

>Design Future >Group 13

# MAIVATOTO

The Future of (*Reproduction*)

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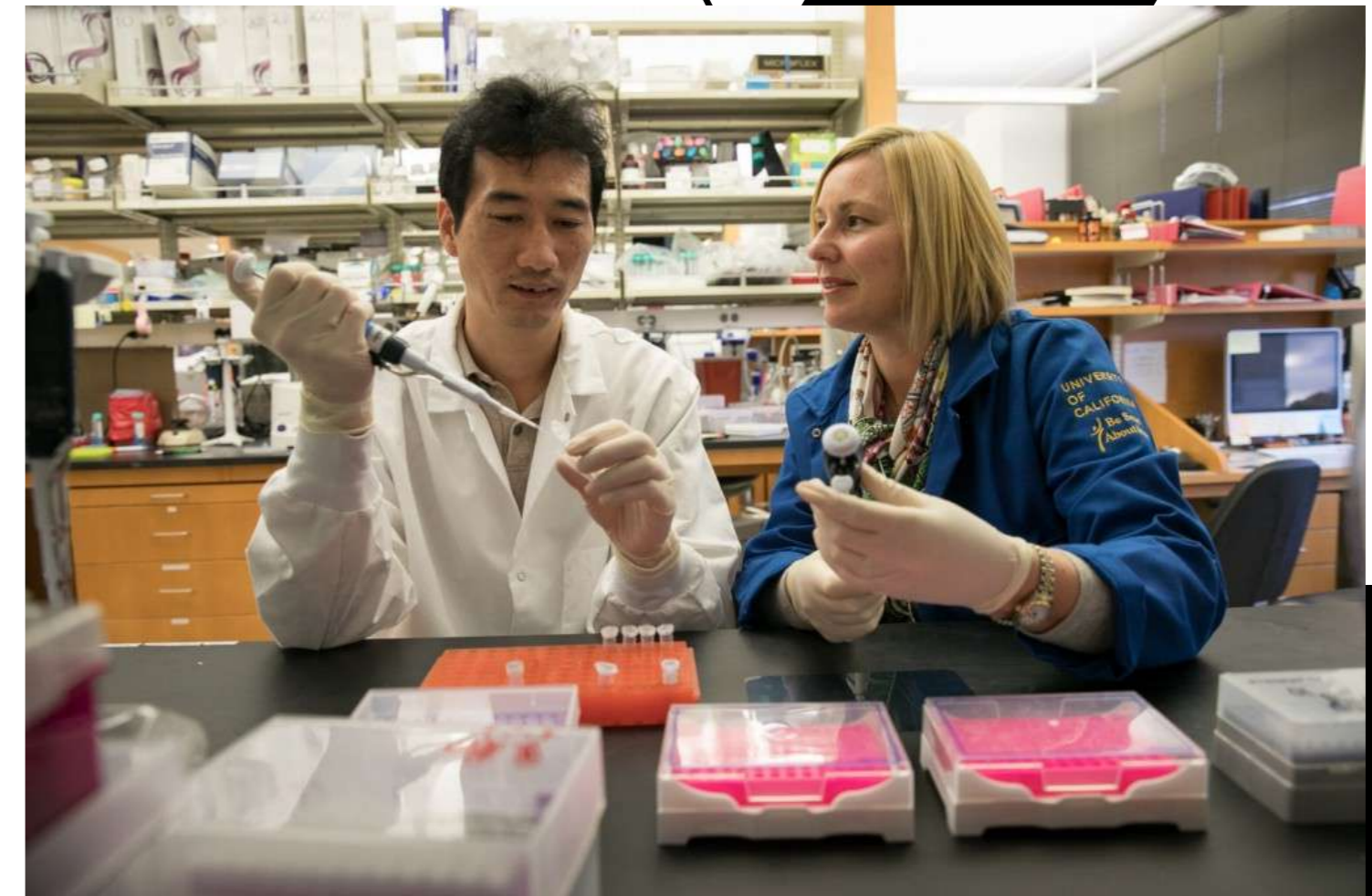




