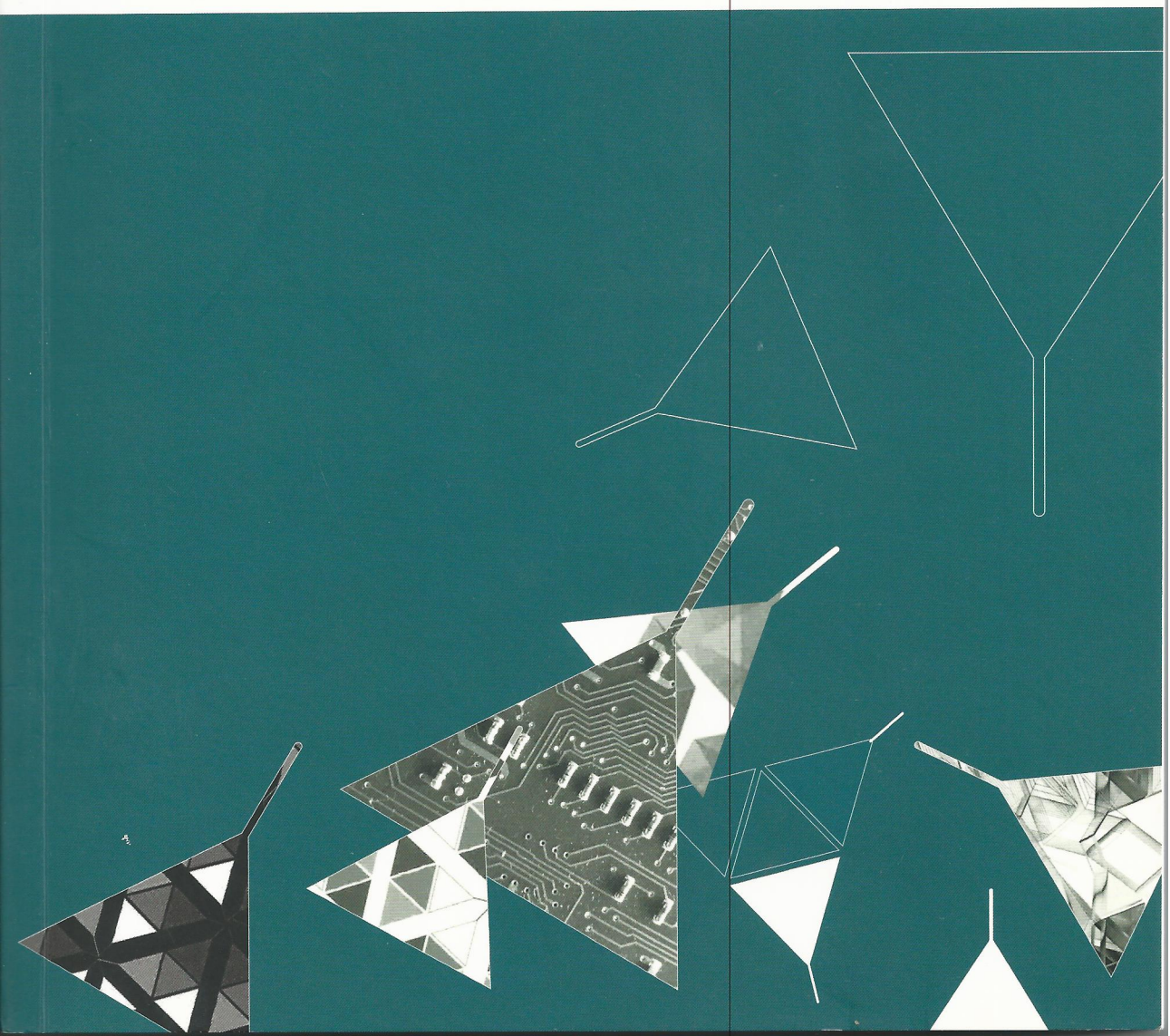


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THE COMPLEXITY OF DESIGN FOR THE CREATION OF A BRA FOR MASTECTOMIZED WOMEN

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Abstract *Given the lack of studies that substantiate the complexity of pathological sequel in the application of design in creating bras for women with mastectomies, this research aims to support the design of a therapeutic bra.. The object of the investigation is 60 patients' woman from three oncology clinicals from Sao Paulo (Brazil). Using a transdisciplinary epistemological methodology, prioritizing explicit and implicit needs.*

1 Introduction

Study the complexity of design applied to mastectomy women bras before the alarming growth of breast cancer, lack of treatment applied to the bra offered by the market and the need to expand therapeutic factors in pieces, giving the bra qualities beyond the support, fit the breast, fit the prosthetic and the aesthetic aspects, considering: heredity, race, body type, functionality, perimeter, topography, comfort and aesthetics, providing a more efficient service to these women.

2 Literature review

The breast cancer of the neoplasia malignancies is now the third leading cause of death worldwide (Camargo, 2000), considered one of the most disturbing problems of recent times, with the highest incidence among women may lead to partial surgeries and unilateral or bilateral mastectomy. It implies directly with physical limitations, with the body's sensitivity and the exposure of the individual (GRAVE, 2004). Confronted with the sequel, designers must meet the larger goal "consider the needs of the individual", following the Gestalt theory in the field of acting theory, using perception, language, learning, memory, exploratory behaviour and social group dynamics in an applied order (GOMES, 2003).

