

FALMOUTH  
UNIVERSITY



CONSERVATO  
CONSERVA RIUM  
CONSER TORIUM  
CON VATORIUM  
SERVATORIUM

HO  
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howest

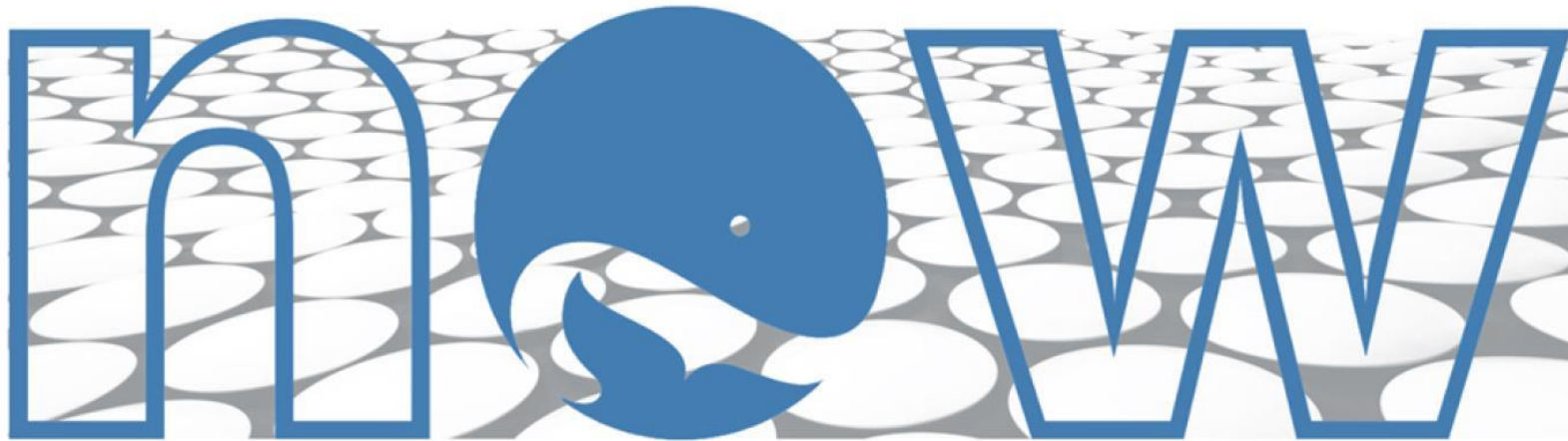
EKA  
Estonian  
Academy of Arts

MOHOLY-NAGY  
művészeti egyetem  
university of art and  
design budapest

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# The future is

**THE FUTURE IS NOW**  
INTERNATIONAL COLLABORATION PROJECT



Collaboration exercise on social design strategies and sustainable awareness

### **Framework: the future is now:**

Our future might be or already is on the brink of critical change. As a young designer one will need to develop critical global awareness and adequate skills to read and act upon the emerging necessities and desires of a rapidly changing planet. This is not a solitary action nor confined to the edge of one's own nearby habitat. The insights and corresponding actions for a common future should emerge to a wide '**New togetherness**'. A new World citizenship is in the making and you will be part of it.

This project is not another design assignment in your curriculum. It is an open invitation to reflect on your situation, your goals and actions, their consequences. You will have the opportunity to exchange your thoughts and dreams with students, teachers and professionals from the far edges of Europe.

**We challenge you to take a stand together, be wild, act and start changing your future now.**

We also kindly ask you to do this consciously and with care.

**FALMOUTH**  
UNIVERSITY



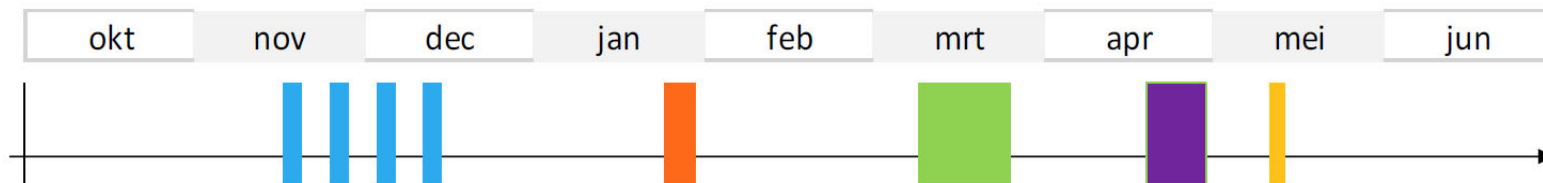
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university of art and  
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2021-2022

- Deelname aan een **internationaal samenwerkingsproject**
  - **1. Virtuele Workshop KASK / Falmouth: Trend Forcast:** 22 november (4dagen)
  - **2. De Kick Off 'The Future is Now'** : januari
  - **3. Fysieke workshop KASK / EKA / MOME:** maart (projectweek)
  - **Fysiek bezoek aan de partner:** april /mei (?)
    - **Rapportage (publicatie):** mei



# UNITY SYMBOL

The social integration sign

SOCIAL DESIGN

# The Future is Now



**EKA**



CONSERVATO  
CONSERVA RIUM  
CONSER TORIUM  
CON VATORIUM  
SERVATORIUM

**HO  
GENT**  
howest

Julie Enghien - Lisette Sivard - Maria Pamplona -  
Darvey Van Gijssel - Laura Pormeister

GUIDEBOOK  
to social integration



SCAN ME



We live in a time of constant crisis. Within this project, we want to focus on the socio-cultural aspect of people who are forced to leave their homes because of situations out of their control. Targeting events like war, natural disasters, or any event that causes people to immigrate to a new society.



