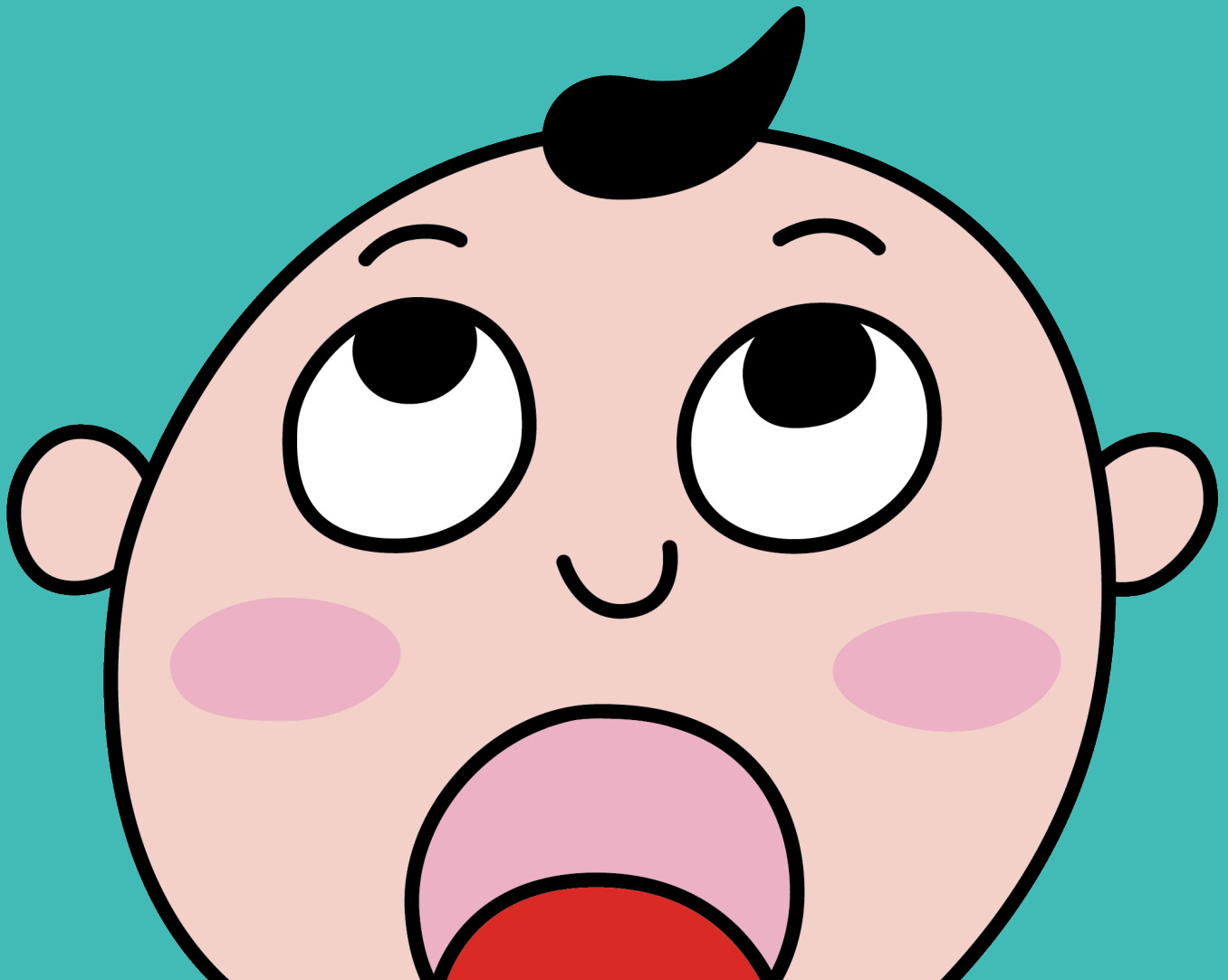
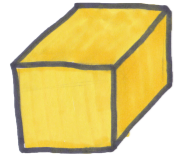


"Mom, Is this a toy?"

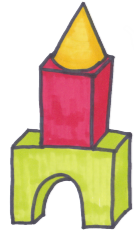




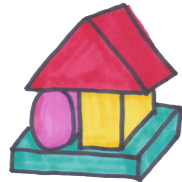
P. 3 Introduction



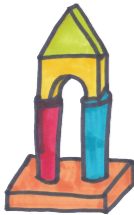
P. 9 'Sex' + 'Toy' : Linguistic Perspective



P. 17 'SEX' toy and sex 'TOY' :  
Adult and Kid



P. 57 'SEX TOY' : Affordance

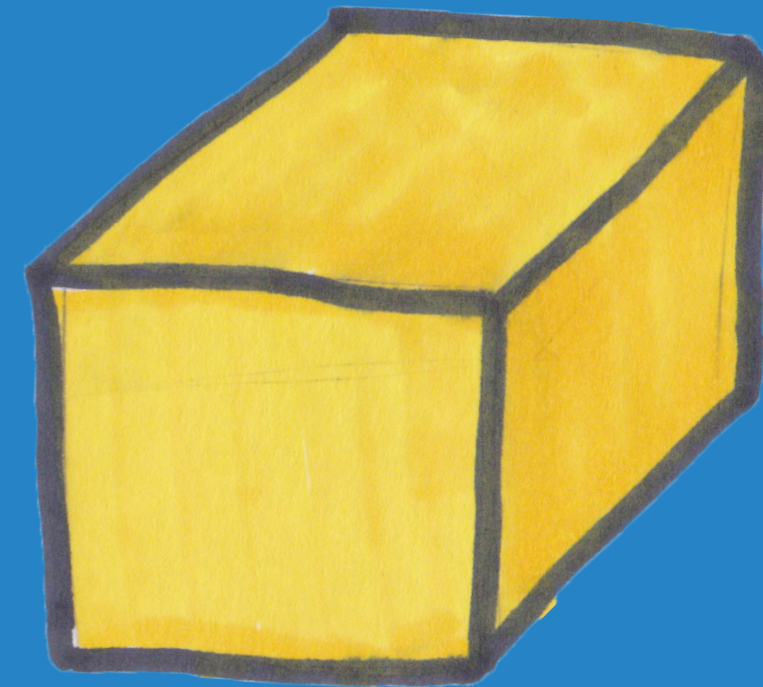


P. 65 Conclusion : Misadventure



P. 72 Reference

# Introduction





KIDNAP!

KID  
+  
NAP



ONE DAY, MY FRIEND AND I HAD A TALK. MY FRIEND SAID,

“SOMETIMES I WORRY IF I AM KIDNAPPED IN THE NIGHT.”

“YOU MEAN, WHEN YOU WERE YOUNG?”

“NO, STILL.”

“ISN'T ‘KIDNAP’ ONLY FOR CHILDREN? IT IS ‘KID’ AND ‘NAP’”

MY FRIEND STARTED LAUGHING AND ANSWERED,

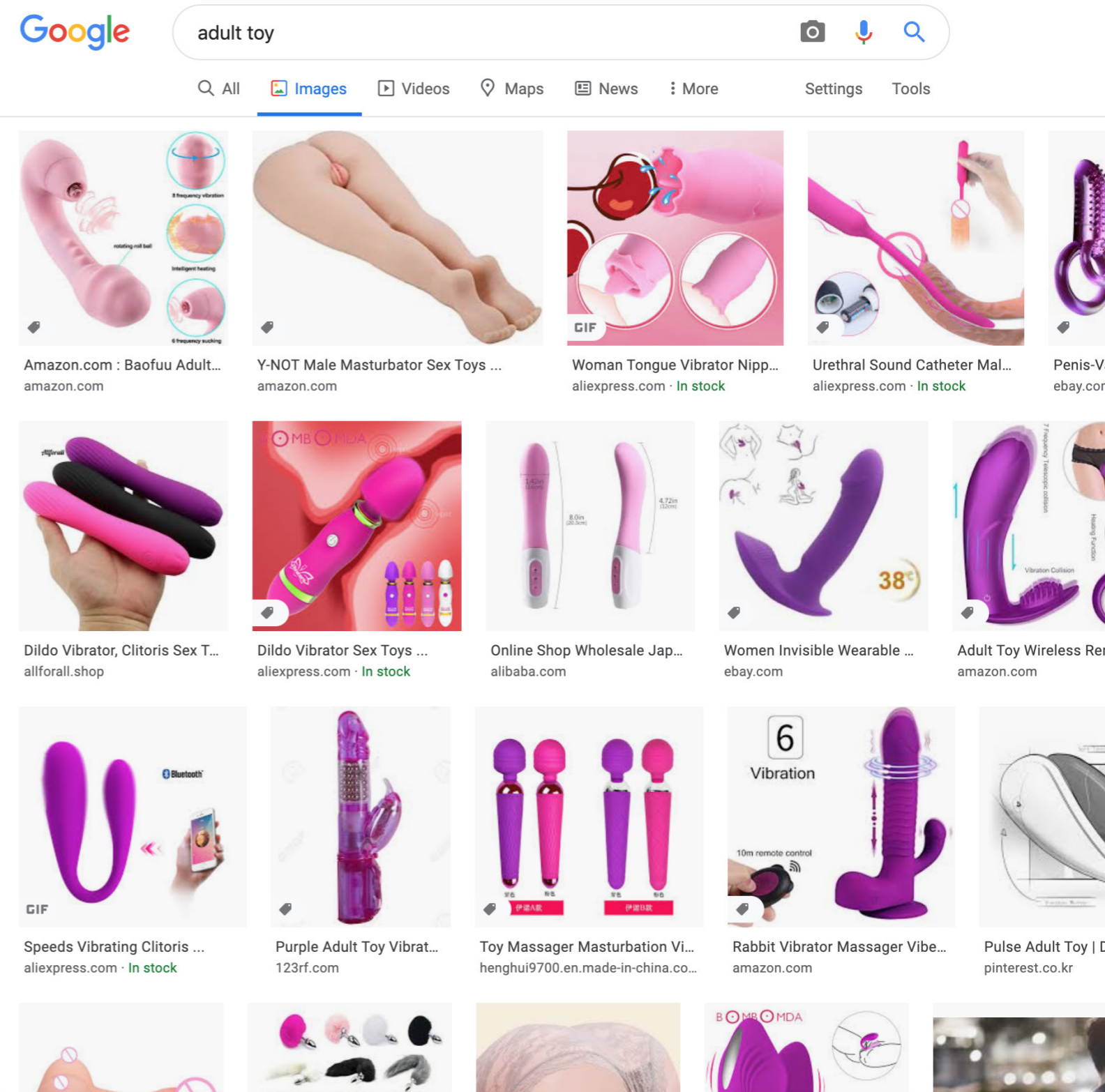
“WHAT? IF IT IS, SHOULD WE USE ONLY ‘NAP’ FOR KIDNAPPING ADULTS?”