3 Methodology

The study has been performed with weekly meetings during three months, exploring the need for improvements in the bra before the adverse reviews that mastectomy exposes the physical and psychological body when using the bras offered by the market. With a transdisciplinary methodology, evolutionary contributing to the synchronism, pro perception, perception of comfort and wide body protection, providing solutions that also assist the clothing industry.

4 Findings/Results

Os resultados serão equacionados mediante resultados da pesquisa de campo abordados na metodologia, considerando-se dados pertinentes como: 53% das Mulheres Mastectomizadas (MM) são Unilaterais Esquerda (UE), 43% Unilaterais Direita (UD) e 4% Bilaterais (BI). The results will be considered as results of field research discussed in the methodology, considering relevant data such as: 53% of women with mastectomies (WM) are Unilateral Left (UL), 43% Unilateral Right (UR) and 4% bilateral (BI).

5 Discussion

Issues pertaining the use of the model of the bra offered by the market, before the differentiation of unilateralism and bilateralism, before the

right-handed/left handed, related to the daily common tasks and the pathology sequel.

MANAGERIAL IMPLICATIONS

The implications that deal with the research beyond the suggested may rise before additional amendments that may permeate the subject.

6 Conclusions

The research will provide data for the development of a new bra with contemporary design valuing the therapy, comfort, and quality of life of the mastectomized women.

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Field Research

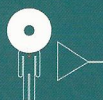
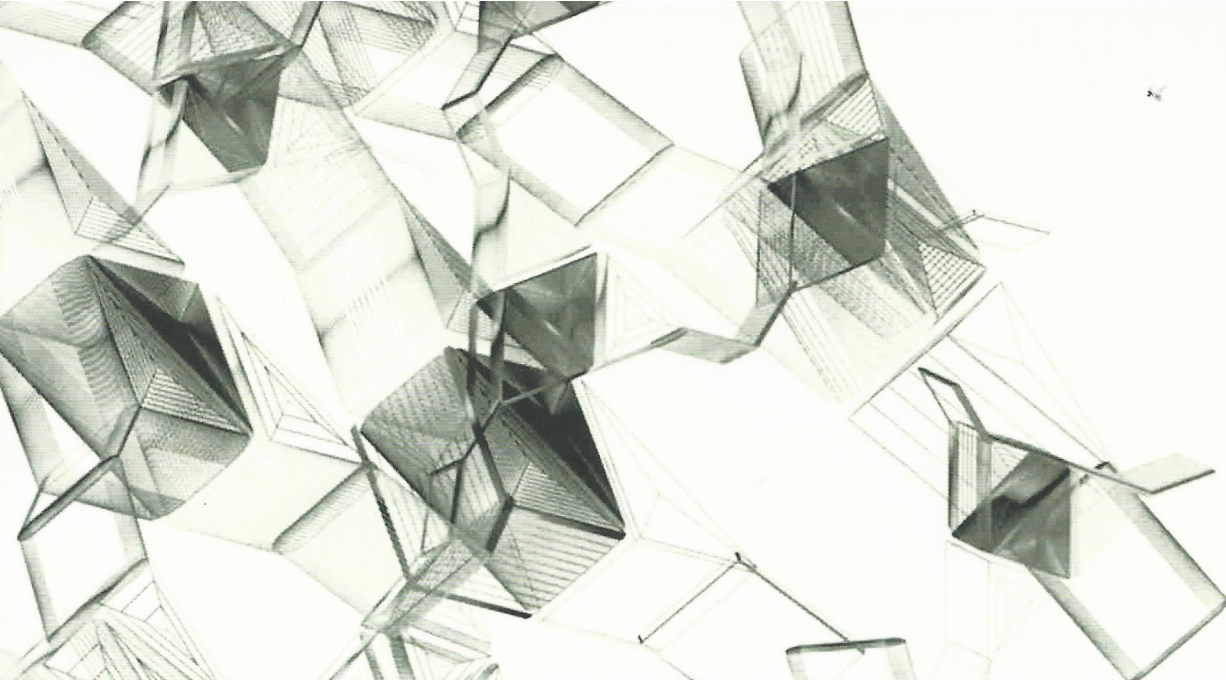
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principalmente no campo da teoria da forma, contribuição, relevante aos estudos da percepção, linguagem, inteligência, aprendizagem, memória, motivação, conduta exploratória e dinâmica de grupos sociais."

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- <file:///C:/Users/Kuzma/Pictures/Bem%20Estar%20-%20C%3%A2ncer%20de%20mama%20deve%20atingir%2060%20mil%20mulheres%20a%20mais%20em%202013,%20diz%20relat%C3%B3rio.htmGrave>. (online on 1st March 2013) Anualmente, a ocorrência de câncer de mama – que atinge principalmente o sexo feminino – tem subido 3,1%, segundo aponta o "World Breast Cancer Report 2012", anunciado esta semana por cientistas do Instituto Internacional de Pesquisa da Prevenção, em Lyon, na França. (published on 12th July 2012)



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