# IVG (In Vitro Gametogenesis) Technology

Stem Cells → Reproductive Cells

#02 Today



#01 Yesterday



#03 Future

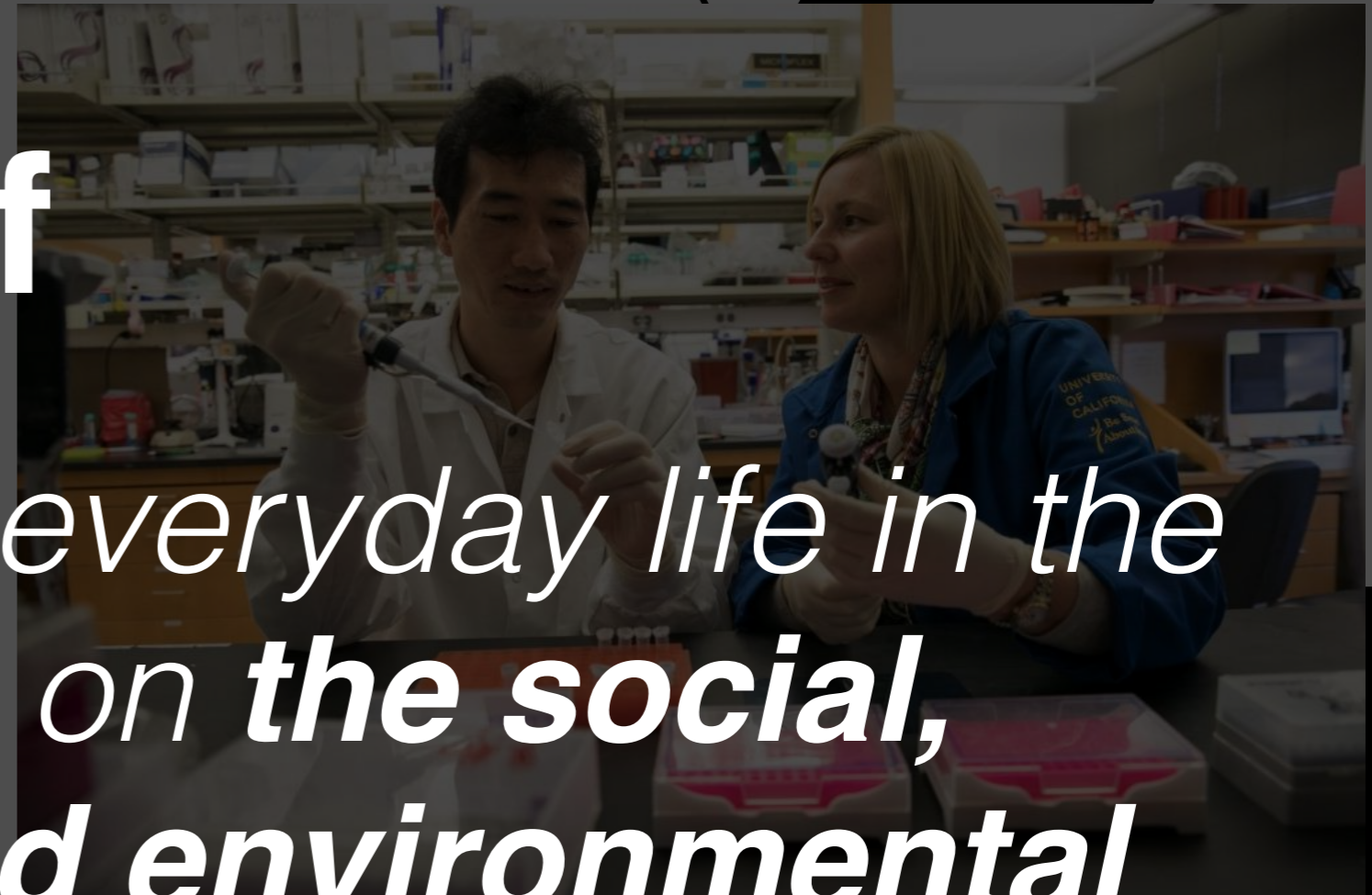


#02 Today

## What if

*IVG technology enters our everyday life in the future, how will it affect on **the social, economical, political and environmental** aspect of our society?*