‘KID’ AND ‘NAP,’ THE COMBINATION OF THESE TWO WORDS MADE ME CONFUSED EVEN THOUGH I ALREADY KNOW THE EXPRESSION ‘TAKING A NAP’ WHICH MEANS SLEEPING LIGHTLY DURING THE DAY. WHEN ONE WORD IS MADE BY COMBINING TWO DIFFERENT WORDS IN ENGLISH, SOMETIMES IT TAKES A LONG TIME FOR ME TO RECOGNIZE THE EXACT MEANING AS A NON-NATIVE SPEAKER. I INTERPRET DIRECTLY THIS KIND OF ENGLISH WORD WHICH IS COMBINED WITH TWO DIFFERENT WORDS AS IT IS.

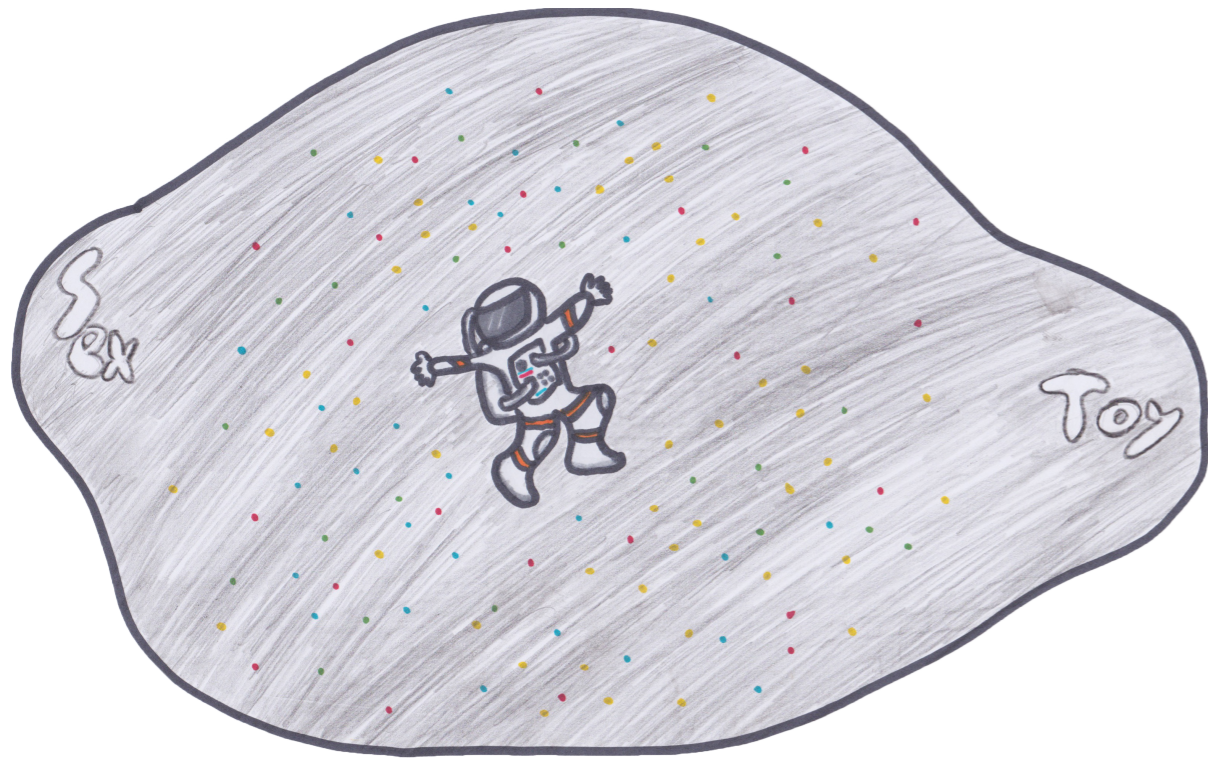


THIS LED TO ANOTHER MISUNDERSTANDING. ONE DAY, I WAS SUPPOSED TO BUY A TOY FOR MYSELF, NOT JUST A CHILDISH ONE BUT ALSO ONE REFLECTING GROWN-UP TASTE. SO I TYPED ON GOOGLE IN ENGLISH, 'ADULT TOY.' ALL OF A SUDDEN, MY SCREEN WAS FULL OF SEXUAL STUFF. WHAT I WAS SUPPOSED TO SEARCH FOR WAS 'TOYS THAT ADULTS CAN PLAY WITH.'

I WAS WONDERING WHY THE WHOLE MEANING IS TRANSMUTED WHEN THE GROUP WHICH USES AND CONSUMES THE WORD CHANGES? 'SEX TOY,' IS A COMMON SYNONYM OF ADULT TOY. THIS MADE ME WONDER MORE, THE ELEMENTAL QUESTIONS WERE FOLLOWED SUCH AS 'HOW IS THE TERM 'TOY' USED ALSO EVEN IN SEXUAL PLEASURE?,' 'HOW IT COULD BE ACCEPTABLE?' AND 'HOW CAN THESE TWO WORLDS COEXIST?' 'SEX' AND 'TOY' ARE SO MUCH DIFFERENT WHEN THESE EXIST SEPARATELY. BUT WHEN THESE TWO WORDS ARE TOGETHER, THERE IS NO BETTER WORD TO EXPRESS THAT OBJECT, 'SEX TOY.'







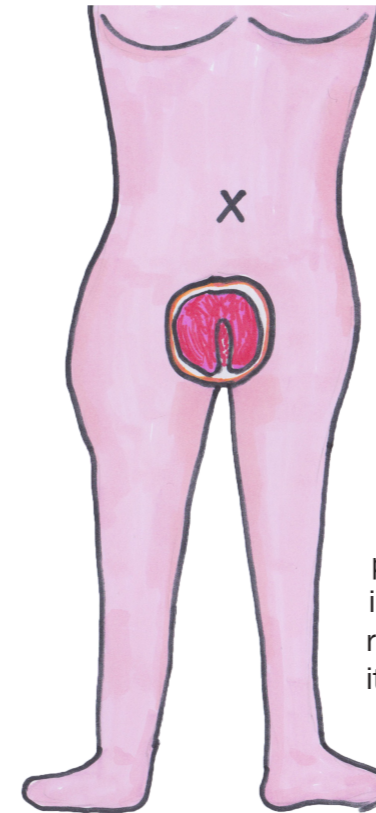
WE ARE CAREFUL NOT TO EXPOSE SEXUAL THINGS TO YOUNG CHILDREN, BUT WHY DID THE WORD 'TOY' WHICH CHILDREN WOULD MISUNDERSTAND COME TO BE USED? IN THIS ESSAY, I INTEND TO EXPLORE THE GAP I FEEL FROM THE WORD 'SEX TOY' WHEN A CHILDISH WORD IS ATTACHED TO THE WORD FOR ADULTS. FURTHERMORE, I WILL ANALYZE THE ROLE OF A SEX TOY FROM THE PERSPECTIVE OF EACH OF THE TWO WORDS.

IT WILL BE A JOURNEY INTO THE VOID BETWEEN SEX AND TOY.

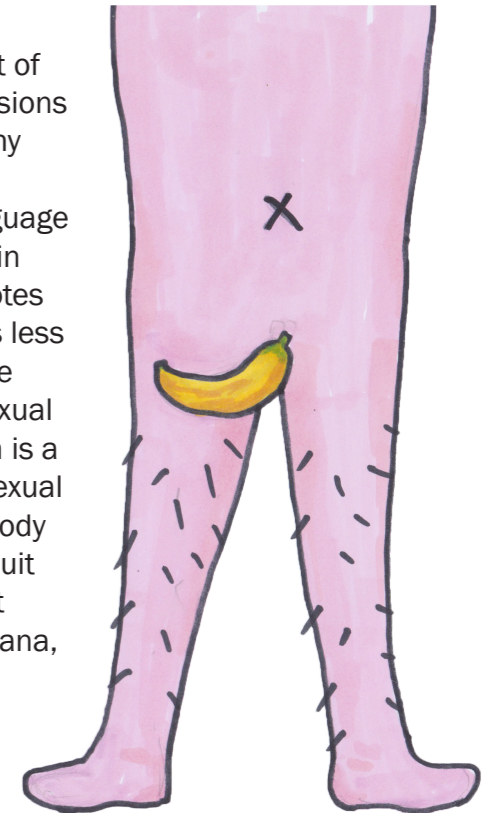
## 'Sex' + 'Toy': Linguistic Perspective



As Korean is my native language, the confusion of meaning caused by misunderstanding by the way I interpret English may actually be caused by cultural differences, not language differences. Many people in South Korea avoid using the word 'Sex' directly. This being so, the Korean word more common than sex toy, is 'Seong-in Yong-pum.' In literal translation, it is 'Adult Product.' This reflects the conservative culture in South Korea, which does not reveal much about sexuality. Also, Korea's traditional cultural base of Confucianism has influenced linguistic expression.<sup>1</sup> In this culture, it is important to speak more circuitously than straightforward, which is considered an attitude of respect for each other. However, this linguistic difference is not just caused by Korean unique cultural characteristics because there are also some words like this in English. It is 'Material aid' and 'Intimate aid.' These are words that convey meaning but are very unfamiliar. As we all know, this object is usually called a 'Sex toy.' When searching for material aid on a dictionary, a sex toy is written as its euphemistic word. In fact, it is a word that has been used for a long time, and for adults who know the purpose of this object, the word 'sex toy' is quite intuitive. However, the lexical meaning of 'Toy' is 'an object for a child to play with.'<sup>2</sup> In this context, the word 'Toy' in a sex toy is expressed in a euphemistic way, not reflecting the lexical meaning in the dictionary.



