cooking ingredient
- Fight against E coli and protects your gut

The origin of cow's milk drinking came when people were starving. We developed mutations that can tolerant lactase over thousands of years. The early drinkers probably farted a lot.

08"



In the 1600s, African slaves were forced to breastfeed the child of their master. Usually taken away from their own children after giving birth. Increasing productivity is the key word, for the slaves and masters. The slaves has an extra duty to do and masters can continue to reproduce.

When a women lactates, the chance of pregnancy is practically zero during the first three months, less than 2% between 3 and 6 months, and about 6% after 6 months. The average time for the return of menstrual periods is 14.6 months.

10

To induce lactation, domperidone is used at a dosage of 10 to 30 mg, 3 or 4 times per day by mouth. Effects may be seen within 24 hours or may not be seen for 3 or 4 days. Side effects may include headache, abdominal cramps, dry mouth and alteration of menstrual cycle.



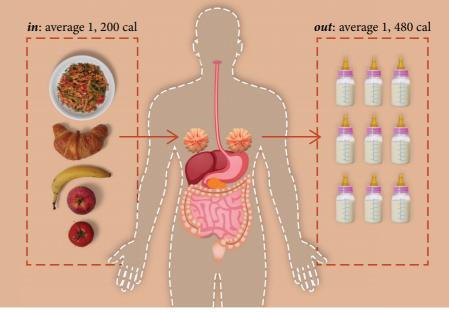
Legendary wet nurse Judith Waterford.
In 1831, on her 81st birthday, she could still produce human milk. In her prime she unfailingly produced 1.8 litres of breast milk a day.

#### Benefts of lactating



- Natural contraceptive for the first six months of breastfeeding (98 to 99 percent accuracy)
- Weight loss
  - Reduced risk of certain cancers
  - Decreased risk of heart attack and stroke
  - Lower blood pressure

13 ...
A full day pf pumping produces enough calorie to feed a person for a day.



#### PLOT DECONSTRUCTED

#### Themes and interpretation

In this segment, I would like to bring out some important themes that were highlighted in the making of the video.



#### **Free agents**

changes can happen in many number of ways for example propaganda, individual action, guilt, legislation or social pressure. Design can modify our behavior by nudging us to make choices that someone would like us to make. Through speculative design, it has the ability to make a whole range of viable and not so viable possibilities tangible and available for consideration.

We need to acknowledge that people are free agents who is free to make up their own minds and having control over the choices they make whether in private or collectively. We are free to make choices regarding the diet we follow, the clothes we wear, the jobs we want or the philosophy we live by.

### Our ideas are anything but fixed

the \*old tales\* are indeed real stories shared amongst contributors from the book Fresh Milk:Secret Life of Breasts (Fiona Giles, 2003). They are placed in the beginning of the video as an opening scene to show that the place and circumstances that women choose to breastfeed or use breastmilk is far more varied than we know and our practices today will be anything but fixed.



#### **Social standards**

Of course, as with criminality, many things (except for certain diseases) will not be passed on through breastmilk.

The digital age has opened us up to another world, created jobs we never knew could exist and connected people throughout the whole wide world. But on the contrary comes pressure to keep up with the standards of what we see and know through online. Some people have found themselves battling with identity issues due to unrealistic and unnecessary "perfect" standards. Those perfectly formed human beings have become the standard by which we measure everything else.

For example in a Sperm Bank, men's profiles are put on the internet at a price and buyers shop for sperm based on features like height, weight, eye color, education level, ethnicity and athleticism. Usually the most appealing person goes out of stock fast.

Perhaps the conduct of Human Harvester Corporation is a metaphor of what our society does today, as some questions asked in the application form may seem irrelevant to the job requirement of a Lactator.

### Marketing

Social standards could sometimes matter and marketing is not always a lie. Because they need each other to thrive. Marketing takes data, facts, research and creates a story that people want to hear with it. When people accept the story they hear, they have the potential to become consumers.



