

# Taika Mannila & Inka Valima

## BIMBOFICATION

Bimbofication is Inka Valima and Taika Mannila's exploration of what it's like to be a bimbo. It's a history of women who were considered fools and a collection of secrets from bimbos of all ages.

What is a bimbo and how does one earn the label? Who can afford to be stupid and beautiful? What kind of femininity is allowed, and why do so many of us long for a hot girl experience? If you think about it, being a bimbo can even be empowering!

In addition to their incisive analysis, the authors aim to amuse, entertain and excite. Bimbofication is also an exploration of the authors' own teenage years, the turn of the 21st century and the millennial image of women.

History's famous and lesser-known bimbos have much to teach us. Often they are the ones who have followed their own path despite the hatred they have faced.



**This book is about bimbos and people that are often called bimbos. People who want to be 'dumb' bimbos, like Fiona Fairbairn, author of The Bimbo Manifesto. And people who have publicly declared that they are really not that dumb. This is a book for those who would like to unleash their feminine style, and a tribute to those who have made the bimbo look a way of life and a never-ending project. For those who have been mistreated by public opinion and for those who have changed their own narrative.**

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**Taika Mannila** is a faux-blonde DJ-artist-illustrator who loves performing and is often asked why she acts dumber than she is. Taika is a lifelong admirer of bimbos. She has worked in radio, podcasts and more.

**Inka Valima** is a Helsinki-born comedian and bimbo at heart, whose biggest dream is to be outrageously good-looking forever. When she's not on the stand-up stage or practicing her Jennifer Coolidge impersonation, Inka is working with food, writing, doing podcasts and teaching.



*Inka Valima & Taika Mannila*

# *Bimbofication*

*Sample translation*

For girls, gays and theys.

Sometimes stupid & cute are enough.

JOHN WATERS

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# *What does bimbofication mean to you?*

**OR, why we wrote this book  
and other explanations.**

What, like it's hard?

ELLE WOODS (*LEGALLY BLONDE*) ON GETTING INTO HARVARD,  
AND INKA AND TAIKA ON WRITING

We love bimbos and wanted to know more about them, so we went to the library for the first time in our lives. Great place, highly recommend! But we couldn't find a comprehensive book on bimbos, no matter how much we tried to look confused in the middle of Helsinki's brand-new library. So we had to write this book ourselves. "Bimboing" and everything related to it is a matter of the heart for both of us and an adventure that we want to share with the world. So *get in loser*, let's read a book.

## **Taika:**

All my life, other people—especially men—have criticized my looks and intelligence, loudly. "You act dumber than you are!" "I thought you were some blonde bimbo wearing pink clothes, but you're actually quite smart!" "Do you think you're some kind of Marie Antoinette Barbie?"

I run out of fingers if I try to count how many times I've heard such comments. I don't understand how anyone feels entitled to question the intelligence of another (almost) entirely on the basis of appearance. I'm also puzzled by how many people confuse insults with politeness. It's true that I have often acted silly and "like a bimbo", but I have always found myself to be hilarious, not stupid.

Ever since I was a child, I've admired funny, beautiful women and wanted to grow up to be one. But at some point the criticism from outside became so intense that I tried to be sensible, restrained, and serious instead of funny and beautiful. It has taken me too long to realise that I can't help myself: I am funny, and I try to be beautiful, and the rest of the world just better take me seriously as I am.

"You've got that blonde role of yours that you can use," said an older male colleague of

mine years ago when I stepped out of the radio studio. He had been listening to the programme I hosted and wanted to tell me that my “stupid blonde act” had amused him. I stared in amazement at my colleague and smiled awkwardly. After all, I had just been my relaxed self. I didn't dare admit that I wasn't playing a role, but I was annoyed. I wish I'd realised from the start that I could have created a more consciously calculated media persona. I wish I had been smart enough to strategically build a protective role for myself, Paris Hilton style.

If I could say anything to my younger self, it would be: "It's a show, babe, have fun." And maybe also: "Read more books."

Writing this book has made me realise how much I love to research things I'm *really* interested in. I've often been lured in a completely different direction when, in my younger days, I tried to write a *Bimbofication*-style, glittery, rose champagne-scented women's studies project. Through our writing process, I was finally able to dive deep into the heart of bimbohood properly, with permission and devotion. I learned, for example, that Barbie is a Pisces (check your own bimbo horoscope on page 204), that the Miss Piss of the early 2000s can be called teenage girl camp (see pages 68 and 74), and that empathy can be likened to toffee-flavoured lubricant (proof on page 222). Now I hope that I don't get carried away with pleasing others again but get to study bimbos forever. *It's NOT a phase, mom!*

### **Inka:**

I find myself a completely ridiculous person, and I'm tired of trying to be taken seriously. It's exhausting, and it gets you nowhere. However, despite all my efforts, I will face some form of belittlement in my lifetime. So better to surrender to my true character and be a complete buffoon.