What is the linguistic impact of indirect and symbolic expressions in sexual communication? Why is it adapted in a euphemistic way? Euphemistic sexual language describes the explicit nature in a roundabout way and connotes what it means. And it sounds less offensive and allows sex to be discussed comfortably.<sup>3</sup> In sexual communication, a euphemism is a very common way to express sexual being, especially a metaphor. Body parts are often symbolized as fruit in the communication. The most representative example is a banana, it means a penis as we all know. Besides this, a variety of fruits replace the expression of body parts.







'Fruit Fingering,' the series of moving images by Stephanie Sarley visualize sexual situations symbolically and metaphorically using fruits.<sup>4</sup> She usually uploads works on Instagram. One day, her works were removed by censorship of Instagram. That post was suggestive of sexual situations, but obviously it was just fruit. It is ironic that the fruit images were censored and deleted, but it is also proven at the same time how much euphemistic sexual language works well.

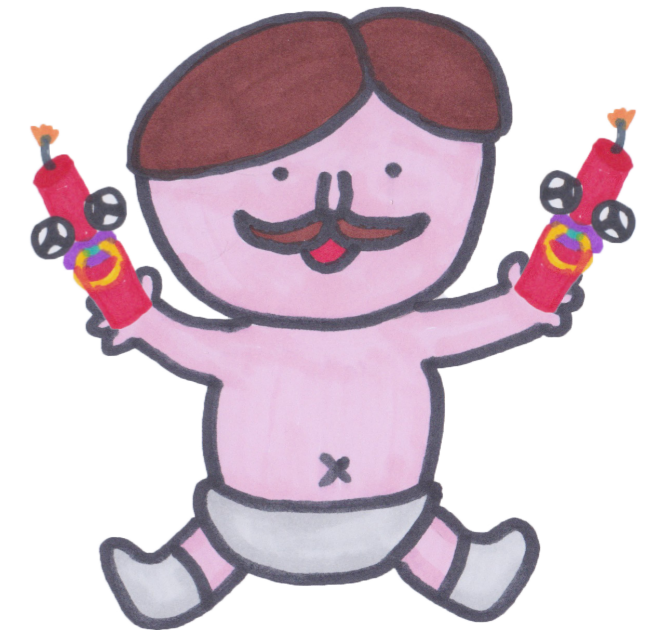
Euphemism has the character to make intimate things public. It provides a way to talk about topics that are taboo or difficult to mention in the public domain.<sup>5</sup> We can speak up about the distasteful concept without its offensive overtones.

The sexual sphere is under the taboo but quite open, and everyone is reluctant to comment publicly but everyone experiences it. In this ironic boundary, the euphemism in sexual language is the role of lubricant to make communication smooth.



The sex toy is in the same concept of euphemism. The lexical meaning of sex toy is 'a person uses as an object to enhance sexual pleasure' and its linguistic realization is 'Sex toy.'<sup>6</sup> It is obviously expressed in a euphemistic way, we do not call it 'Orgasm encourager' or something which sounds direct. A sex toy is close to a proper noun, this is the reason why the word is hard to see divided into two parts. But in the context of a compound word, I am wondering how 'Toy' is attached to 'Sex.' As I wrote above, the definition of 'Toy' in the dictionary is 'an object for a child to play with.' In this sentence, I paid attention to the expression 'Play.' Adults also want to play, and an object is also needed to make the play more interesting. A sex toy which is to enhance sexual pleasure is also an object for an adult to play with. But the difference from the lexical sentence of 'Toy' is that adult play in this case leads to being sexual. Linguistically, 'Play' is defined as 'to get involved in unconventional sexual practices' as a euphemistic expression in sexual language. Based on shared cultural knowledge, we recognize and use the expression 'play' in a sexual way.<sup>7</sup> The object that assists that kind of adult play is expressed as 'Sex toy' in a euphemistic way.

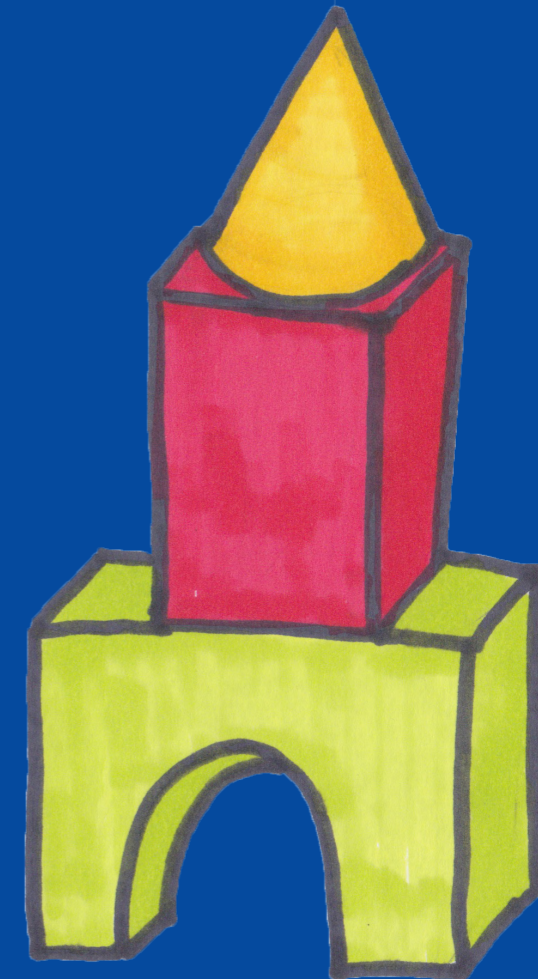
Nevertheless, the gap I feel between 'Sex' and 'Toy' still stays. To put my feeling bluntly, when I face the word 'Sex toy' which is combined of 'sex' and 'toy,' it is decorated as if it were a toy, but in fact, the contents seem to have found an illegal object and it is as if I have met a bad person who pretends to be all nice in front of people. That is probably because the concept of sexual being is a taboo that is so hard to mention publicly. Obviously, as I wrote earlier, euphemism in sexual language makes it easier linguistically. But the conflict between the two concepts of 'Sex' and 'Toy' remains. It is because things for children should always be bright and wholesome generally.



In fact, the design of sex toys is modeled following body parts, but most of them are indirectly expressed. The latter visuals have a lot in common with toys, such as bright colors, touchable shapes, and vibration that children are interested in. I wondered if a sex toy could really play the role of a toy. Perhaps if children were given sex toys without saying anything, they might really play with them like toys. A sex toy may be played with in the role both for sex and as a toy literally.

Based on my interest and curiosity, I will research from the history of sex toy design until it becomes the sex toy as we know it now: type, function, and material, etc., of sex toys in the sex perspective and the toy perspective.

# ‘SEX’ toy and sex ‘TOY’: Adult and Kid



It is hard to define when and how the term sex toy started but the word 'Dildo' has been used since 1400AD and originated from both Latin, 'dilatare' meaning 'open wide,' and Italian, 'deletto' meaning 'a woman's delight.'<sup>8</sup> A bronze relic of ancient times with a penis shape was found inside the tomb in Yizheng in the Jiangsu province, the Chinese city.<sup>9</sup> In ancient Greece, husbands who were going off to war gifted dildo which was called 'Olisbos' to wives.<sup>10</sup> It is assumed that sex toys have existed for a very long time.

Throughout this period, there have also been numerous design and material changes. As the term sex toy became widely used in the early 1970s, it began to develop into the designs that we knew from the 1980s onward. As of this time, the market for sex toys has grown and it has become easier to open up the interest in sex compared to the past relatively.<sup>11</sup>

Based on the design features of the long-changing sex toy, I will analyze these features from the functional perspective for sexual stimulation and from the toy perspective to see if there is some room to be interpreted as a toy, and compare sex toys by dividing them into 'Sex' and 'Toy.' It will also cover the type and history of sex toys by being included in the comparative analysis of these features.





## Material Sex perspective



In the case of the dildo as a representative example, in the old stone age, it was made of natural materials such as stones and wood by hand carving. Ancient Greeks used leather or animal intestines to make it softer as a cover. Around the 1940s, the development of new materials took place, especially the conversion of rubber to make it more durable. It became leading that various kinds of dildos are manufactured. Since the 1990s, silicon, an ideal material that is still widely

used today, started producing and has been used mainly. As you can see from the fact that it is a well-used material, hygienically it is easy to clean and safe especially free from phthalates. Functionally it is good at conducting vibration well and keeping body heat. Silicon products are now used most frequently, and high-end glass and steel are also used commonly because these are harder than silicone.<sup>12</sup>

## material - sex perspective



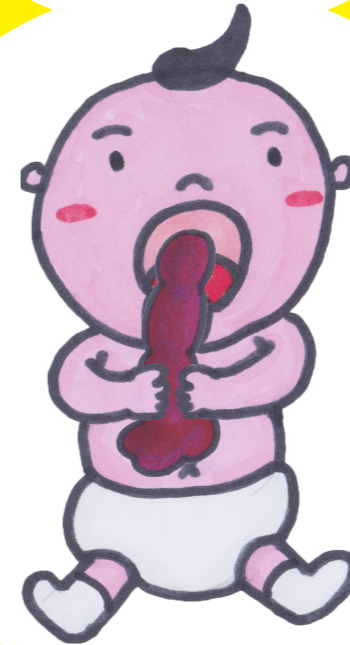
Cleanliness and safety are considered to be the top priority of the sex toy's material because it is put into the vagina or anus or onto the vulva or penis. Debby Herbenick, Ph.D., professor at the Indiana University School of Public Health and author of *Sex Made Easy* recommends toys that are made of inert material that are safe from chemicals or harbor bacteria, such as glass, steel, and medical-grade silicone.<sup>13</sup> The Food and Drug Administration in the United States (FDA) requires that sexual or material aids have to be labeled 'sold as a novelty only' to avoid therapeutic claims.<sup>14</sup> And that label shows clearly that 'This product is hygienic.' Thousands of sex toys are made of medical silicone. Medical silicone that goes into the human body is ensured by FDA's Center for Devices and Radiological Health not to affect the health negatively.<sup>15</sup>