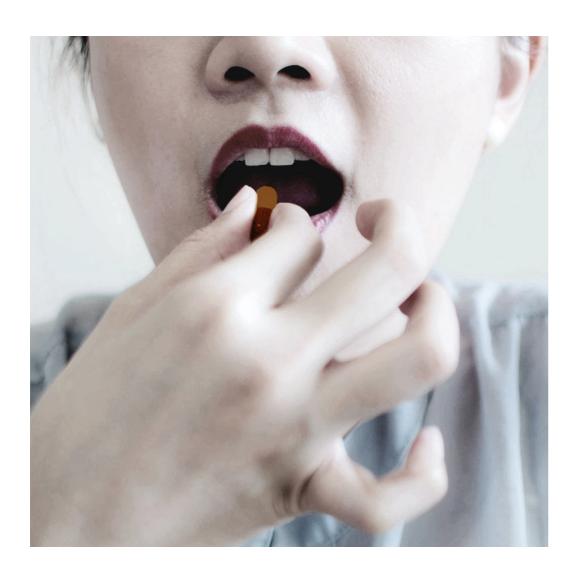
## Your rating = your worth?

How we feel about ourself is heavily influenced by how we think we are fairing compared to others. In other words, self-esteem is derived from what we think others "think" of ourself based on results and actions. And most of the time it's purely based on our perspective and interpretation of a reality. [1]

This system is elitist because only those that fit the social norms of the society are able to achieve high scores and does it convert to your worth and placement in this world?

But in the story, the disqualified unknown seller finds that it is more liberating when she is not under the system. An irony. As she is able to have more control over her choices and what she choose to do with her body.

[1] THE SOCIAL CREDIT SYSTEM, PINYIN: SHÈHUÌ XÌNYÒNG TĬXI, IS A NATIONAL CREDIT SYSTEM DEVELOPED BY THE CHINESE GOVERNMENT THAT CREDITS YOU BASED ON GOOD BEHAVIOR.



### **Environment responsibility**

Through the findings and the nature of the direction of this project, topics regarding the environment is inevitable. It has brought up issues regarding dairy and cattle farming. Instead of focusing on if it is ethical or unethical I would like us to think instead about our responsibility towards the environment we live in and do we choose to make it better if deemed fit. In the world we live in today, it is quite the impossible to have one solution that fits all but perhaps making changes from multi dimensional is more approachable.

Hence, I question as well if it does any good when we stop consuming cow's milk, provide more opening for jobs, have control over the size of our population, normalize breastfeeding and still be able to feed our kin?

#### **Maternal role**

The act of feeding between mother and child began long before milk production happens. From conception to the post-natal period, the life-giving links in feeding between mother and child develop in two successive stages. First, the production of a shared temporary organ, the placenta, which connects the two bodies for feeding purposes during the 9 months of gestation. Second, the production of mother's milk, which extends the link post natal, the baby feeding on the mother, for the survival of both.



### **Bio-capitalism**

Capitalism continually seeks new market. Gene patenting [1] is one of the example.

We might one day be able to imagine a future where human milk as a new national resource. One might imagine branded milks that do not identify individuals but do highlight diet (vegan), exercise (yoga), environment (country or urban living), mental health (EQ) or intelligence (IQ), which are also the old ideologies about the ideal characteristics of a wet nurse.

Just like the varieties of food practice today calls on to its ecological qualities that gives variety price point for coffee beans, chocolate and wine. [2]

[1] THE CONTROVERSIAL LEGAL PRACTICE OF PATENTING A NEWLY DISCOVERED GENE. IT ALLOWS UNIQUE SEGMENTS OF DNA, WHICH PERHAPS CODE FOR A CERTAIN DISEASE OR A CERTAIN PROTEIN, TO BE OWNED BY AN INDIVIDUAL OR CORPORATION.

[2] TERROIR IS A FRENCH TERM USED TO DESCRIBE THE ENVIRONMENTAL FACTORS THAT AFFECT A CROP'S PHENOTYPE, INCLUDING UNIQUE ENVIRONMENT CONTEXTS, FARMING PRACTICES AND A CROP'S SPECIFIC GROWTH HABITAT.

## (4) PROPS TO PROBE

## LACTATOR FOLDER

Inside this folder it contains 2 parts:

- i. The Lactator Application Form
- ii. Classified full profile of one of the qualified lactators

Some questions in the application form seems irrelevant to the job requirement and the method of calculation the scores is never revealed entirely but in the end the quality of her milk is stamped as "Standard".