#03 Future







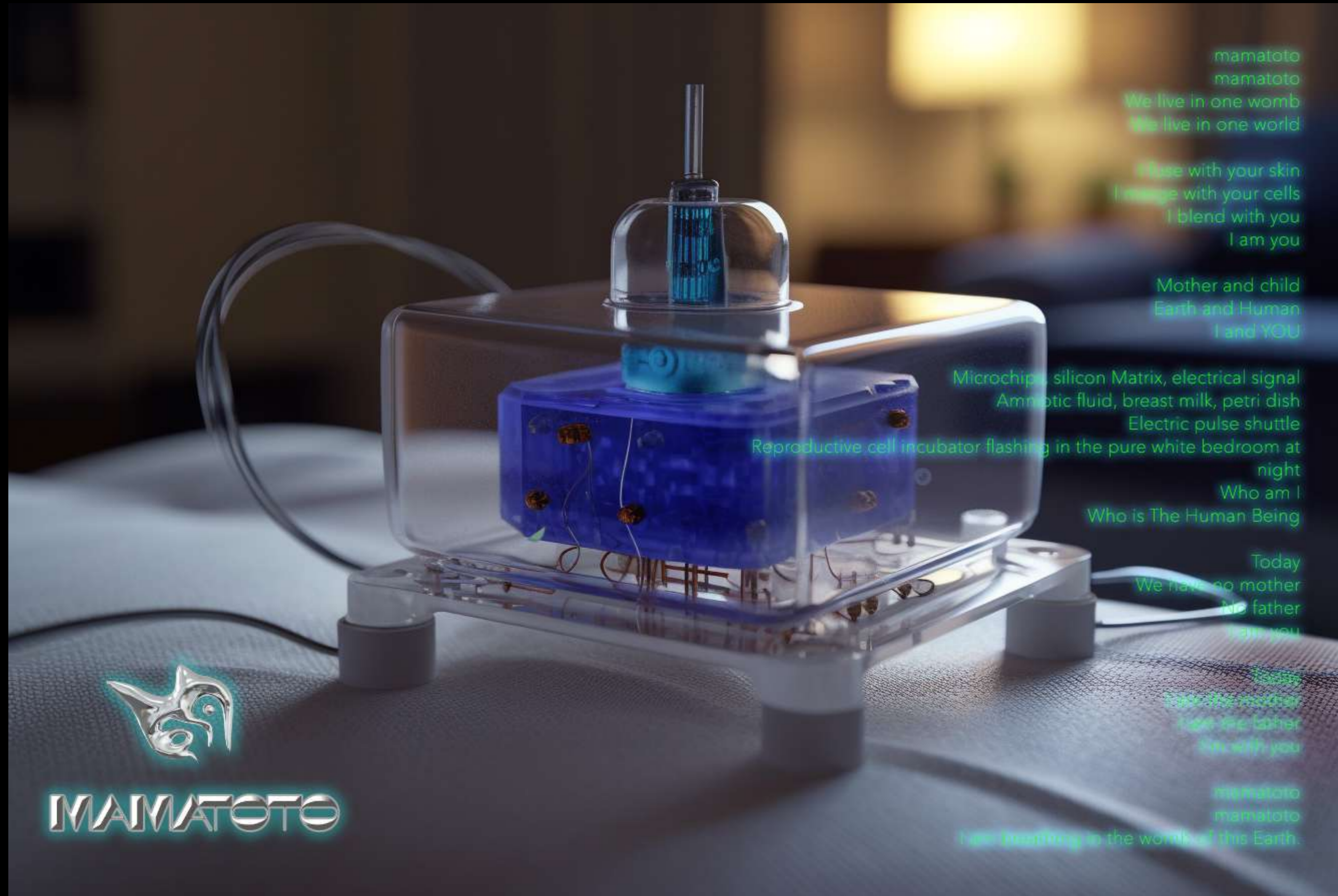
# MAIVATOTO

*Reproduction Reimagined,  
The Future is Here.*





# Mamatoto



mamatoto  
mamatoto  
We live in one womb  
We live in one world

I fuse with your skin  
I merge with your cells  
I blend with you  
I am you

Mother and child  
Earth and Human  
I and YOU

Microchips, silicon Matrix, electrical signal  
Amniotic fluid, breast milk, petri dish  
Electric pulse shuttle

Reproductive cell incubator flashing in the pure white bedroom at  
night

Who am I  
Who is The Human Being

Today  
We have no mother  
No father  
I am you

Today  
I am the mother  
I am the father  
I'm with you

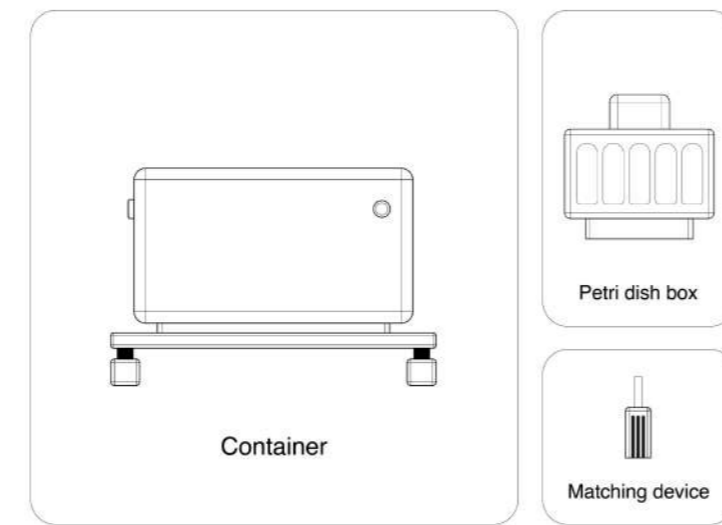
mamatoto  
mamatoto  
I am breathing in the womb of this Earth.

mamatoto  
mamatoto  
We live in one womb  
We live in one world  
I fuse with your skin  
I merge with your cells  
I blend with you  
I am you  
Mother and child  
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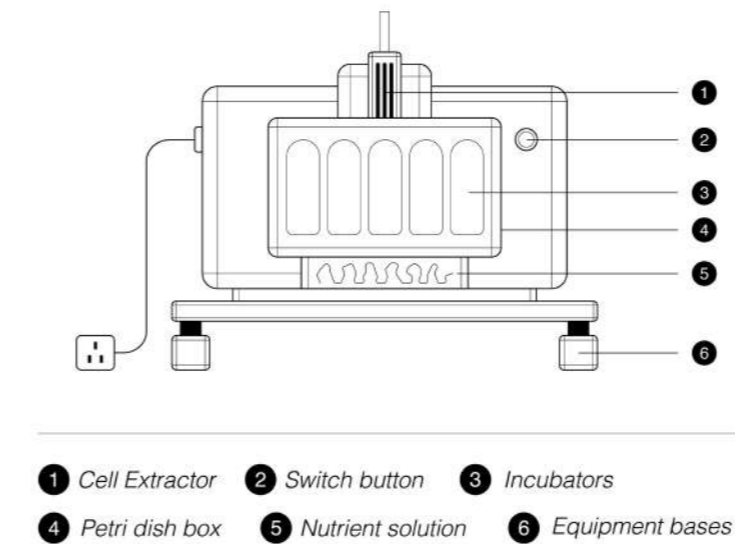
# Mamatoto's Instruction Book