## Material Toy perspective

It is a very important matter of what material toys are made of. Because it touches the body directly like sex toys. Cleanliness and safety are important considerations. Unlike adults, children have weak immune systems. Especially young children between 7 and 12 months old have to be extra careful because they take toys to their mouths, to bite and suck. Parents look for non-toxic toys as plastic-free toys, and toys made with natural materials to make sure that their children play safely. Of course, there are regulations to make toys of safe materials at the government level in each country. The details are different, but the regulations of most of the relevant government agencies include criteria for limiting heavy metal materials and management of phthalates and azo dye.<sup>16</sup>

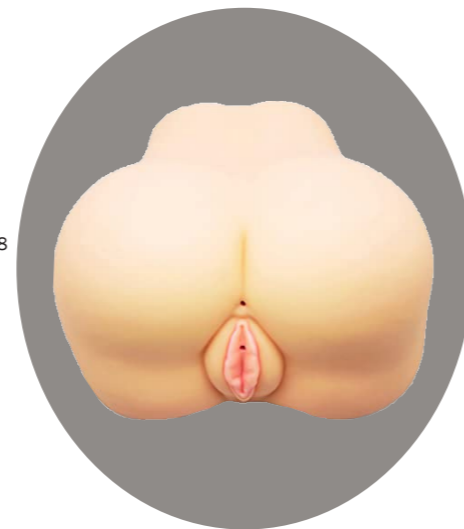
The Swedish Chemical Agency (SCA) found that only 2 percent of sex toys they investigated contained dangerous chemicals. On the other hand, 15 percent of kid's toys tested a year before had dangerous chemical substances. Sex toys are safer than kid's toys according to these surveys.<sup>17</sup>

In this respect, there is no doubt that sex toys, even made of medical silicone, do not harm the human body even if children play with them in a physical way, not in a moral way.



## Shape Sex perspective

As I said earlier, sex toys found a long time ago were typically penis-shaped. It can be inferred that the dildo made of bronze or stone, or wood, was the origin or base of a sex toy. In the early days, most sex toys' forms were imitating body parts. But in the 1970s, the lesbian consumer had a big impact on the change in the design of the dildo. The voices of those who want dildos, which do not look like a penis, had grown louder.<sup>18</sup> This was the turning point that the phallic shape dildo was changed. This reflects the taste of major consumers. But there are still sex toys that imitate body parts such as a *Real Doll*, *3faP*, and *Pocket Pussy*. Inside of them is a bumpy texture that can give physical stimulation to the penis. Their main consumer is usually male. Or it can be seen as an item that is targeted at men. Because they depict a woman's body or have holes to put the penis in, such as a vagina, anus, and mouth which reminds the user of a blow job.



StanInstitute Life-Sized  
Jessica Sanders Realistic Vagina

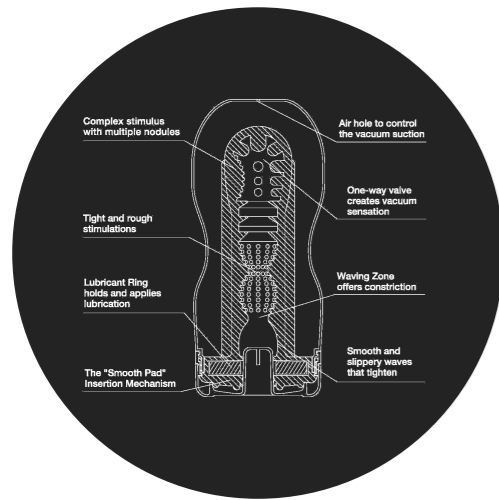


3faP, Fap happier

Males and females are different in response to visual sexual stimuli.<sup>19</sup> Men respond more to visual sexual stimuli than women. This is why realistic sex toys are released targeting men. But unlike the sex toys we talked about earlier, these seem perverse. To be honest, it is visually uncomfortable and even creepy for me. It feels like a product that reflects the wrong sexual perception. It seems they treat women as a mere outlet of lust and treat them as being only a few orifices. Sex toys for men seem to be only intended to replace a woman's vagina, butt, and mouth when there is no one to have sex with. It is not the sex toy for pleasuring a penis, but the sex toy that mimics human senses best.<sup>20</sup>



shape - sex perspective



But of course, the shape of the sex toy for men is also changing. Japanese sex toy brand 'Tenga' is in the epicenter. It maintains the texture for penis stimuli inside, like the realistic sex toys for men mentioned above, and covers them with solid material, depending on the model, or consists of only its own squishy silicone. In particular, Tenga's signature curved design is adapted for a better grip to make it easier to piston. It is also visually casual, so it is less burdensome to use. At first glance, it looks like an Eau water bottle.



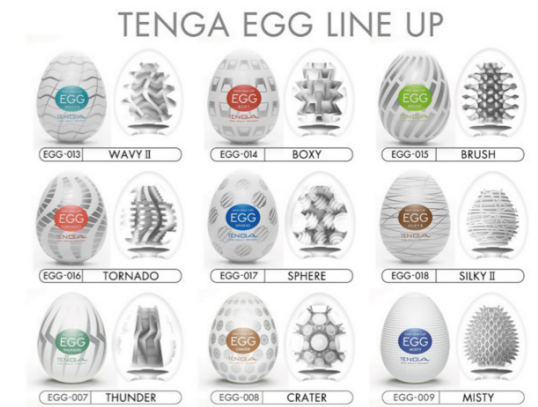
Tenga, Original Vacuum Cup  
EAU Water Bottle

shape - sex perspective



LELO, Tor 2 (Penis ring)  
IMTOY, Pleasurenana  
Tenga, Egg

Tenga has various kinds of sex toy lineups. Visually, the casual shape is improving the perception of sex toys. Among them, the *Egg* lineup really took the shape of an egg literally even the package. There is also a sex toy called *Pleasurenana*, which is modeled after a banana. These added humor to sex toys visually. Another sex toy is the penis ring. It is to insert a ring-shaped sex toy into the penis and give it a vibration. Usually, this is in ring form, just like the name of the product. There is also a penis ring for use for penis stimulation and for clitoris stimulation at the same time with penetration.



shape - sex perspective



The sex toy that many consumers look for, and we are most familiar with would be the vibrator. Vibrators also passed through various transformations before being made with various shapes today. With the development of an electric motor, women have come to meet a new sexual pleasure. But the first impression of the vibrator at that time was more of a household appliance. The first vibrator started as a medical reason for treating hysteria in women.<sup>21</sup> That is why the first vibrator had no sexuality in its appearance. It had a very mechanical appearance. Afterwards, products released as massagers gradually became sex toys with a functional feature, 'Vibration.' Although used for various purposes, the first vibrator looked like a mechanical machine that was indistinguishable from massagers and household goods.

1970s Vibrator

shape - sex perspective



It was in the 1970s that massagers, which had been used in secret for sexual purposes, were publicly revealed as sex toys. The representative item was *Hitachi Magic Wand*. It was the shape of a hand-held stick considering the grip of the user. American sex educator Betty Dodson publicly praised the product as a sex toy and taught how to use it to stimulate the clitoris in private masturbation classes.<sup>22</sup> The vibrators, which were only marketed as massagers, gradually became publicly recognized and started to be produced as sex toys.

Hitachi Magicwand

### shape - sex perspective

Recently, it has been produced in various shapes. It is mainly designed casually like Tenga. Many vibrators are combined with a dildo. One of this type called 'Rabbit' is designed to allow both penetration and clitoris stimulation. Vibratex, the Japanese sex toy company, which first launched this one, picked up the rabbit shape because it had to make a form that was not explicit according to regulations at the time.<sup>23</sup>



Fun factory, Miss Bi Turquoise

Currently, it is produced in a simplified or symbolic form if not due to regulations. As mentioned above, it is designed to reflect the tastes of female consumers, not to imitate the direct shape of the penis, but to take into account aesthetic things. This makes many vibrators can be designed beautiful and pleasurable all on its own in various ways, without simply trying to mimic or recreate the physical experience of sex.<sup>24</sup>



Romp, Jazz

### shape - sex perspective

In the case of vibrators with no dildo combined, it has a clear purpose: clitoris stimulation. It is designed with small sizes and simple shapes because the body part to which it is exposed is only a small area outside that must be stimulated. Of course, there are various types of vibrators, but they are not all complex. Some vibrators even have just a circular form. Most add curves on simple design to give variations to the shape.

And there are many designs that take into account grabbing because usually users often hold them in their hands whether it is used for masturbation or used with their partners. It is ergonomically designed to fit the body parts. In this part, only the appearance of the vibrator is talked about. Further details on vibration will be covered separately later.



Lelo, Tara

Maxx, Sunction&Vibrator

Loma, Cuddly Bird



## Shape Toy perspective

As discussed above, most sex toys are designed with simple and symbolic shapes. Direct body pictures or visual sexual materials that are described in detail are not good for children in sex education. Strong visual impressions can be deeply imprinted on infants or kids and interfere with understanding. Even the positive feelings associated with any desire or sexual thing connected to possible sexual exchanges in adolescents or adults are physiologically impossible for them to have at all.