The folder is blank on all sides and remains anonymous from the outside.



Dimension

A4 size

Material

160gm Lana Sand for folder

11 pieces of 250gm A4 paper







To view this folder electronically in detail, (copy & paste) issuu.com/tziliwong/docs/lactator\_folder

## DOMPED DRUG

Domperidone is used as a galactogogue to increase milk supply. The way this drug works is that it increases serum prolactin in lactating and non lactating people. This effect is thought to be caused by the drug's antidopaminergic effect.

The term "Domped" is used in this project as a reference to the word "dope". The use of drugs to enhance performance is considered unethical, and therefore prohibited as it is against the spirit of the sport.

Similarly, a drug is administered to stimulate a bodily reaction for the lactators. It enhances the ability for a person to produce milk. What then draws the line of ethical use of drug in our society especially when controversial drugs are use for medicinal purposes?

Chemical Formula:  $C_{22}H_{24}CIN_5O_2$ 

Description: A specific blocker of dopamine receptors. It speeds gastrointestinal peristalsis, causes prolactin release, and is used as antiemetic and tool in the study of dopaminergic mechanisms.

Affected organisms: Humans and other mammals

Possible side effects: headache, insomnia, dry mouth, hot flushes



Dimension

9.7cm x 9.5cm

Material

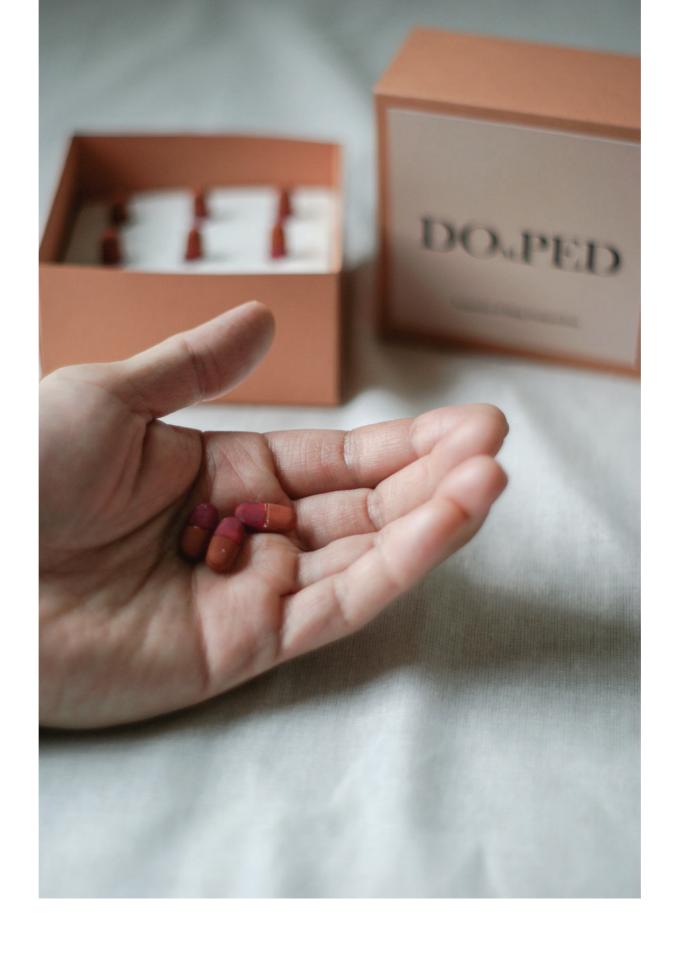
160gm Lana Bisque for box

White air dried clay

Capsules







## HYBRID MILKER

As of 2019, the European Union has roughly 23 million of dairy cows (statista.com) and that amounts to millions of milking machine which will be made redundant if in the future cow's milk is being replaced. What happens then to these equipments? Can they be modified to fit for human usage? What does it mean to use a gadget that was used on another species other than ourselves?

It is funny to think that fundamentally this equipment does the exact same job for both human and animals. That is to efficiently extract milk. It is also one of the industrial design product that a human and a cow share similarly. This shows how our bodies react and produces the same.

