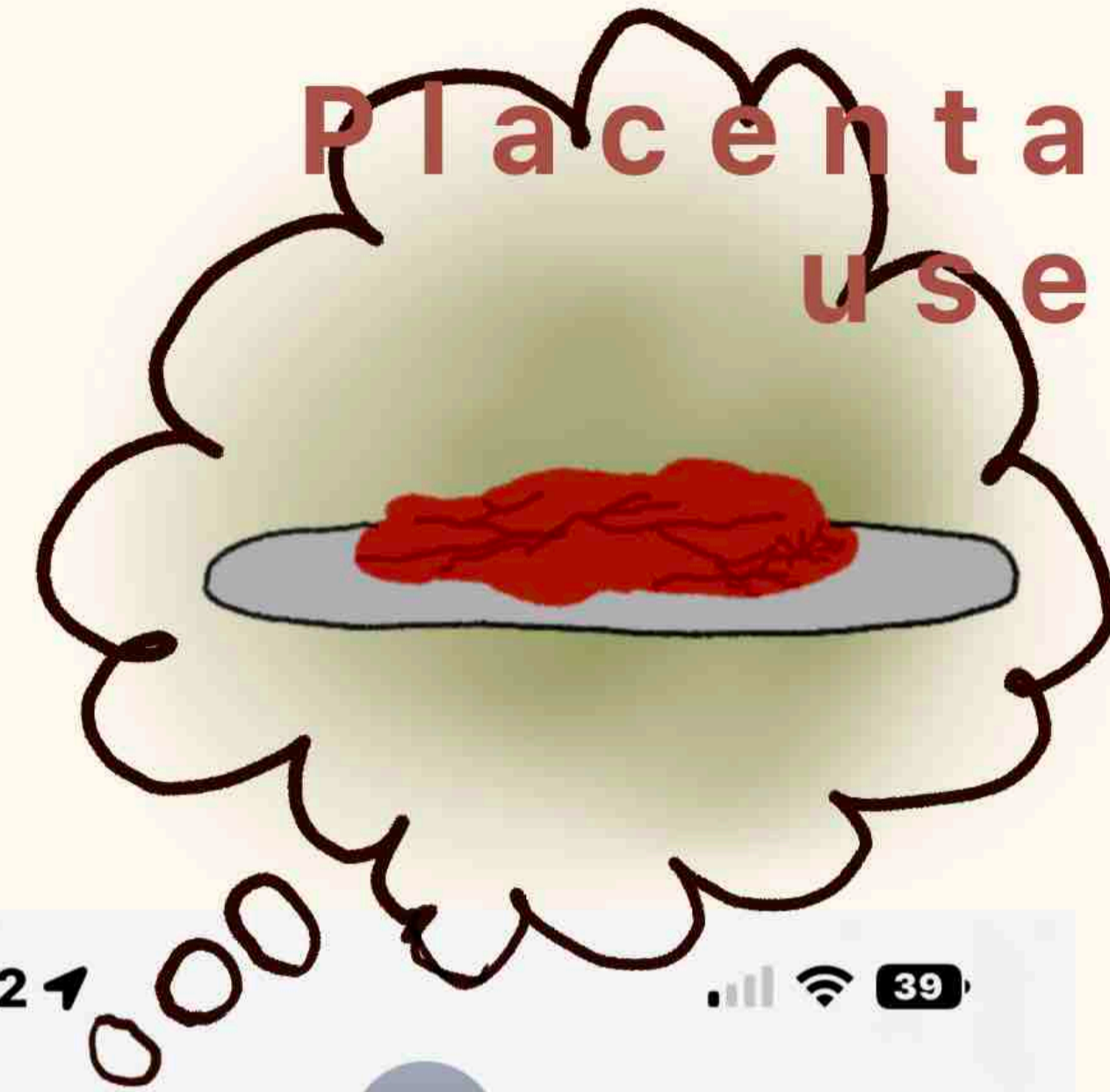


Step 1 - interview

in order to decide what aspect of pregnancy i was going to design for, i turned to an expert to learn about the relationship between product design and pregnancy

Placenta
use



Menstrual
Extraction



i left that conversation with two topics to go from; **Placenta use** and **Menstrual Extraction**

1:22

39

< 8

RR

Ruth >

iMessage
Mon, Oct 24 at 3:05 PM

Hi Ruth! It's Ezra. I'd love to schedule a time to chat soon! I hope you're well

Yes. I'm looking forward to it. I actually am quite free this week so What is a good time for you?