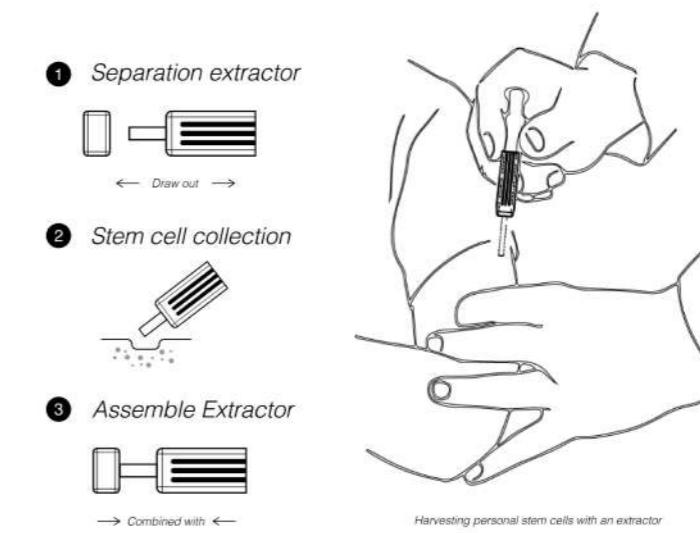
## PRODUCT LIST



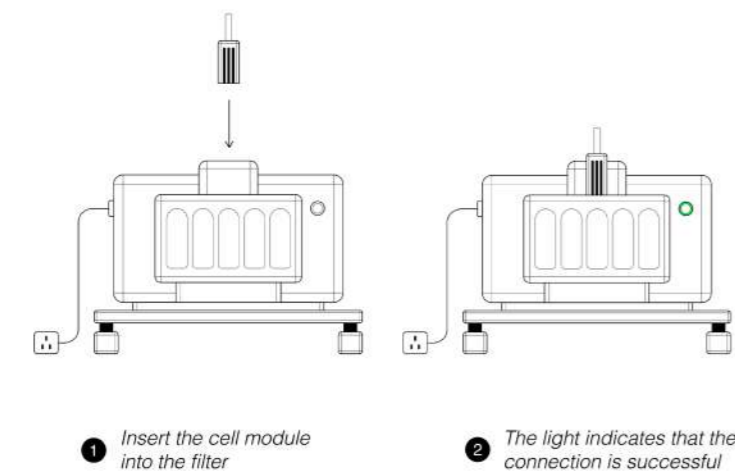
## BUTTONS AND FUNCTIONS



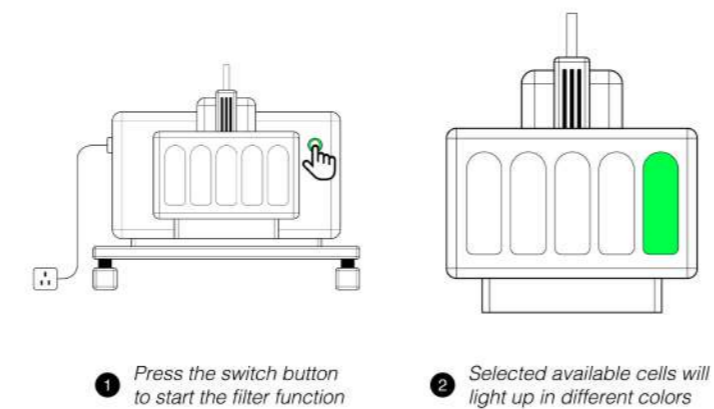
## METHOD OF USE AND STEP #01



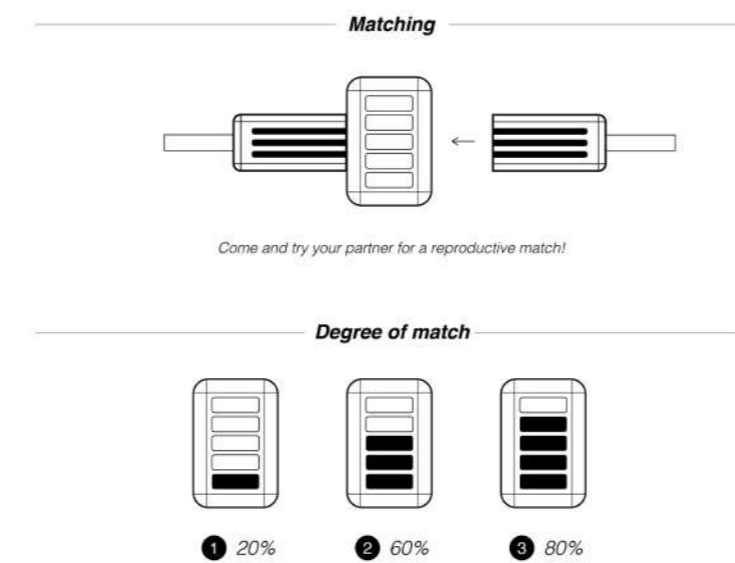