Young children have little idea of sex itself because they do not know what sex is like.<sup>25</sup> Children face these objects without any sexual approach. This shows that sex toys can serve as toys for children to play with. Children are more likely to treat sex toys as toys they usually play with or as an everyday-object they often encounter in their daily lives. Even in my perspective as an adult who has enough sexual experience, sex toys can sometimes be linked to everyday objects. Actually, their appearance is no different from the ones children use to play. Hand-held sex toys that are ergonomically built for grip may be fit for children who like playing by holding and shaking. In the case of *Pleasurenana* and *Egg* by Tenga which is mentioned above, they look like real eggs and bananas.

shape - toy perspective



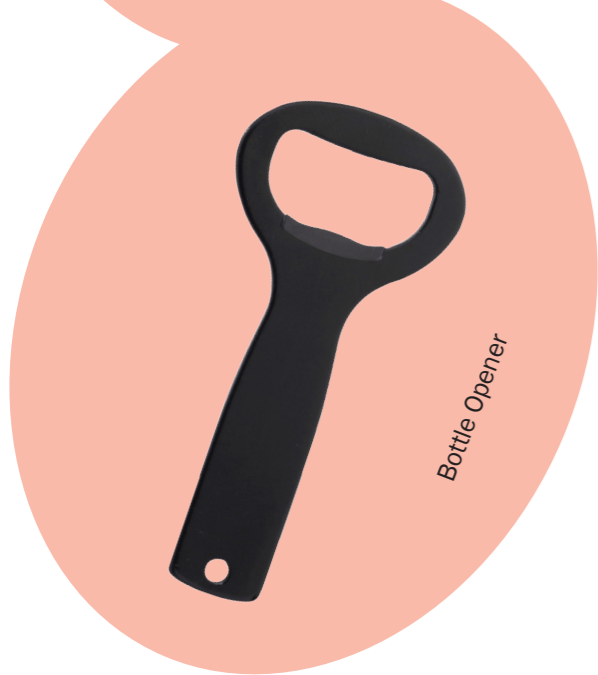
Tenga, SVR Plus  
(Penis ring)



Womanizer (Vibrator)



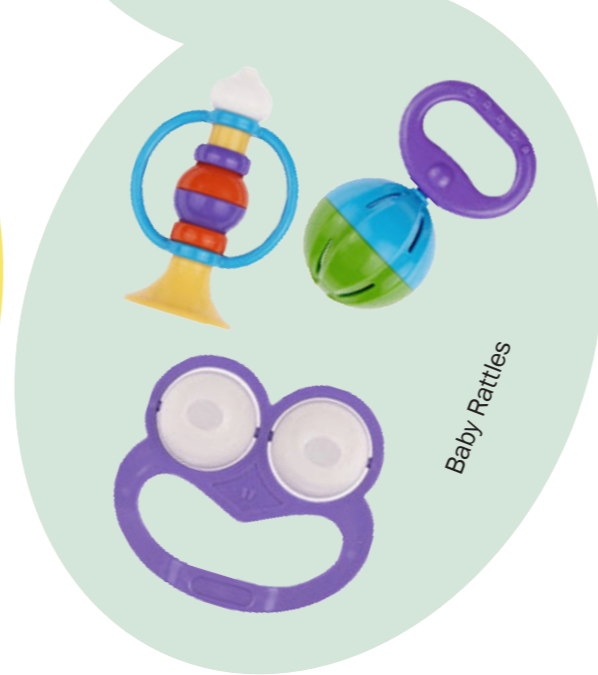
Fun Factory, Lovering Sight  
(Penis ring)



Bottle Opener

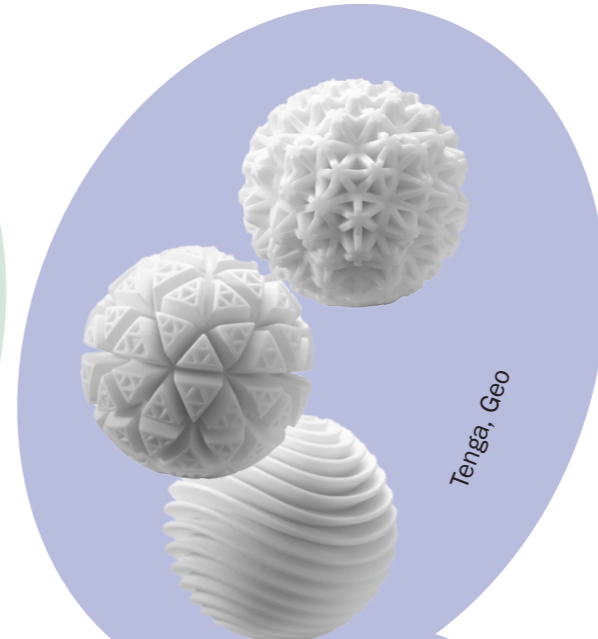


Ocarina

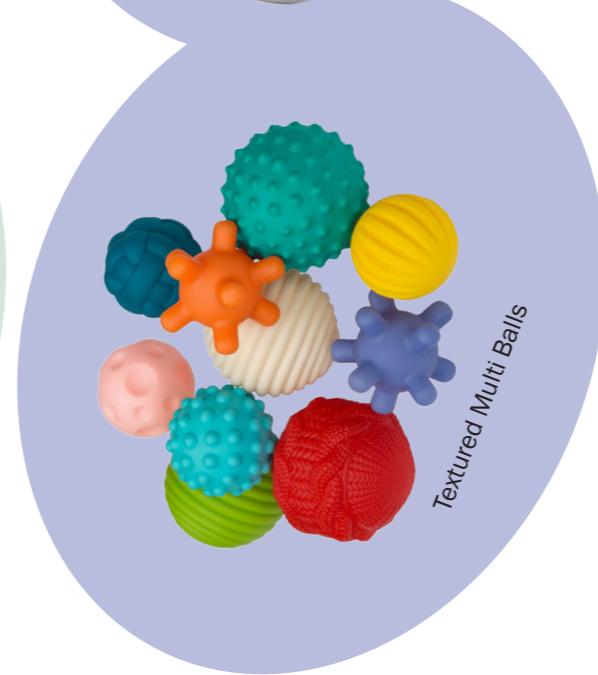


Baby Rattles

shape - toy perspective



Tenga, Geo



Textured Multi Balls



Zalo, Confidence Fairy Vibrator



Princess Magic Wand



## shape - toy perspective

The realism and structure of toys are deeply related to children's play. The structure of toys is related to the form and shape of toys and to how realistic they are compared to those used in real life.<sup>26</sup>

Clay, sand, and water are very low-structured toys, and in the case of blocks, they are included in low-structure toys because they have strong structural aspects but can be played constructively in various ways. Things such as barbie dolls with certain roles and puzzles with a set answer belong to a highly structured play. Highly structured toys help convergent thinking development, while low-structured toys help diffuse thinking development. Both types of toys help children enjoy play.<sup>27</sup>

The examples presented earlier suggest that sex toys are reminiscent of objects in everyday life and that this can reach children naturally on a daily basis without sexuality. However, kids recognize the physical properties of toys, but gradually ignore them and transform them into various plays, using them in ways they think fit.<sup>28</sup>





shape - toy perspective



Satisfyer, Plug

shape - toy perspective

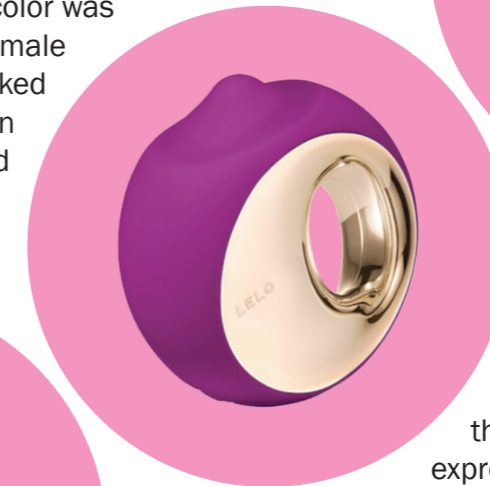
Sex toys, which role as toys have yet to be determined, can be considered to fall under the category of less structured toys with no play method or purpose set. The simple, symbolic forms and shapes of sex toys will stimulate children's imagination so that they can play a leading and spontaneous play. It will enhance children's creativity without limiting the theme of play because sex toys have low structure as a toy. But a sex toy can be a well-structured toy as well as a less-structured toy depending on how each kid accepts it. If children perceive sex toys as high-realism toys with certain roles through their appearance, this will also have a positive effect on children as a highly structured toy.

# Colors Sex perspective

In the past, sex toys had the original color of the materials. Over time, sex toys have become possible to implement various colors through the development of various materials. Among them, bright colors such as pink, purple, and sky blue are used the most frequently these days. These bright colors were not used from the beginning at once. Hallie Lieberman—author of *Buzz: A Stimulating History of the Sex Toy*—said that in the 80s, sex toy designers dipped their toes into the various colors to see which color fits in. After such attempts, purple, pink, and blue recently recorded high sales rates in North America, many sex toy company representatives said.<sup>29</sup> According to one of the articles online, pink, purple, and blue hold most of the shares when sorting by colors on the vibrator sections in the webshop. Then there is a huge gap with the colors that follow: black, red, and so on.<sup>30</sup>

## colors - sex perspective

As mentioned earlier, the latest sex toy designs are mainly curved abstract designs beyond realistic shapes, largely influenced by female consumers. The change in color was likewise attributed to the 'female voice.' Susie Bright who worked in *Good Vibrations* opened in San Francisco in 1977 faced customers at the actual sales scene.