More to the point, why would anyone even be interested in behaving seriously? A world in which you couldn't giggle while playing baseball or wear glitter while giving a lecture is horrible and hostile.

Perhaps *Bimbofication* is my attempt to make the world more tolerable. By the way, this is also my speech when I run for Miss (senior) Universe. I hope for world peace through bimbofication. No hatred and war, but lip gloss for everyone and pink velour stockings with



the word 'angel' written on the buttocks. Except, of course, an hour's beating to everyone who deserves it. Hah!

I look with admiration at people who are brashly hyperfeminine, because that aesthetic requires a special kind of courage. In my dreams, I could just stare for hours and hours at barbie and bimbo styled people without the inconvenient social rule of no staring. Hyperfemininity is at least as big a power move as I imagine ultra-masculinity is for its wearer, if you'll allow such a comparison. In a way, hyperfemininity is even bolder and more brazen because it requires courage and the ability to face opposition. Unfortunately, the hyperfeminine bimbo is exposed to all sorts of bullshit and danger, and taking such a risk is respectable.

As a nation, we owe a debt of gratitude to all wonderful, interesting, and ridiculous people. That is, bimbos, whether they use the term themselves or not. For without them, there would be no one to marvel at. The entertainment pages of tabloids and reality TV shows would be full of nothing. What would the disapproving aunts and uncles tweet about? Hello? Bimbos produce the entertainment we love to consume.

Next time you feel like rolling your eyes at a headline about a bimbo's breast implants, say a little mantra of gratitude in your head: without you, bimbo, my world would be a greyer place. As bimbo icon Marilyn Monroe put it: "Imperfection is beauty, madness is genius and it's better to be absolutely ridiculous than absolutely boring." So let's be absolutely ridiculous!

# Welcome to Bimboland

People have asked what our book is about. That is, after we've surreptitiously made it clear about three times in the conversation that we're writing a book. An understandable question, but the answer is surprisingly difficult to summarise.

*Bimbofication* is a love letter to bimbos and an expedition into hyperfemininity. It's also a glittery, perfumed celebration of the women in the public eye who deserved better. The fragrance landscape is a blend of Escada's Ibiza Hippie, Britney's Midnight Fantasy, hard cider and hairspray. Close your eyes... no, open them so you can read. Imagine the scent wafting into your brain and through your nostrils, deep into your heart, opening your insides to erase outdated patterns of thought and deep-seated seeds of misogyny.

This book is about bimbos and people that are often called bimbos. People who want to be stupid bimbos, like Fiona Fairbairn, author of *The Bimbo Manifesto*. And people who have publicly declared that they are really not that stupid. This is a book for those who would like to unleash their feminine style, and a tribute to those who have made the bimbo look a way of life and a never-ending project. For those who have been mistreated by public opinion and for those who have changed their own narrative.

You'll get to know the bimbos and some of the himbos who have gone down in history books and are still going strong. You'll get concrete advice for your future bimbo lifestyle and get to deep-dive into the cigarette-smoky history of the Miss Piss phenomenon. Our bimbo theories expose our enlightened thoughts on society and all the other really important stuff – but mostly society.

If the words used in this book are unfamiliar, our glossary might help. In other cases, just Google it, IDK. (That's that infamous Soviet intelligence agency. Duh!) The humour we use, like our clothes, is sometimes tasteless and our language a mix of English and Finnish. But it's a journey mostly into the early 2000s, so *take a chill pill, honey*.

Our work is aimed at all humorists, escapists, pink lovers, camp lovers but camping haters and especially you who don't understand anything. Our book is unlikely to provide answers, but it will certainly raise a lot of questions, such as "Where am I?", "Can I have this in pink?" and "Do they give book deals to just anyone these days?"

If you're new to bimboing, our Bimboing podcast is a great introduction or refresher

course to the world of bimboing. To old fans, welcome, we missed you three so much!

## **You can be empowered by this too!**

Being a bimbo can be an asset. This is not at all as absurd or outrageous as it sounds. We can understand the raised eyebrows, especially as Finns are raised to only get empowered by trekking the swamps of Lapland or watching Edvin Laine's Unknown Soldier.

However, many different things can be empowering, especially those found in counter cultures. The heightened femininity represented by bimbos—radical hyperfemininity, in fact—is a counterweight to taking oneself too seriously and demanding to be taken seriously.

Bimbofication involves loving and affirming what is considered feminine, foolish, and weak.

The glorification of everything but heterosexual masculinity is still radical. For example, to genuinely, unconditionally love other women is a brave act in a world of misogyny. Bimboism is thus a feminist tool among others. At the same time, you can remind yourself that femininity is not gender specific.