## METHOD OF USE AND STEP #02



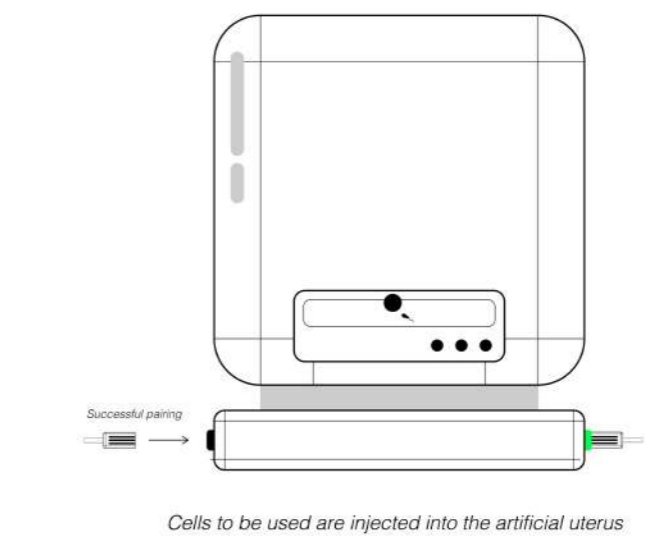
## METHOD OF USE AND STEP #03



## METHOD OF USE AND STEP #04

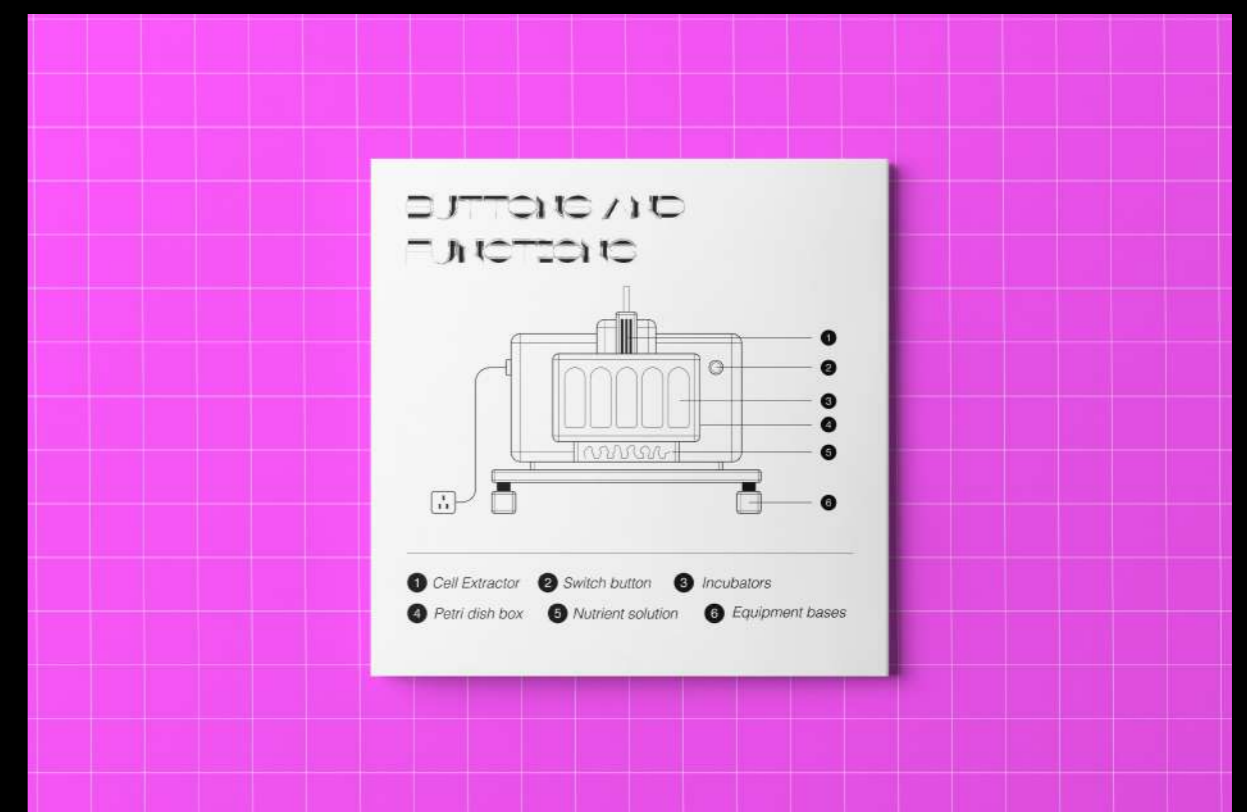
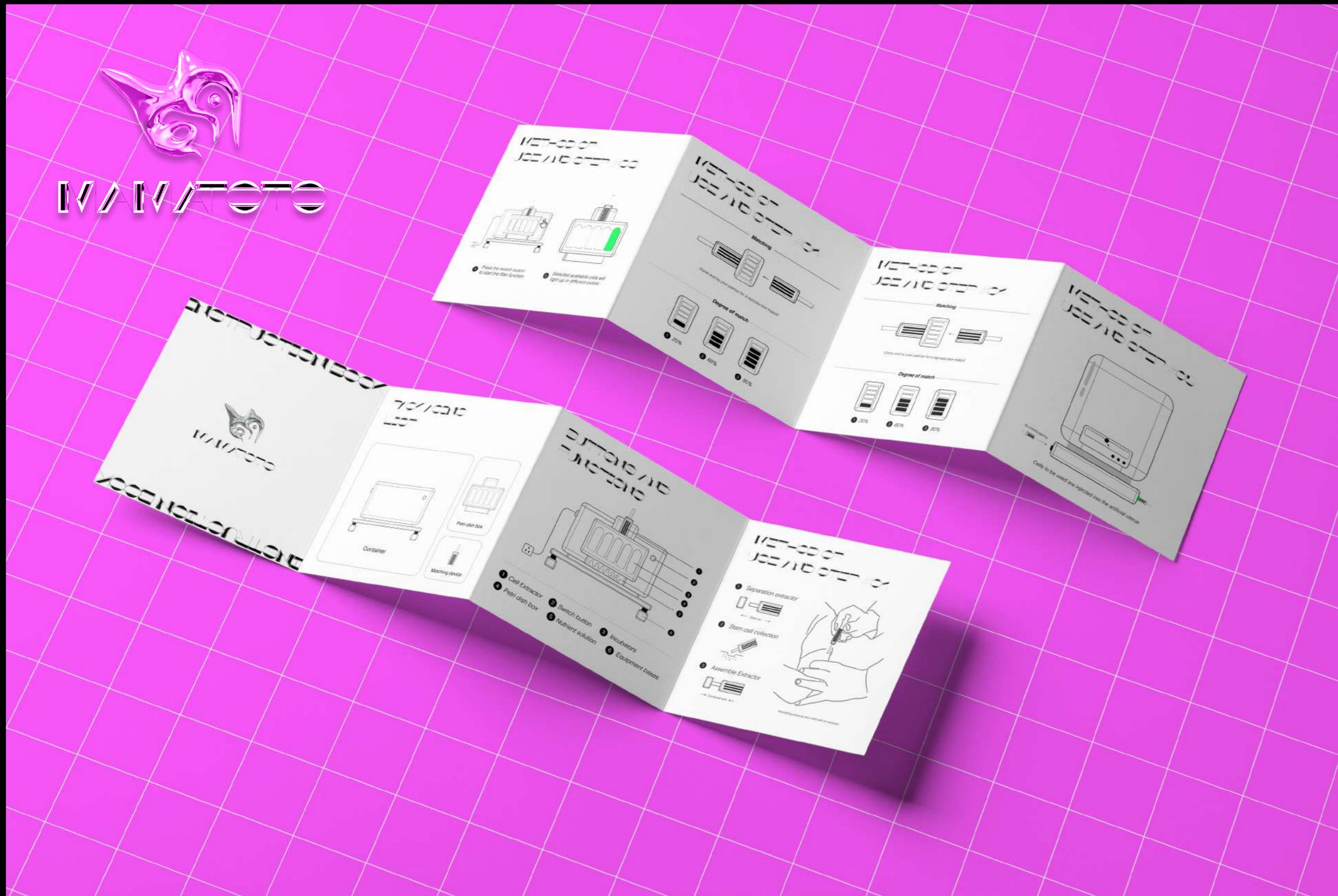


