

MacEwan Book of the Year
Student Contest: Creative Project

Grace Zimmer
Bachelor of Design, Year 2

Introducing your
**BIOMECHANICAL
DUPLICATE
SPOUSE**



OUTERMORE

Introducing your

BIOMECHANICAL DUPLICATE SPOUSE



OUTERMORE

for additional information or to file a maintenance
request, call us at 555-876-8877

Welcome!
TO A BETTER REALITY



OUTERMORE

Congratulations!

You are now the proud owner of a biomechanical duplicate 'replacement husband.' They are easy to use and maintain as long as you follow these simple rules.

1. KEEP THEM AWAY FROM DANGER
 2. TREAT THEM LIKE YOUR REAL HUSBAND
 3. ENSURE THE BIOMECHANICAL DUPLICATE IS GETTING PROPER REST AND NUTRIENTS
 4. LET YOURSELF ENJOY THEIR COMPANY
- CALL OUTERMORE FOR ANY ASSISTANCE NECESSARY
CHECK OUT YOUR DUPLICATE'S SPECS ON THE NEXT PAGE

*Remember! Do not tell your biomechanical duplicate that they are the replacement.**



*Failure to comply will result in interference from Outermost and the removal of your replacement

REPLACEMENT MODELS

"all standard model features are included in advanced models"

STANDARD MODEL



STANDARD INTERCOURSE ABILITY

BASIC HYGIENE, BASED ON YOUR HUSBAND'S OWN PERSONAL CLEANLINESS

STANDARD DRIVING ABILITIES

The standard model provides a very realistic replacement that has the same attributes and characteristics of your husband.
No enhanced or advanced features available with this basic model.

THE 1960'S DREAM



ADVANCED NURTURING ABILITIES, AN ENHANCED ABILITY TO CARE FOR CHILDREN

ADVANCED WORK ETHIC, IS MORE MOTIVATED, DOESN'T TIRE AS EASILY

ADVANCED SOCIAL SKILLS

ADVANCED LISTENING SKILLS

The 1960's Dream model provides a realistic replacement of the main attributes and characteristics of your husband as improved features. This model includes features that every housewife would love and appreciate in their husband. This replacement husband model will be better than the real

THE SUPERIOR SPOUSE



ADVANCED BUILDING/FIXING SKILLS

ADVANCED COMMUNICATION SKILLS

ADVANCED STRENGTH

ADVANCED GENEROSITY

ADVANCED LEVEL OF AFFECTION

The Superior Spouse model provides a realistic replacement of a surplus of advanced features. Your new husband will be better every way. He will help out more, show more affection, as well as complete any task that every husband should know. You will miss this replacement husband model when your real husband returns.

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This replacement husband model will be better than the real thing.

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“Husband in a Box”

The ‘husband in a box’ packaging design shown here is a visual interpretation of how the replacement would arrive at the home of Hen and Junior. Having the replacement arrive in a box showcases the confines of a marriage that were illustrated in the book, as well as highlight the absurdity of replacing your spouse.

The box itself is illustrative of the future and the past, just like the book. The time period is stuck in between the technology of the future, and the values of the past. This is shown through the sleek black colour and futuristic typeface that contrasts with the creamy beige, script font and the vintage ad illustration of a couple.

Alongside the box is a brochure that would highlight the features of your ‘biomechanical duplicate spouse’. The contrast of new and old is shown again on the front page, and it depicts the couple twice, and each pair has one faceless person with a question mark instead of their facial features. This visual highlights the realistic nature of the replacement and causes the viewer to question which one in the couple is the replacement. It brings forward the frightening thought that you won’t know the difference and may potentially like the replacement better, just as the real Junior did at the end of the novel.

Inside the brochure is where the absurd and frightening nature of a replacement spouse really comes to light. The instructions and explanations make it seem as if they are a product you own, not an equal partner in your relationship. The brochure continues on the right side with a description of the models you can get of your replacement husband/wife. As you progress through the models it becomes evident that each one is better than the last. The options become less like your real spouse and become ‘better than the real thing’. The descriptions and features of each model help highlight the dynamics and expectations that can be seen within a marriage. The notion that you can get a better version of your spouse is a frightening proposition that illustrates the inequality that Hen experiences in her marriage. That thought is continued through Juniors return, he expected his wife to snap back into her expected and stereotypical role as his spouse. Her role was not an equal one in their marriage and Junior did not consider the mental hardships she endured while he was gone. Junior only considered his own wants, needs, and expectations. In the end of the novel we can see that Junior didn’t want an equal partner, he wanted a ‘superior spouse’, one that meets all his expectations. But this idea of a perfect spouse can’t be found in a person, but it can be found in a product.