She attributed women made imagination possible in the sex market. She recalled that she asked sex toy manufacturers that they can make joysticks — an expression referring to dildos — in some other colors than Caucasian. In the late 80s, she took note of the possibility of various colored sex toys from magenta to aqua.<sup>31</sup>

Fun Factory, Bouncer

Lelo, Ora3

Luxeluv, V2 Vibrator



## colors - sex perspective

It may be felt that this tendency was influenced by the sexist bias that women like pink and purple. But this seems to be the women's needs for a variety of colors for more exciting and satisfying play. The need has achieved a broad spectrum of sex toy colors. Marketing manager Stephanie Keating of We-Vibe which launched the first hands-free couples vibrator in 2008 said that her team tries to implement that in their products' colors using brighter, bolder colors that evoke excitement and play following the needs of consumers considering buying sex toys for better play. Products of We-Vibe are also mostly pink, purple, and blue in color. And she added that such colors tend to emphasize the shapes of products.<sup>32</sup> The bright-colored sex toy can help to emphasize the shape of the product and to induce exciting play.



colors - sex perspective



Tenga, Flip Orb Strong



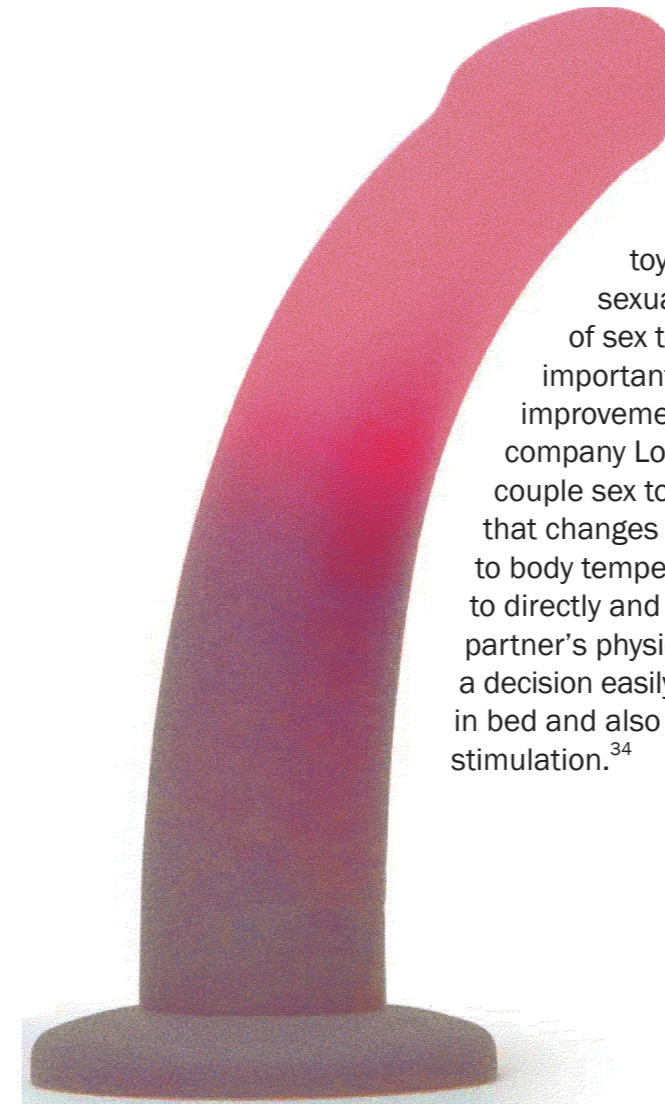
Satisfyer, Men Vibration



Tenga, Flip Hole

But one thing to point out is that the color of sex toys only for men is mainly black and red. This seems to be based on men's preference for color. Lingerie brand Obsessive conducted a survey on men which color lingerie was more attractive, black, or red. More than half of the respondents said black was the most attractive color. But what is important here is that the premise of the survey is that black and red lingerie are usually attractive to men. The option respondents can choose was only either black or red. This shows black and red are representative colors that men feel are sexy.<sup>33</sup> These color preferences seem to have affected sex toys for men.

colors - sex perspective



As everyone does, sex toys are used to improve sexual pleasure. The color of sex toys is also one of the important elements for this improvement. British sex toy company Lovehoney has released couple sex toys with new technology that changes color responding to body temperature. This allows to directly and visually check the partner's physical reactions, making a decision easily on how to lead the play in bed and also giving visual sexual stimulation.<sup>34</sup>



Lovehoney, Color changing dildo  
Lovehoney, Color changing cock ring



## colors - sex perspective

In sex toy design, color has evolved beyond just aesthetic aspects and also considering functional aspects for sexual pleasure.

In addition to the monochromatic sex toys, various designs are on the sex toys' outer surface through collaboration with popular artists or artworks. Mini vibrators with Mondrian patterns are on the market. Womanizer had a collaboration with pop star Lily Allen and the product collaborating with her has a bright color combination which people can recall her style and songs.



Womanizer, Liberty by Lily Allen  
Rocks-Off, Bamboo Mondri-anne

## colors - sex perspective

Tenga has launched a Keith Haring collaboration edition and *Egg*, which is one of their products line up, has each a different graphic on the cover, this lineup has a Keith Haring version as well.

The attractive outer surface of sex toys, such as bright colors, graphics, and artwork, which are now familiar to us, lowers entry barriers to sex toys, stimulates the desire to have them, and raises expectations for play in bed.



Tenga, Keith Haring Original Vacuum Cup  
Tenga, Keith Haring Egg

# Colors Toy perspective

colors - toy perspective



As most of you know, toys that children usually play with are mostly bright and primary colors. Children respond best to bright colors because bright colors visually help children distinguish objects before their eyesight is fully developed.<sup>35</sup> Bright-colored sex toys and primary-colored especially red sex toys such as Tenga are suitable for attracting children's attention. As all the other products have their main colors, bright colors such as pink, purple, aqua, and red are the main colors for sex toys. But besides that, sex toys have a spectrum of different colors. Playing with colorful toys is important for children.

Vision accounts for 80 percent of the senses that humans depend on. For this reason, the more color stimuli a child receives, the more three-dimensional he or she can think.<sup>36</sup> Sensory stimulation, which accepts various colors, makes the brain function more active in accepting and understanding information. The various color spectrum, the primary colors, and bright colors of sex toys which are linked to toys will stimulate children's interest to play and help their brain development.

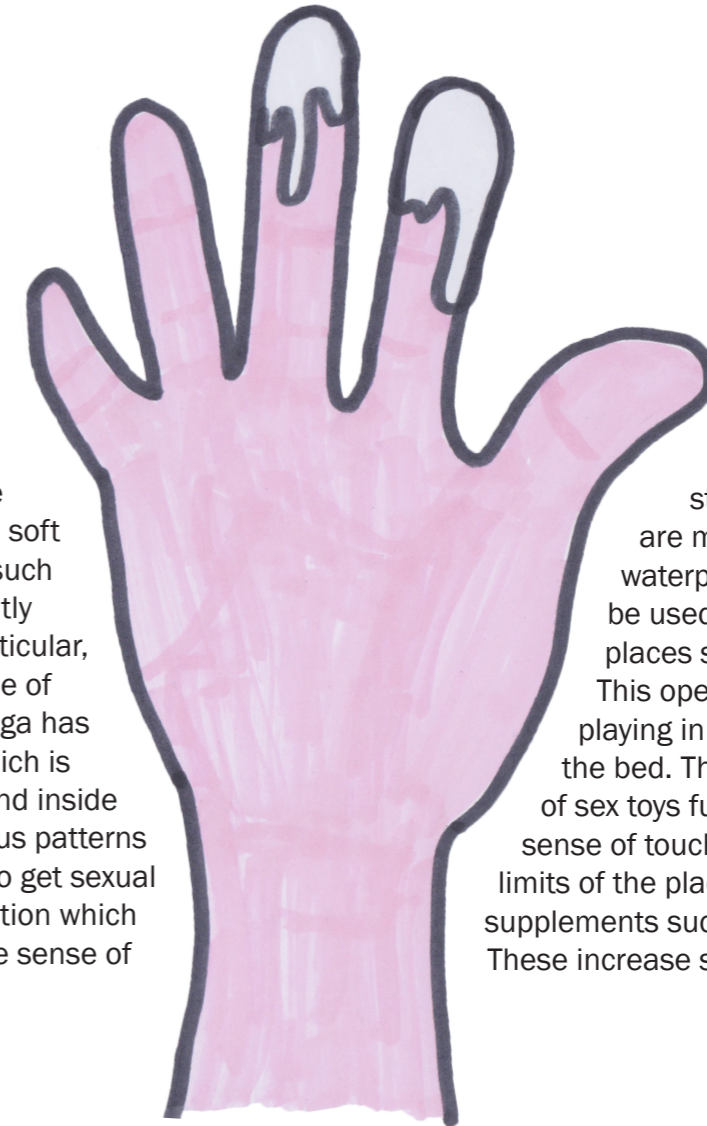


## Sense of Touch Sex perspective

Sex toys also help you try different ways for better sex pleasure. Some sex toys help to ensure that only penetration is not all about sex play. Clitoris stimulation is as important for orgasm as penetration. Of course, our body parts are fully capable of carrying out the mission. But we have sex toys for the clitoris that can give it more diverse stimulation, such as suction that can suck up the clitoris, as well as vibrators that stimulate by movement. There is a limit to the human body and strength, but the vibrator and suction allow mechanical forces such as motors and various vibrational patterns to reach orgasm more effectively.

## sense of touch - sex perspective

In sex play that tactile sense works sensitively. The texture of sex toys gives a sexual stimulation with the sense of touch. The soft touch of materials such as silicon helps gently rub the body. In particular, *Spinner* which is one of the products by Tenga has a chewy texture, which is slippery and soft, and inside is made up of various patterns of bumps, helping to get sexual pleasure by stimulation which is transmitted to the sense of touch.

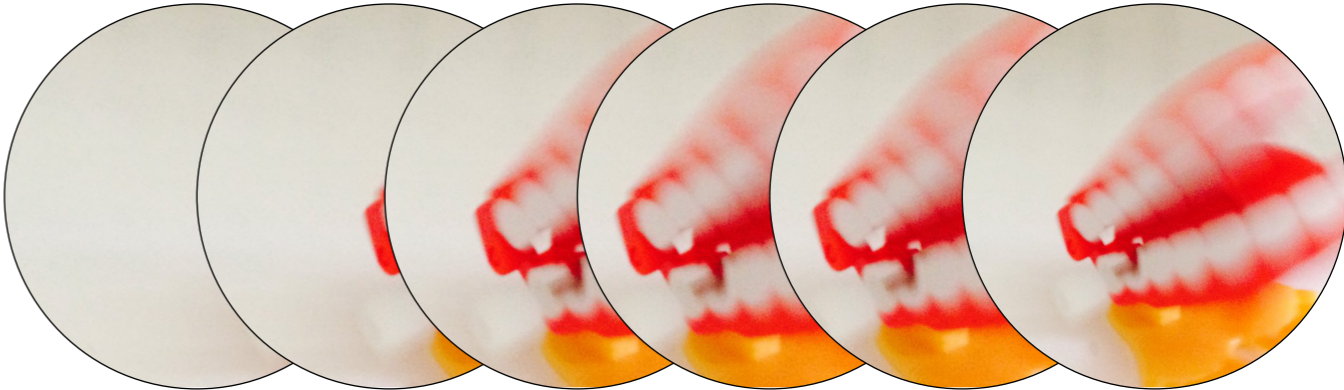


Sex toys sometimes create an environment that can give fresh stimulation. There are many sex toys with waterproof functions that can be used in humid and watery places such as bathrooms. This opens up the possibility of playing in various places beyond the bed. The vibrations, textures of sex toys further stimulate the sense of touch and breaking the limits of the place through functional supplements such as being waterproof. These increase sexual pleasure.