For a milker to function, there are 4 basic vital components. The pump unit that works as a vacuum to create suction, tubing that channels milk into container, container to store milk, and flanges that draws and stimulates milk out from the nipple. These components are present both in farm and home use and they are what makes a milk machine do its job.



#### Dimension

12 cm diameter

15 cm height

(65cm height when fully extended)

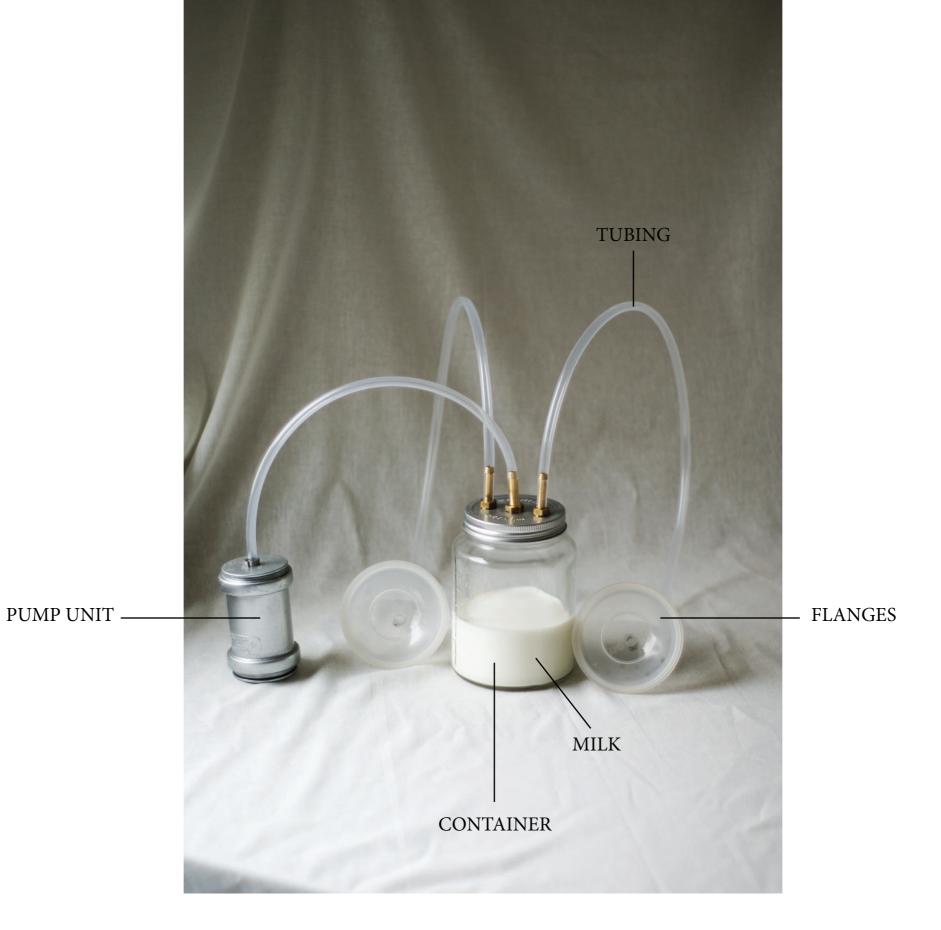
#### Material

Glass

Metal

Plastic

Silicone





















## HUMAN CHEESE STORE

The production and consumption of human cheese is presented here as means to question the normalcy embedded in consuming non-human milk, in of acceptance or rejection. Rather than offering just white fluid, can breastmilk be seen more palatable in form of cheese (which had gone through a process), this is similar to our slowly acceptable cricket flour or larvae burger. Rather than eating the crickets in itself, turning it into another form that is less representing. [1]

A step by step guide is shown on how to transform human milk to cheese. All ingredients used are easily accessible and safe to consume.

A waiter is shown presenting 3 different grades of cheese. These cheese were made from 3 categories of milk being harvested and also looking at its packaging. The packaging on these cheese are about its producer and how it reflects its quality. Its quality is a reflection of how humans are graded based on social standards.

In our supermarket today, produce of different grades usually have different style and design on packaging to distinguish its quality and price.