Step 2 - research through the internet!



i spent time looking into many different traditions regarding Placenta use

my findings

America does not have many rituals surrounding the placenta

A Navajo tradition is to bury the placenta in the ancestral land

The Maori word for placenta, "whenua" is also used to define land

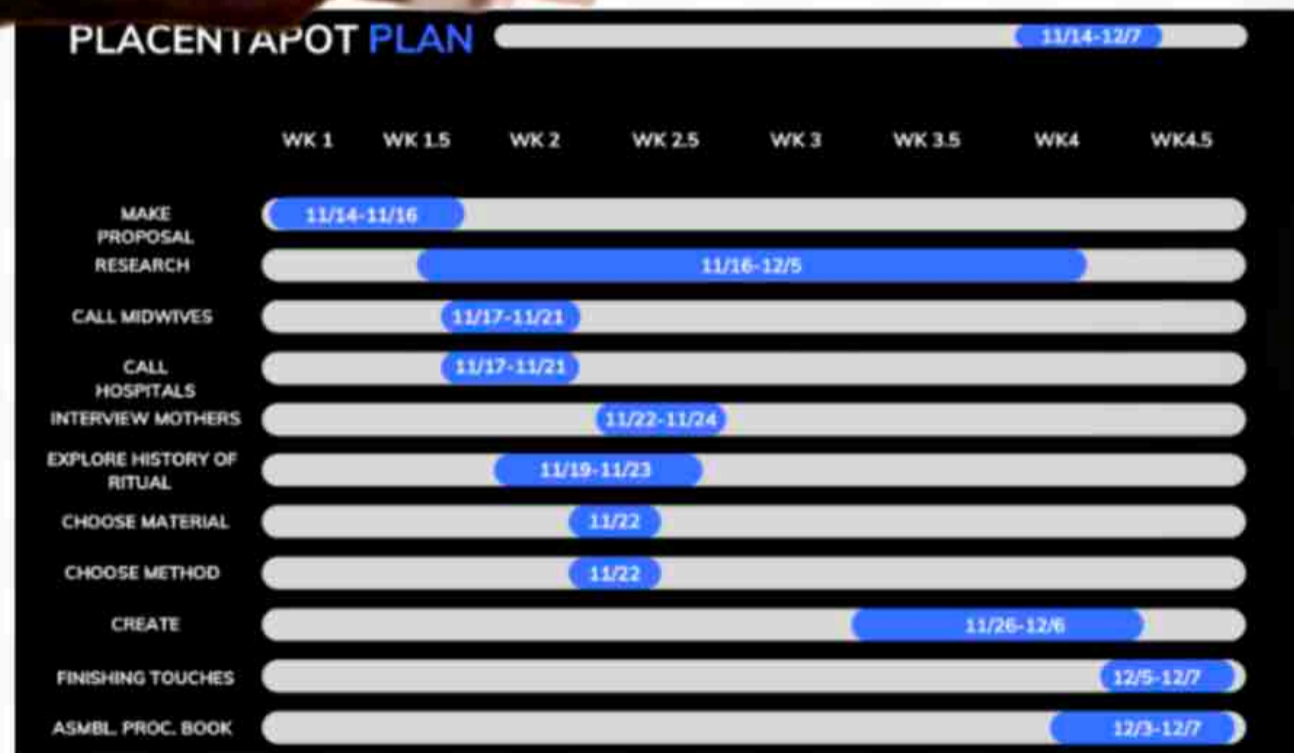
In Cambodia, the placenta is the origin of the baby's soul, and the burial place is surrounded with spiked plants to protect the baby's soul from evil

Multiple cultures burry the placenta with items or in locations that will encourage a certain life path

The Ibo of Nigeria and Ghana treat the placenta as the dead twin of the live child and give it full burial rites

In China, some nursing mothers boil the placenta, make a broth, then drink it to improve breast milk

it was common motif that the placenta and the person will have a spiritual connection, during life or after



Step 3 - research through interview!