# Sense of Touch Toy perspective

“Kids learn through all their senses,” says Ben Mardell, a researcher with Project Zero which offers courses to understand and enhance learning, thinking, and creativity at Harvard University.<sup>37</sup> The first means of communication when a baby is born is touch. Before learning a language, they can understand, learn, and interact with the world through the sense of touch.<sup>38</sup> Playing with touch helps brain development. Children build their vocabulary to describe the feeling they touch, and it supports language development. It also strengthens motor skills by constantly moving hands or the other body parts to feel the touch.<sup>39</sup>

## sense of touch - toy perspective



The vibrations and textures of sex toys are elements associated with touch. Vibration can be seen as a high-speed touch. It attracts children’s attention with the dynamic sense of vibration, but also provides calmness in a repetitive pattern.<sup>40</sup> Toys with vibration, such as *Wind-up Movable Teeth Toys* in a vibrating way, are eye-catching and interesting to children.

Wind-up Movable Teeth Toys



sense of touch - toy perspective



Tenga, Egg

The soft texture of sex toys such as Tenga's *Spinner* and *Egg* is reminiscent of slime. Children chill and relax by playing with squeezing, mixing slime. Art therapist Nelly Curtis said in *The Guardian* newspaper that slime helps regulate emotions.<sup>41</sup> Also, children can develop the power of their hands by squeezing and squashing this slimy material.<sup>42</sup> For reasons similar to slime, the texture of sex toys will make children want to touch and play with them and strengthening them physically.



Tenga, Spinner

sense of touch - toy perspective

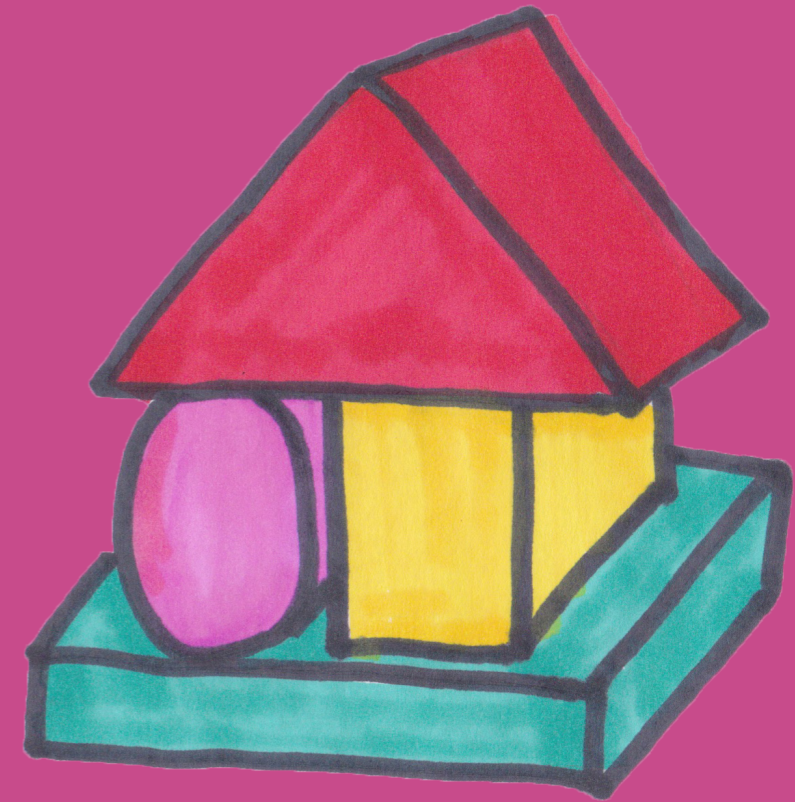


Waterproof sex toys can be upgraded to bath toys. The toys that children play with in the bath are only the variation of passive inflatable ducks. Vibrating toys in the water will be more exciting for children because it is similar to the existing bath toy and vibration is added. Or, the existing bath toys can be combined with a vibrator and upgrade the existing toys to play in a more diverse way. Children also have fun playing around using the properties of liquid that flows disperses with a bath toy. The waves of water produced by the vibration will stimulate their curiosity and provide visual fun.

It is safe enough to use even in the inside of the body and touch a person's body directly, it has a similar shape and color to the toys that children usually play with, and it also helps children to have fun and brain development with a sense of touch that can interest them. It is the sex 'toy.'

Children may ask like this; "Why did only adults play with such a good toy?"

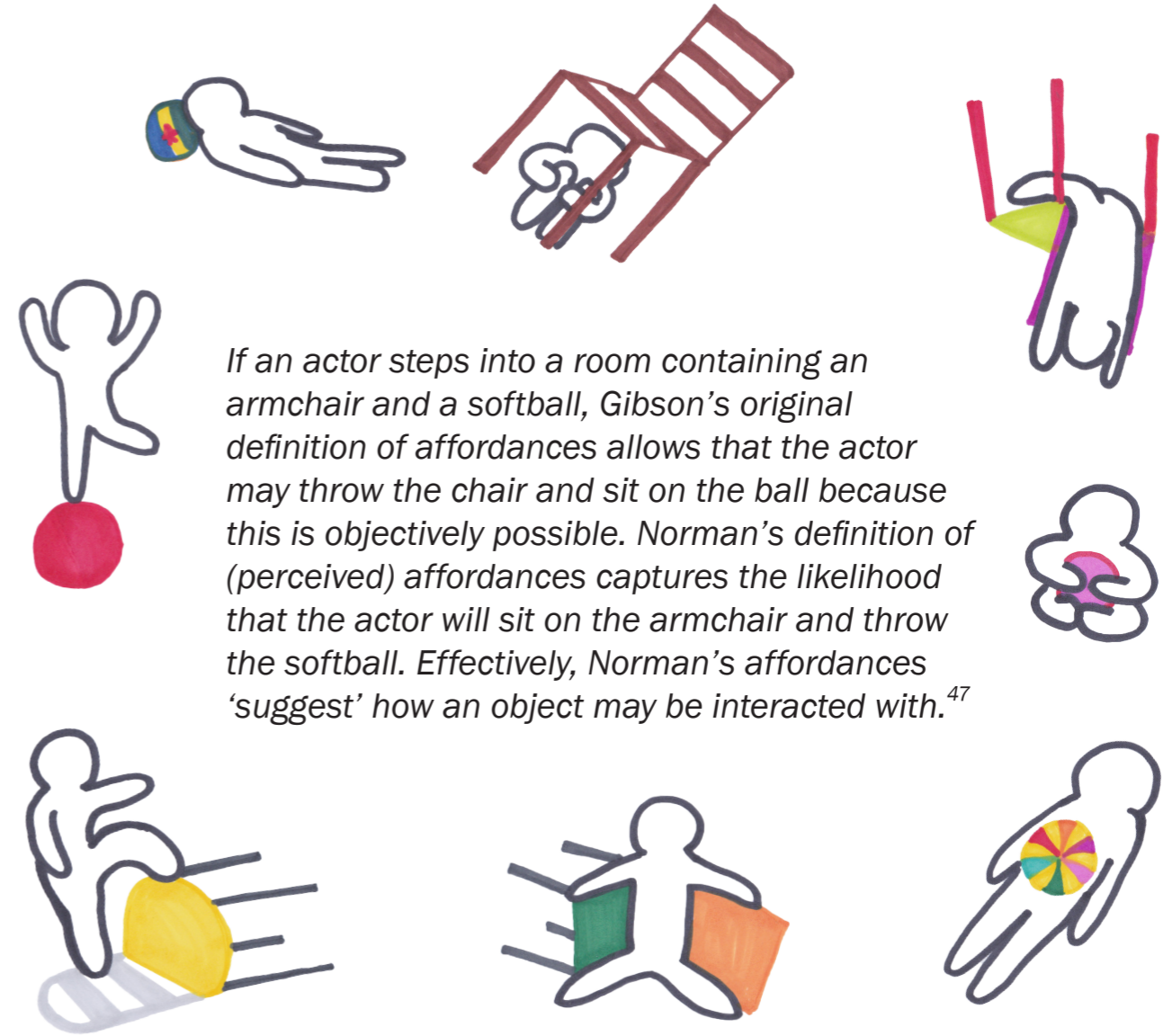
## 'SEX TOY' : Affordance





Someone might say, 'But still, how can a sex toy be a toy?' In this chapter, I would like to address this issue from the perspective of affordance and design. Generally, affordance refers to the linkage possibility of uses, actions, and functions that can be suggested according to a particular relationship between object and organism.<sup>43</sup>

Psychologist James J. Gibson developed this concept of affordance first. The definition of affordance by Gibson is 'what the environment provides or furnishes the animal.' It means all objective relationships that can occur between objects (given environment) and humans (actor), regardless of social or empirical knowledge.<sup>44</sup> An author of *The Psychology of Everyday Things*, POET, Donald Norman interpreted an affordance in 1988: he says the interaction between objects (given environment) and humans (actor) is deductible by a relationship based on social or empirical knowledge.<sup>45</sup> It refers to offer or suggest actions about an object based on one's previous experience. The concept depends on the actors' goals, beliefs, and past experiences. It is called 'perceived affordance.'<sup>46</sup> A suitable example of the comparison between these two concepts is given right, which is easy to understand.



*If an actor steps into a room containing an armchair and a softball, Gibson's original definition of affordances allows that the actor may throw the chair and sit on the ball because this is objectively possible. Norman's definition of (perceived) affordances captures the likelihood that the actor will sit on the armchair and throw the softball. Effectively, Norman's affordances 'suggest' how an object may be interacted with.<sup>47</sup>*

We interpret sex toys under the perceived affordance perspective that suggests action about the design based on the experience that one usually had. We can immediately associate sex toys with sexual context because we have all already experienced it. But from the perspective of affordance by Gibson, when if children face sex toys, playing with them can be a considered action. As we saw design features that were analyzed from a toy perspective, it is very reasonable that the concept of affordance by Gibson works. At the same time, it can be seen that the perceived affordance works. It is because children maybe will be dealing with sex toys based on their experience playing with toys. In adult respect, children's toys may be misinterpreted as sex toys based on their own experiences. There is a related episode right.



