

Popular Culture and Gendered Colors

- pink, being a more decided and stronger color, is more suitable for the boy, while blue, which is more delicate and dainty, is prettier for the girl [*Earnshaw's Infants' Department*, 1918]

| City | | Boys | Girls |
|----------------|------------------|------|-------|
| Boston- | | | |
| | Filene's | Pink | Blue |
| Manhattan- | | | |
| | Best's | Pink | Blue |
| | Macy's | Blue | Pink |
| | Franklin Simon | Blue | Pink |
| Philadelphia- | | | |
| | John Wanamaker's | Blue | Pink |
| Cleveland- | | | |
| | Halle's | Pink | Pink |
| Chicago- | | | |
| | Marshall Field's | Pink | Blue |
| New Orleans- | | | |
| | Maison Blanche | Pink | Blue |
| San Francisco- | | | |
| | The White House | Pink | Blue |
| Los Angeles- | | | |
| | Bullock's | Blue | Pink |

Source: Time, Nov. 11, 1927



Gendered Toys Over Time

- Barbie (1959)

Ruth Handler [*Barbie Nation: An Unauthorized Tour*, 1997]:
“The Barbie concept, in many ways, gives little girls a guide to better living”

“I was worried that if Barbie was too glamorous, little girls wouldn't be able to identify with her”



Is a
Barbie
Body Possible?

Our **photo-realistic** rendering shows just how **hugely** a life-sized Barbie would actually look and uncovers the **impossible physical proportions** of the doll idealized as perfection by so many.

Barbie vs. Average

| | Barbie | US Average |
|----------|--------|------------|
| Head | 22" | 20" |
| Neck | 9" | 15" |
| Bust | 32" | 35" |
| Biceps | 7" | 13" |
| Forearms | 6" | 11" |
| Wrist | 3.5" | 6.5" |
| Waist | 16" | 35" |
| Hips | 23" | 40" |
| Thighs | 18" | 25" |
| Calf | 11" | 16" |
| Ankle | 6" | 9" |

(Based on an average height of 5'7" / 6'0 average age 19-20)

Merida from Brave

- Filmmaker Brenda Chapman:
“I think it’s atrocious what they have done to Merida...
Merida was created to break that mold—to give young girls
a better, stronger role model, a more attainable role model,
something of substance, not just a pretty face that waits
around for romance.”



Less Space for Women, More Space for Men



Straightlaced: How Gender's Got us All Tied Up, 2009

- “There is constant onslaught of... this is what a woman is!”
- “It [purple scarf on a teen] only looks feminine because of the associations people have made with it...”
- “It’s all about the guys with the broad shoulders and the deep voice, like Prince Charming. He’s always coming to rescue the maiden.”



LEGOs Goes Gendered



We don't have a national shortage of princesses
GoldieBlox founder Debbie Sterling

You like to buy us pink toys,
and everything else is for boys.
And you can always get us dolls...
It's time to change.

We deserve to see a range.
Cause all our toys look just the same,
and we would like to use our brains.