CONVERSATION W/ MOM AND
BROTHER ABOUT OUR PLACENTA
BURIAL CEREMONIES

- LEARNED THAT:
- ELLI'S PLACENTA ISN'T ACTUALLY UNDER HIS TREE
 - OUR PLACENTA BURIAL WAS AT THE SAME TIME AS NAMING CEREMONY



these are two sketches of conversations i had with my parents

the left- me talking with my mother and brother about how our placenta burials were performed and the rituals we are aware of

the right- talking to my dads about the immediate action taken with our placentas (freezing, containing), and about the burial ceremonies

CONVERSATION W/ MY DADS ABOUT HOW MY PLACENTA WAS DISPOSED, SPECIFICALLY HOW IT WORKED RETRIEVING THE PLACENTA FROM THE HOSPITAL



LEARNED:

- WASN'T TOO MUCH WORK TO RETRIEVE, MOSTLY JUST SIGNING A COUPLE DOCUMENTS
- POSSIBLY A SMALL FEE WAS PAID
- WAS FROZEN
- IN WHITE CONTAINER

Step 4 - research through survey!

to gauge the amount of people who were familiar with placenta burial traditions, or knew about their own i did two instagram surveys

TWO

Response	Percentage
Yes (3 votes)	18%
No (14 votes)	82%

ONE

Response	Percentage
Yes (2 votes)	7%
No (11 votes)	37%
Don't know (17 votes)	57%

PLACENTA TRADITION | RITUAL

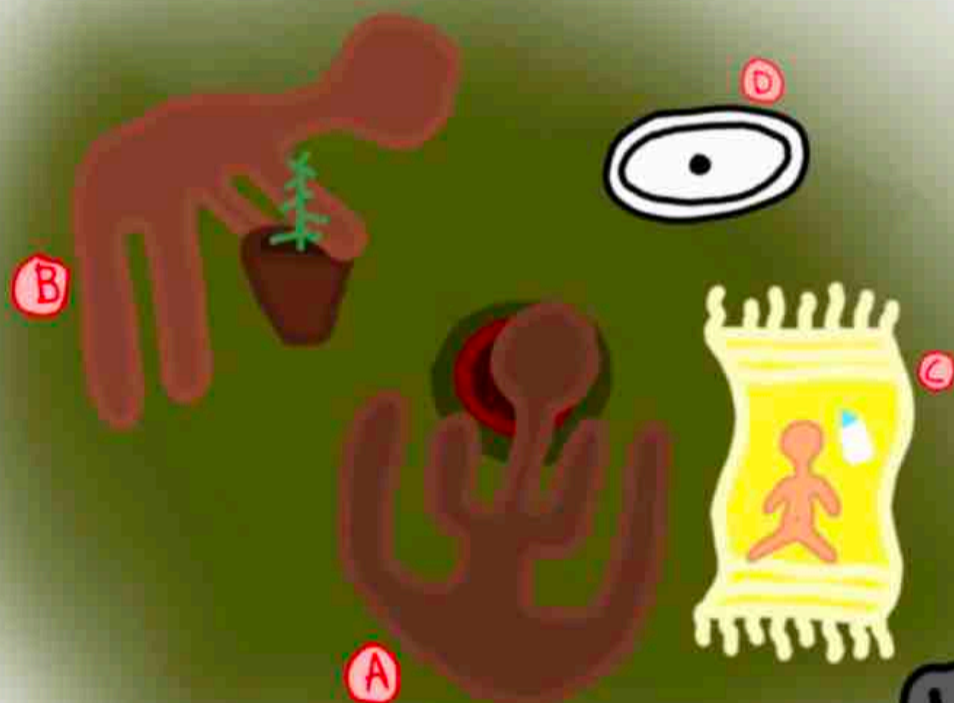
do you know what was done with your placenta?

what placenta disposal/ use traditions do you know of?

Type something...

Step 5 - ideate

PLACENTA POT SKETCHING



- A) PLACENTA BEING PLACED IN HOLE IN THE GROUND
- B) PARTNER OR SUPPORTER READY TO PLANT TREE
- C) BABY
- D) DISCARDED PLACENTA POT

COLOR OPTIONS

VISIBLE TEXT
"SACRED" "SOUL"
"PLACENTA" "ORIGIN"

SIMPLE BUT VERY MEDICAL. CANVAS FOR PLACENTA.