## METHOD OF USE AND STEP #05



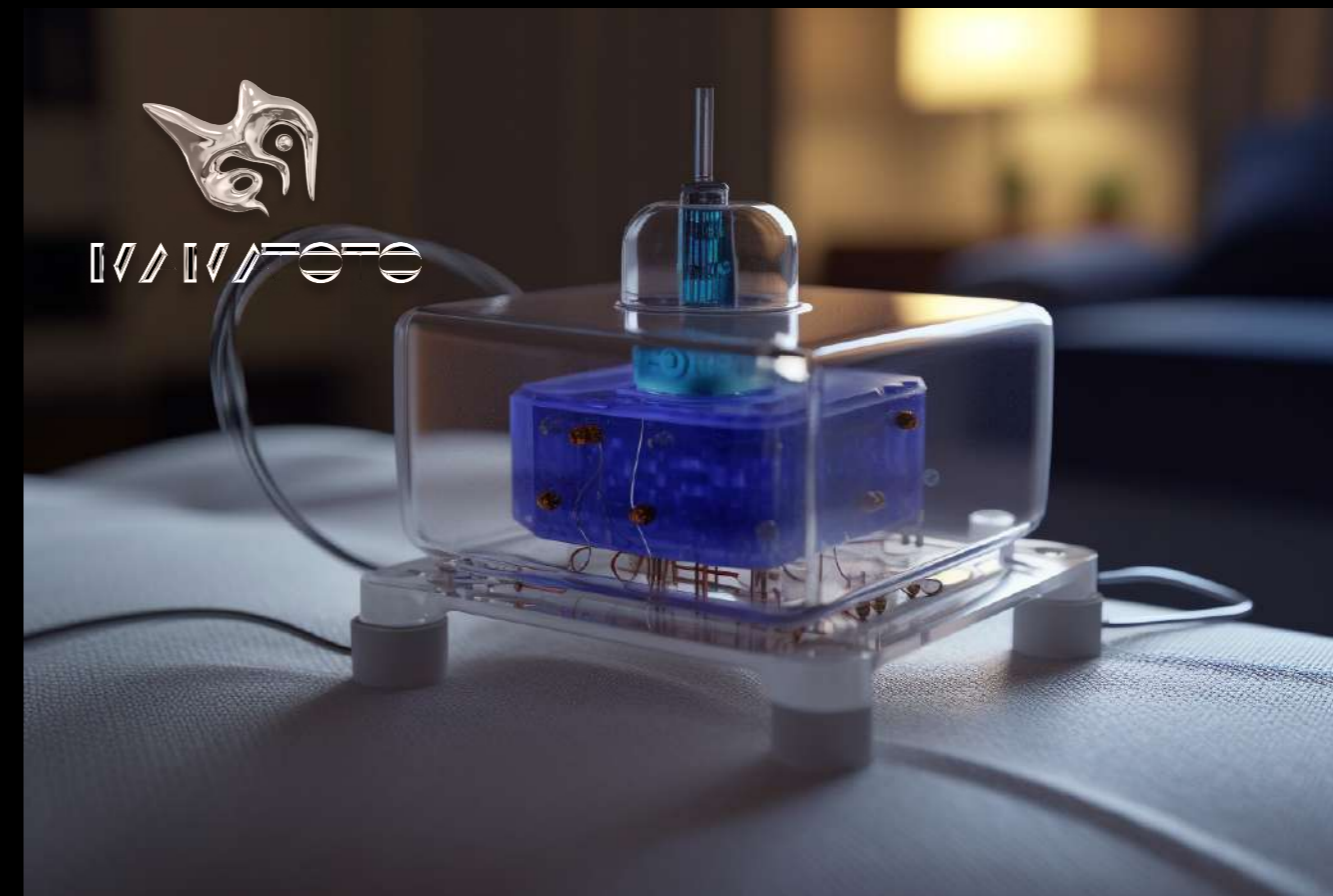
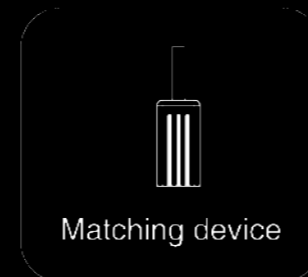
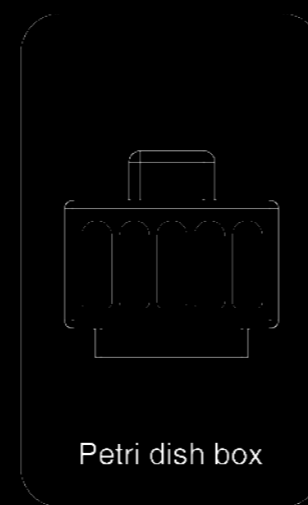