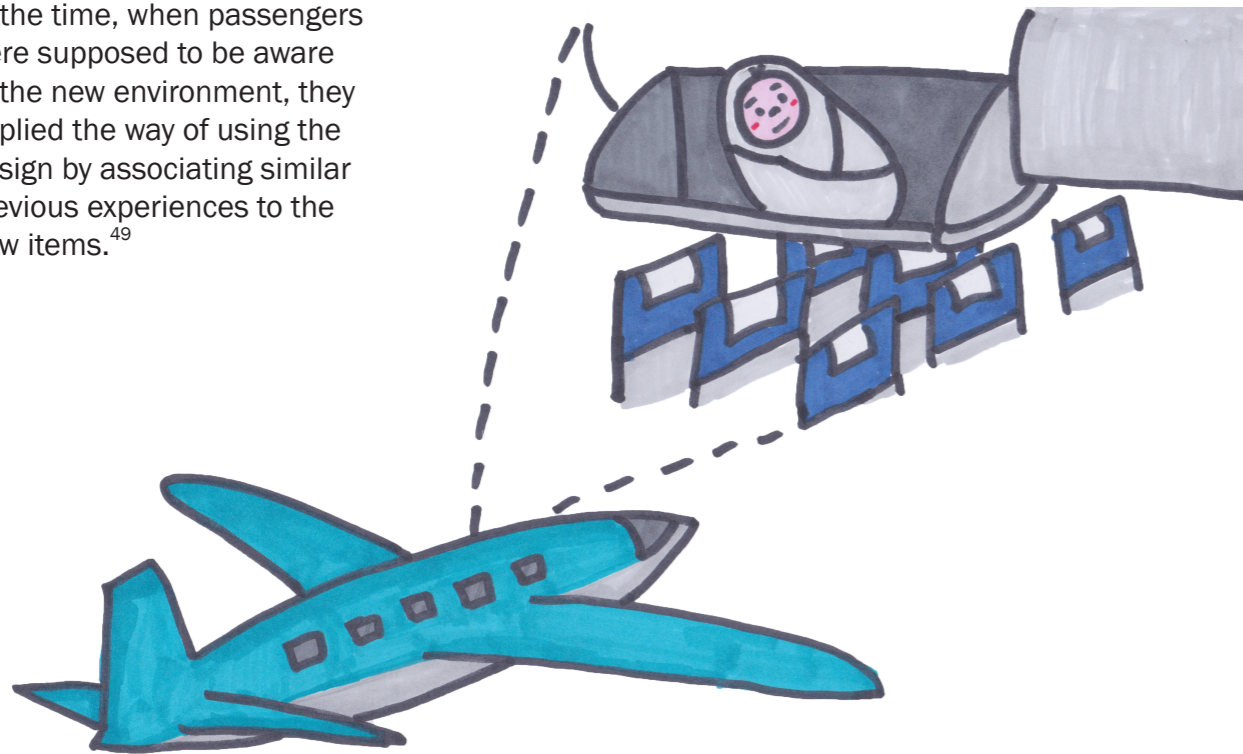
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*A mother who visited the church in Easter was surprised to see her son waving a dildo from afar. But it was a squishy banana that she bought for her son as an Easter present. And it really looks like a dildo to me and maybe to any other adult. But it was only a soft squishy toy for her son.<sup>48</sup>*

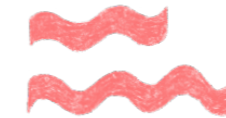


Peter Merholz spoke of the gap between recognition and the practical characteristics of the object through the examples in *Designing for People* which was released in 1955 by Henry Dreyfuss. At the time, United Air's DC-6 aircraft passenger kept putting letters into the air conditioner hole that looked like a mailbox hole. And some of the TWA airline passengers put their babies in the overhead compartment.

In an unfamiliar environment at the time, when passengers were supposed to be aware of the new environment, they applied the way of using the design by associating similar previous experiences to the new items.<sup>49</sup>



Everyday Objects; Sex toys and Still Lifes, Yeoja Magazine



This perceived affordance is used in a quite smart way in sex toys. It is about designing them close to the everyday object. These objects will be looked at with the experiences people have done in their daily lives. That is why it does not make people remind of sexuality, so it can expose sex toys more naturally.

Keith Haring and Piet Mondrian edition sex toy that I mentioned above are included in this category. It makes people feel familiar with those objects by covering familiar artists' works. Some of the related products focus on the aesthetic and are placed in daily life like an art piece and display object because the color and shape make people feel beautiful.<sup>50</sup>



Lovehoney, Flash 7 Function Rechargeable Clitoral Vibrator

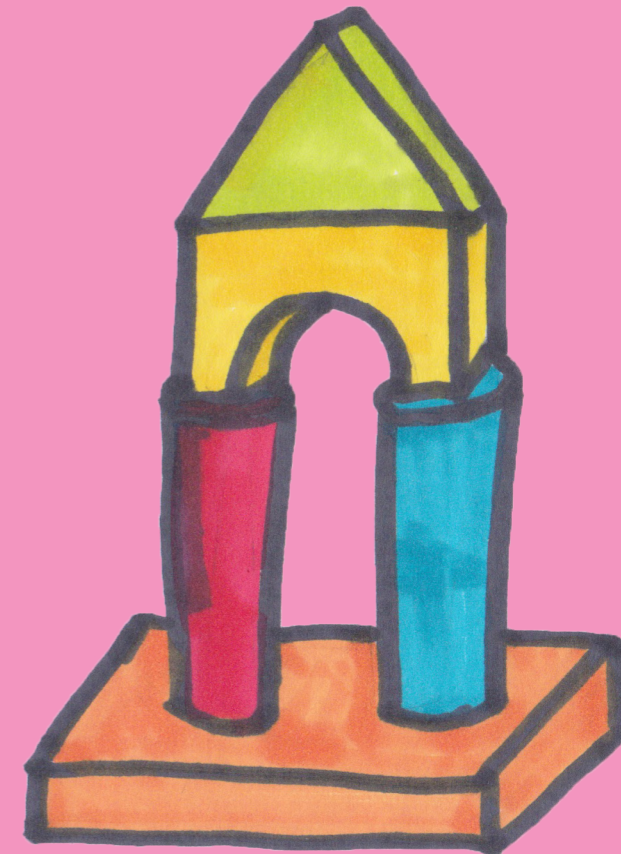


Womanizer, 2 Go

Some of them are really imitating real-life products. such as USB sticks and lipstick.<sup>51</sup> Among them, these products left are almost disguised.<sup>52</sup>

It is not common compared to the other sex toy we have usually known, but seeing these changes in design made me think a lot. I welcome the change in sex toys like the design of the sex toys that have been changing over and over and over again. Also, I think it is quite interesting to see the design change so that it looks like a familiar everyday object without being explicit. However, of course, if there is no problem with the function. Or if it gives an advantage to the function. But on the other hand, even though sex toys in the form of everyday objects are so open and exist in everyday life but I can not get rid of the feeling that the products are actually being hidden. It is because, in the end, the aim is to keep people from noticing, especially products that look like a USB stick, lipstick. It is physically present but concealing its essence.

## Conclusion : Misadventure







Maybe we are obsessed with the idea of hiding sex toys. That is why we are disguising sex toys without even realizing it. We hide it when we can not reveal it, we disguise it when we want to expose it.

There is a group that reversely unravels this kind of idea, *Architecture against death* by Shusaku Arakawa who was an architect, and Madeline Gins who was a poet. Reversible destiny lofts that they built in 2005 threw a question, 'Why do floors need to be flat? What if you had to pay attention while you walk?.' The idea of this architecture is that you should be aware of it and be paying attention. And it makes you stay young and continue thinking.<sup>53</sup> Always being awake and attentive is more for safety than creating forms and structures for safety.

To fulfill its original intention more faithfully, we may have to act against it.



Usually, we want to protect children from sex toys by hiding them. But I do not know what you are trying to protect from. For fear that the kids would play sexually with it? The truth is it must be due to moral guilt. I can not find a theoretical basis for why sex toys should be hidden, but from a moral point of view, I also understand. Adults' private lives can not be shown to pure children. This behavior may be the invocation of the concept of sex which is treated as a taboo. It may be more important to prevent the mishap (we also do not know what exactly it is though) that we are concerned about by exposing it naturally and accepting it as a natural being in our daily lives. Photographer Jenna Andersen took pictures of her kids playing and posted them on Instagram. What her children were playing with was *Hitachi Magic Wand*, a vibrator.<sup>54</sup> She judged that the sex toy looked like a robot and that the children could play with it as a toy. As soon as the picture was posted, there were a lot of controversies. Some blame her, while others supported her, saying 'As long as she is not involving her children in her sex acts, I see this pic as super harmless and pretty funny, cute.'<sup>55</sup>





Connecting a child's behavior with sex is a misunderstanding between an adult and a child. The problem is the adult's attitude of identifying a child's behavior without sexual intentions as sexual. Adults think that what happens in a child's world is related to their world, not a child's one.<sup>56</sup> It may still feel immoral to give children sex toys. But what I have covered in part 2 tells us that each element of sex toy is okay not only with 'Sex' but also with 'Toy.'

*A misadventure is an adventure that's gone wrong. But if one changes the viewpoint, a positive conclusion is reached.*<sup>57</sup>

*-Didier Fiuza Faustino*

Tovah Klein who is the director of the Barnard Center for toddler development said, "lots of toys are very goal-oriented, and they look like something, there is one way to play with it. So kids quickly figure out it can go this way or that way and then they are done!"<sup>58</sup> Sex toys may provide children with fun, better toys that can further stimulate their imagination to play with. This familiar yet new toy may lead them to find ways to play themselves through shapes, colors, and materials that sex toys have.



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