NATURAL BUT MEDICAL
CAM NATURAL ORGANIC GRASSY
CAM NATURAL ORGANIC WOODY

MATERIAL OPTIONS

LIGHT, BUT WEAK

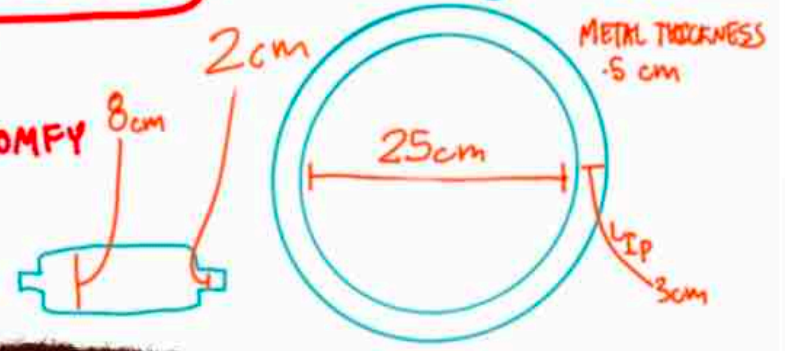
STRONG (LIMBANG)

SOFT, PRINTABLE ENVELOPE

SEE-THRU, INTENSE

MEDICAL, COMFY

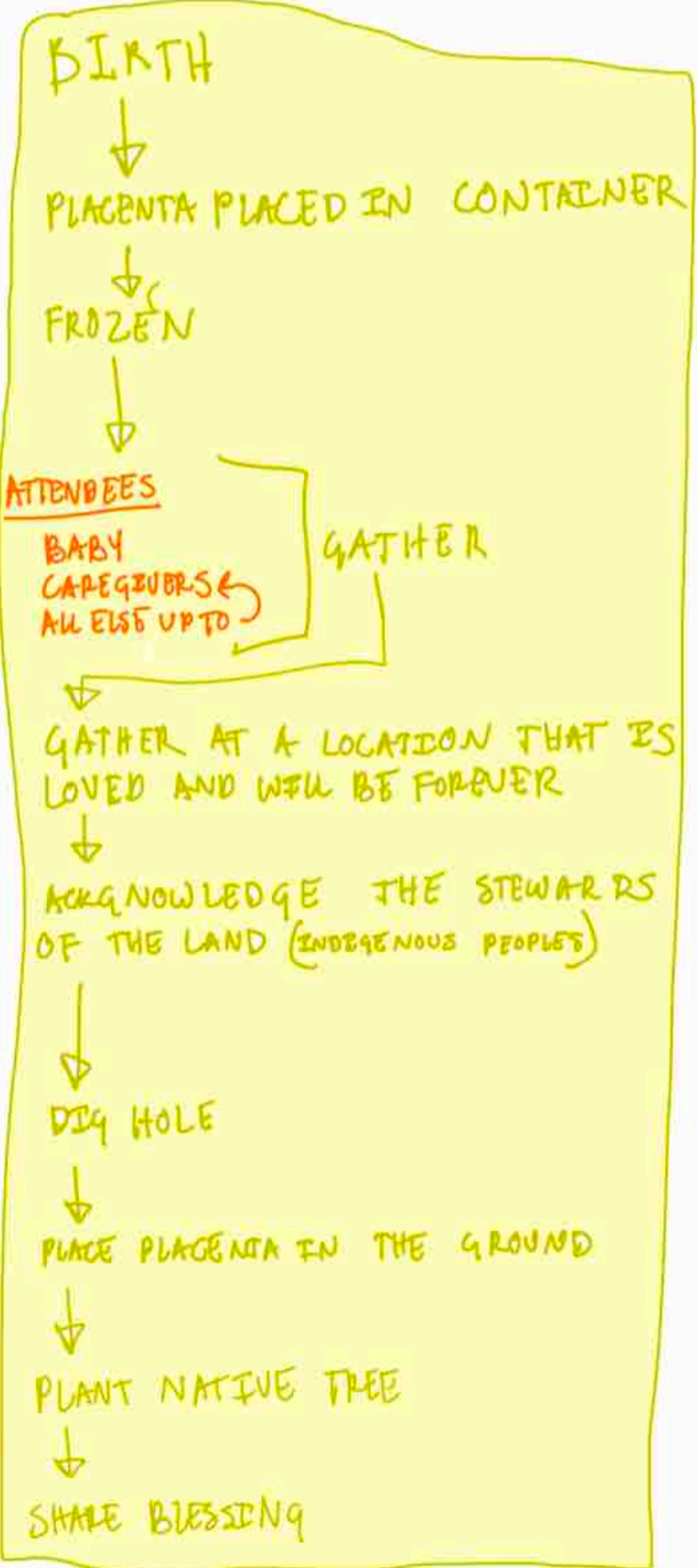
SIZE?