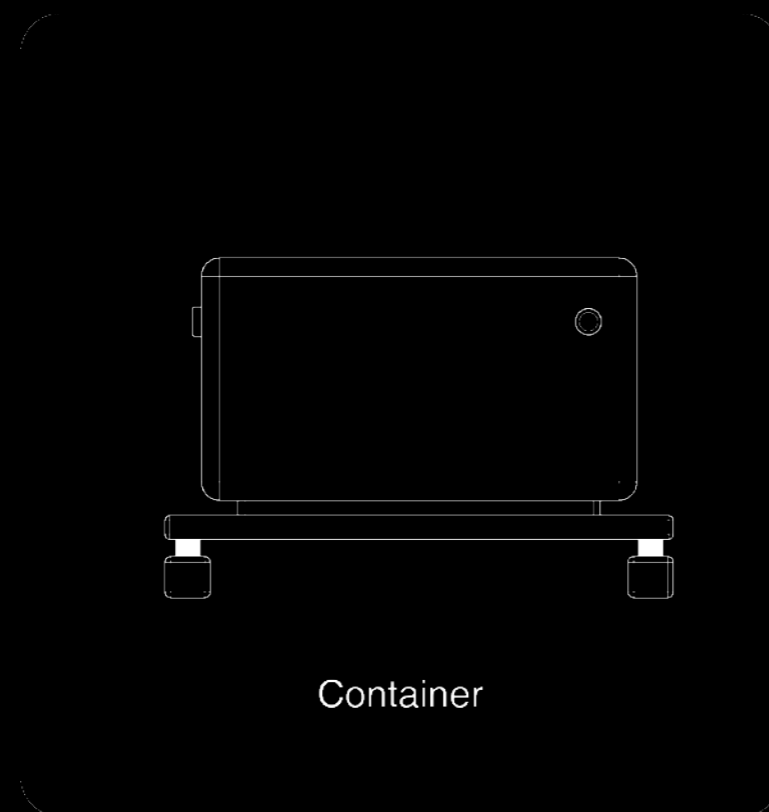


# Mamatoto's Instruction Book



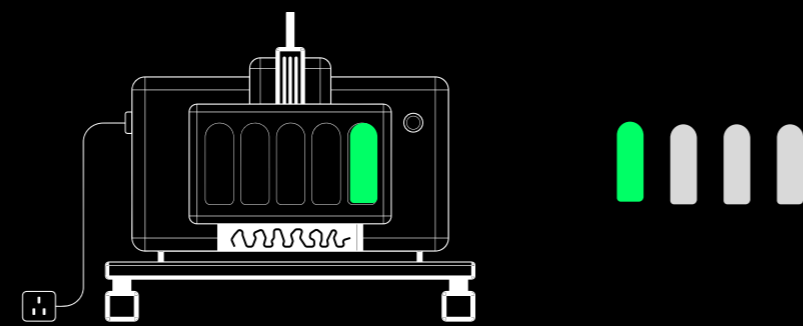
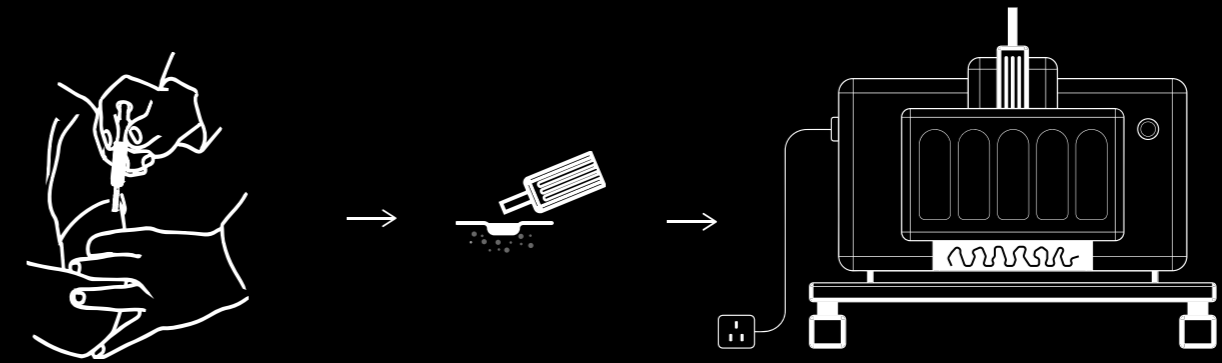