[1] MIRIAM S., THE LADY CHEESE SHOP, MICHAEL MUT GALLERY, 2011













PREMIUM













STANDARD











ECONOMY

Group of packaging that markets the products to be premium, standard and economy quality.

THE MAKING OF CHEESE

Human milk is brought in, ready to be turned to cheese







Pour milk into heated pot and stir continuously







Once milk starts to bubble and a thin film is formed on surface, shut off the heat. 2 tablespoon of vinegar is then added along with 2 tablespoons of Epsom salt. Stir again.







Sitr until coagulation happens. Transfer liquid to sieve.







Wait for it to settle about 30 minutes.







Once all excess liquid is drained, mould the cheese into desired shape. Fresh cheese is ready to be consumed right away or can be stored in fridge up to 5 days.

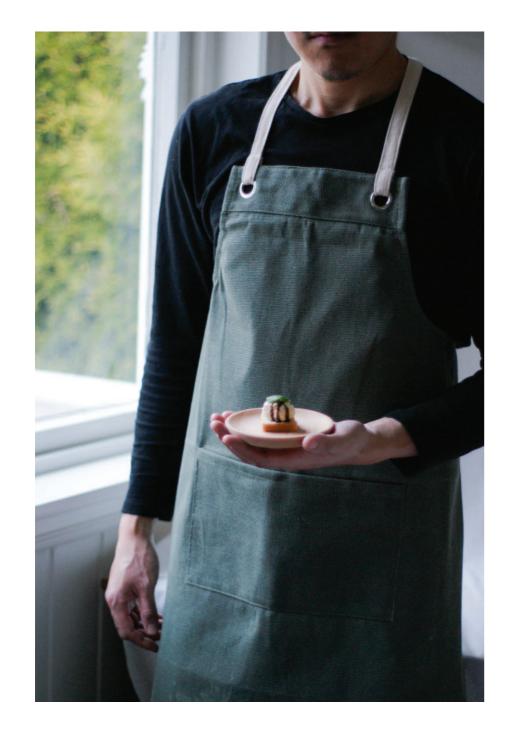






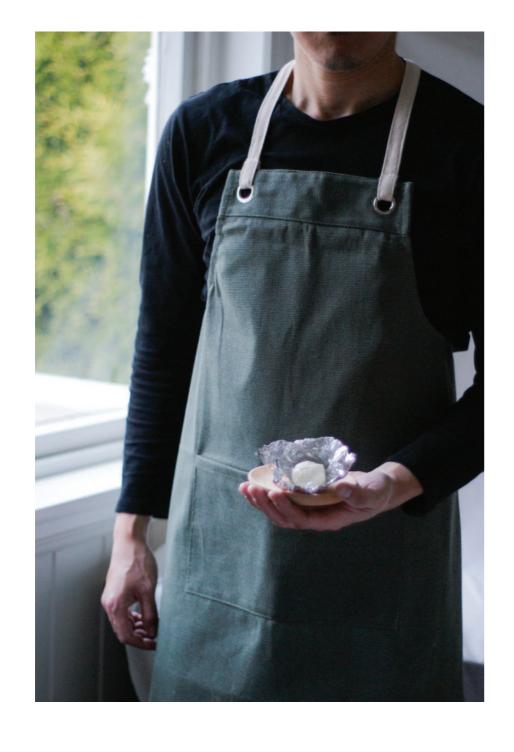
THE HUMAN CHEESE SHOP

### PREMIU M





### S T A N D A R D





## ECONOMY





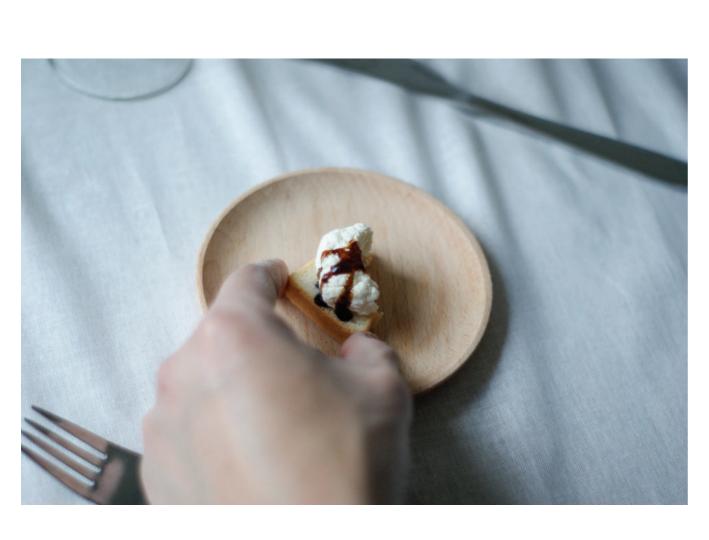


TASTING SESSION













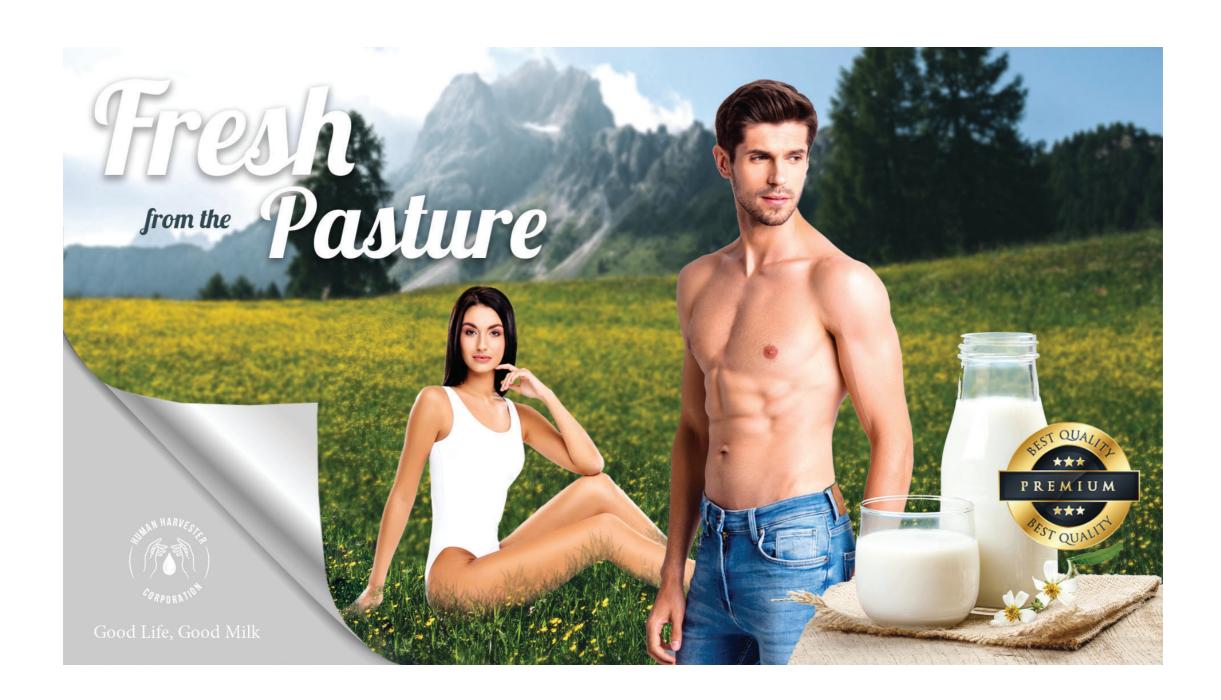




## Advertisement

brought to you by,









## Limitation

This project was carried out during the COVID-19 pandemic (2020) and most part of this project was done at home from 11th March onwards in accordance to the government's guideline to practice social distancing intended to limit and delay the outbreak. A new form of assessment was immediately drawn up by the university to facilitate examination.

Hence the test group and physical audience that was intended for this research to happen will not be achieved. Given a normal situation, the props will have a chance to be looked through, touched and seen physically. This will help give an even better understanding about the research.

One of the limitations that I had was to not gain access into the plastic workshop in AHO. My intention was to experiment with vacuum packaging machine for making flanges needed for Hybrid Milker. I managed to find other working methods and material in substitute to fulfill the project's own brief.

Even though the props does not function mechanically. They should all be seen from point of view as objects to mediate imagination and thoughts.

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