AVG PLACENTA 25cm
METAL THICKNESS .5cm

PLACENTA POT SKETCHING PLANNING!

RITUAL



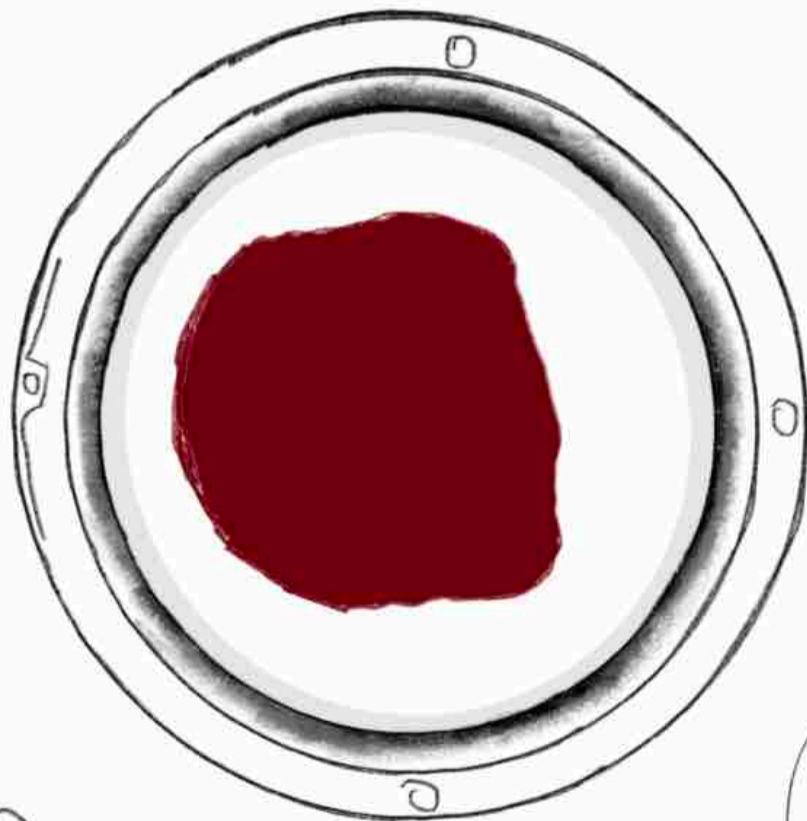
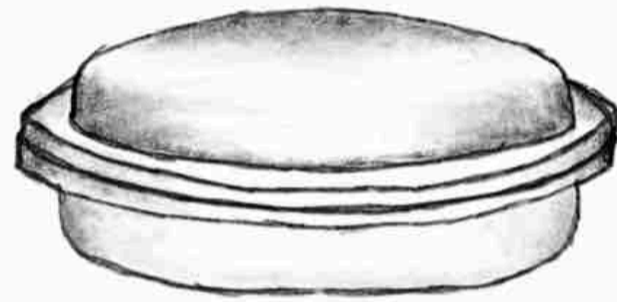
SHOULD THERE BE MORE REQUIREMENTS OR RULES?
TOO LOOSE?
CONNECT TO NAMING CEREMONY?

GOALS

CONNECTION W/ HOMETLAND
SOUL HAS NICE PLACE TO RETURN 2
NOURISHING THE LAND
BABY ORIENTED
LAND ORIENTED
NEW PLANT LIFE TO MARK NEW HUMAN LIFE

Step 6 - sketch

ACTUAL SKETCHES



Who washes
Placenta?
Hospital?