# Mamatoto's Imaginated Prototype



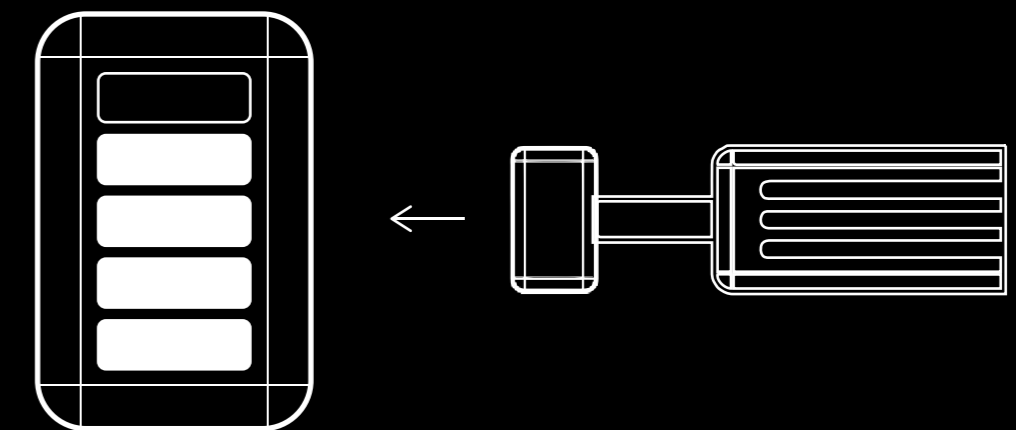


# Mamatoto's Imaginated Prototype



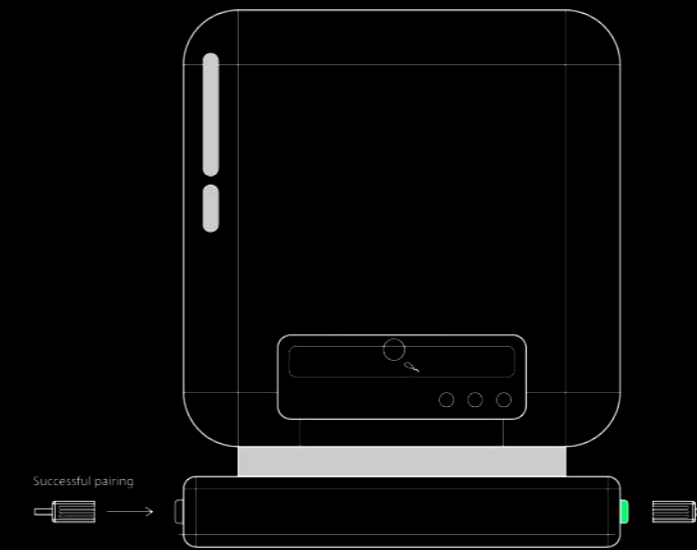


# Mamatoto's Imaginated Prototype





# Mamatoto's Imaginated Prototype





# Mamatoto's Ethical Concerns

>There are major ethical concerns with the IVG technology and in-vitro reproduction

- The negative impact of people with **malicious intent e.g. ethnic cleansing**
- **Over selective breeding**
- Possibility of a **dystopian future**, not a utopia
- **Genetic diseases**
- Too readily available to too many people - **no policing**

>Maybe Mamatoto is not suggesting a better future, maybe it is suggesting the dangers of the future?

>Increased control over genetics has been a frequently used trope in science fiction, maybe we should let it stay fiction?



# Story Synopsis



The technology company Mamatoto is about to launch a product based on IVG technology, which aims to achieve non-traditional reproduction by turning somatic cells into gametes, helping infertile couples or same-sex partners have children.

Leslie is an employee in the data analysis department of Mamatoto. Due to the upcoming launch of the company's new product, her job is to recruit a group of volunteers to try it out. Aria, the general manager of the company and Leslie's romantic partner, is very eager to have a child despite the product's imminent release. Aria gave Leslie a device to produce some gametes at home.

Leslie found that her gamete score was not very high. Aria loves children very much, and Leslie worries that a failed match might affect their relationship, which makes her very distressed.

While introducing the company's products to volunteers, Leslie found that they were very interested in the artificial uterus. At lunchtime, Leslie and the volunteers were chatting over a meal, and Leslie showed the chip for pairing after extracting the gametes. While the volunteer was taking a photo with her phone, Leslie secretly extracted some of the volunteer's skin cells.

Aria asked, "Why did you take so long?" Leslie replied, "I've been very busy lately, recruiting volunteers, you know. I also have to organize them to match with each other, after all, no one wants to have a child with someone they don't like."

After Leslie and Aria's gametes were combined to form an embryo, it was transferred to the artificial uterus. The two began to look forward to the birth of their child after a week.





MAMATOTO

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