The modern bimbo is full of empathy, especially towards minorities. TikTok bimboism (see page 24 of the glossary, boomer) emphasises intersectional feminism, respect for sex workers and anti-capitalism. Don't worry, a bimbo doesn't need to fully understand the basics of modern monetary economics. The important thing is to be on the side of the oppressed against the machine. No, honey, don't worry, by the machine we mean patriarchal institutions, not your Satisfyer or your hairdryer.

At the heart of bimbofication is the freedom to be, or try to be, as smart as you want. In exactly the way you want. In reality, light topics of conversation, a certain style, hair colour—and often the female sex—give some people reason to think a person is dumber than others, a bimbo in the pejorative sense of the word. Assumptions and prejudices are not, in our view, a sufficient reason to expend enormous resources on the idea that a bimbo should, or even could, convince every onlooker of his or her own intelligence.

Instead of bimbos, what needs a reality check are those who, at their mildest, sneer at the appearance of strangers and, at their worst, generate hate speech that ruins the mental health of others. Think about it. Gorgeous bimbos don't walk around in droves in suburban

hypermarkets criticizing the appearance of oncoming shoppers—even if they might have reason to! Not many people are as intelligent as they think they are. Bimbos are just honest about it.

## **Is this fresh now?**

Bimboing is a role-playing game in which femininity and its expectations are gleefully exaggerated. (Exaggerating masculinity is mostly dangerous.) It is also a strong trend that can be seen everywhere right now: the Barbie movie, the “slut pop” music genre, millennial fashion, and the use of girliness in art, to name just a few examples. It's time for bimbos to shine. As the bimbo trend takes off, it's a good time to ask why there's new fascination with not only bimbo style but also the bimbo mindset and “airheadedness”.

Enough time has passed since the turn of the millennium that the period can be viewed from a distance with curiosity and analysis. There may be more to the resurgence of bimbofication than our nostalgia for the aughts. It may be a longing for a sense of lightness, or it may be an anticipation of changes in the world economy and politics. Back in 2012, the Finnish newspaper Helsingin Sanomat proposed a new metric to replace the “skirt-length indicator”: predicting the future from low-waisted jeans. In times of uncertainty, a counterweight has always emerged in the form of ease and fun in entertainment and clothing.

The millennium trend and bimbos are linked. In this way, bimbos are also associated with unpleasant things. Is the admiration of bimbos just about white cis women, glorification of eating disorders and thinness, excessive substance abuse, internalised misogyny, the male gaze, ableism, over-consumption, and capitalism? It doesn't have to be. Bimboism is not a religion. It is perfectly fine to pick and choose without being a hypocrite. You can take the word 'bimbo' and attach whatever connotations you like to it. This is a downright artistic approach to social phenomena.

Perhaps a bimbo's rhinestone-embellished style is a satire on consumerism and her overblown image a commentary on capitalism. You can like things and be critical of them at the same time. Not every feminist idea is to every feminist's taste either, that's ok too.

Someone likes old-fashioned vanilla with a simone weil drizzle while someone else orders a lemon sorbet with a chris kraus waffle and roxanne gay sauce.

Young women's trends always raise concerns about the decline of Western culture, careless use of taxpayers' money, glorification of stupidity, and won't somebody think of the children. We recommend calming down there on the discussion boards and in party conferences. Bimboism can be approached through artistic self-expression, and art is not always meant to be fun, understandable, or aimed at children.

This book contains many examples of white, skinny, rich celebrity bimbos, due to the ideals that were particularly prevalent 20 years ago, the dominant image of women and the media content to which we ourselves were exposed as young people. Fortunately, media research, social media content and art about bimbos in recent years is more nuanced than this.

Women who have been and are in the spotlight have been treated unfairly, sometimes shockingly so. This is evidenced by the statements, rewritten biographies and re-claimed narratives made by or on behalf of the bimbos themselves. We now have the tools (such as this book) to revisit the stigmas that society, the media, and all of us have attached to young women.

For the reader's information, this work contains, among other things:

- ★ Discussions on weight and sexual harassment
- ★ Incorrect numerical estimates
- ★ Analyses on minorities written by two white cis women
- ★ Words like "crazy" and "stupid"
- ★ Venting of feelings that may seem man-hating (but totally isn't)
- ★ Writers' mannerisms
- ★ Binary analysis of gender
- ★ Jumping straight to conclusions

Important thoughts on bimbofication, in case you didn't read the introduction:

- ★ Liking things considered “bimbo” doesn't make you dumb.
- ★ Sometimes it's okay to be a little dumb. Most people are.
- ★ Even if you're a little dumb, you deserve respect.
- ★ You don't owe anyone proof of your intellect.
- ★ You can be believable and be taken seriously in that pink mini skirt. And even if you aren't – so what?