SHAPE OPTIONS



RECTANGLE



ROUNDER TOP
BOTTOM MORE SQUARED EDGES



BULGING UPWARDS
DONT MAKE SENSE REGARDING PLACENTA SIZE



BULGE DOWNWARDS



FITTED TOP



EQUAL
SIZE

ROUND EDGES

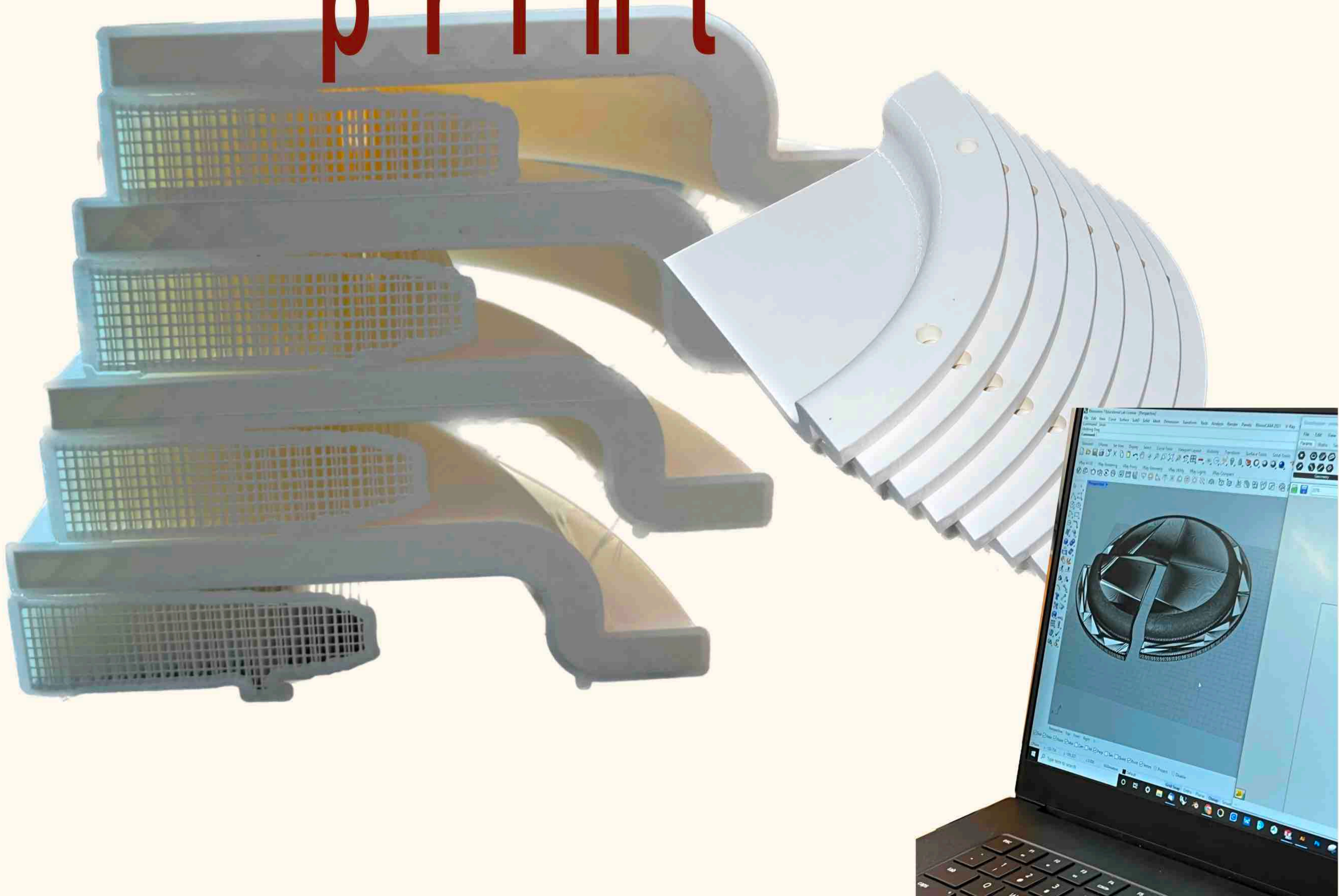
Step 7 - 3 - d m o d e l l i n g

the first iteration had more squared edges, which seemed a bit too hostile and inorganic

the design i landed on



Step 8. - print



Step 9 - finish