Our goal is to make a newcomer feel welcomed and safe, communicating it in an easy and universal way. The way to accomplish this is to create a platform that connects the refugees to local citizens who want to show support or offer help in some way.

We are all on this planet together and technology provides us with the opportunity to be aware and show more kindness to each other. By creating an universal communication tool we can reach out to each other and help people to feel at home again.





YOU ARE *Welcomed*  
AND *Respected*

Focusing on the social-cultural aspect of immigrants we want to help newcomers socialize and find their way to local communities.

To communicate with each other we've created a symbol recognisable in an easy and universal way.

The created symbol works as a QR-code that leads to the informative webpage. In that way, the symbol connects the refugees to local citizens and provides a common ground for socializing



## WHY THIS KIND OF SYMBOL?

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The symbol guides to a [welcoming, helpful and safe space](#).

The **QR-code** leads you to a website that

→ explains what is it all about and how to use it.

The **Respect Sign** sends a message without using words.

Instead of victimizing, it shows mutual respect and ← understanding.

→ The original QR design uses 6 skin colors, representing our 6 global continents and all its inhabitants.

Right now QR doesn't allow the different colours to scan so we temporarily replaced it with this scanable code.



SCAN ME

---

## WHO CAN USE THE SYMBOL?

Organizations and individuals offering any kind of help, discounts, safe spaces etc. to incoming refugees. Using the symbol to make everyday activities easier creates a common ground for integration.



### Community facilities

---

Sports facilities  
Support groups  
Healthcare centers  
Daycare  
Information centers  
...



### Socio-cultural facilities

---

Cultural events  
Jamsessions  
Museums  
Cinemas  
Theatres  
Workshops  
...



### Work&Learn facilities

---

Jobtraining  
Tutoring programme  
Language courses  
...

---

## HOW TO USE THE SYMBOL?

How to spread it?

- It will be introduced at local registration points.
- Shared through social media and local communities.
- Used through public display.



SCAN ME



## WHAT HAPPENS WHEN YOU SCAN THE CODE?

Scanning the QR-code leads you to the website that -when clicking your language of choice- leads to a page that explains what the QR-code means and how to use it.



Hello,  
and welcome to the community.

Eesti

Русский

English

Nederlands

Français

Deutsch

The facilities tab provides an overview of all participating facilities in town. New facilities wanting to show support can admit their choice of help through the help form.

## PARTICIPATING FACILITIES

This page is continually updated by our team to be as relevant as possible. Are you a person or facility with help to offer? Feel free to contact us through the help form.



- Following references are fictitious and are used as example -



Bakery Boels

Offers jobtrainings for their bakeries throughout Ghent.



Funke

Offers open jamsessions every wednesday evening for free.



Vooruit Kunstencentrum



Kinapolis

## TO KEEP IN MIND WHEN USING THE SYMBOL...

The symbol is a medium for showing help, support and respect. Use it in a responsible way.

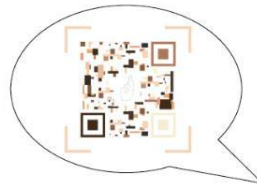
Facilities using the symbol take the responsibility of providing a safe space. The space they offer has to be safe, free of discrimination and victimizing.

The symbol is available and distributed at different authorised places.

The six colors can be used to support the message the symbol carries. For example in clothing, bags, etc. That way helpers and supporters can be identified by incomers.

Example of showing the colours: tie-dye technique.

Example of printed sticker



#FAE7D0

#AA724B

#DFC183

#FEB186

#48372B

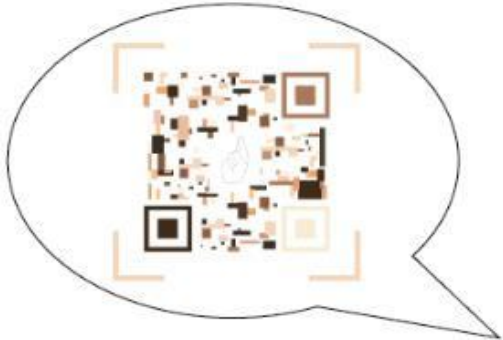
#C8ACA3



Color hex-codes of the six different colours for prints



Example of printed sticker



Example of showing the colours: tie-dye technique.



- #FAE7DO
- #AA724B
- #DFC183
- #FEB186
- #483728
- #C8ACA3

Color hex-codes of the six different colours for prints

# MENTAL SURVIVAL KIT

The letter you want to receive / send  
when things don't go in the right way...





## WHAT IS IT?

AN ENVELOPE CONSISTING OF TIPS AND TRICKS FROM DIFFERENT PEOPLE SHARING THEIR WAYS ON HOW THEY COPE WITH MENTAL HEALTH ISSUES



OUR MISSION IS TO BRING PEOPLE TOGETHER, HELP  
THEM OUT IN DIFFICULT TIMES



## HOW DOES IT WORK?

STEP 1: Take an envelope

[Geen titel]

STEP 2: Read the papers, add what you like

STEP 3: Give the envelope to someone else

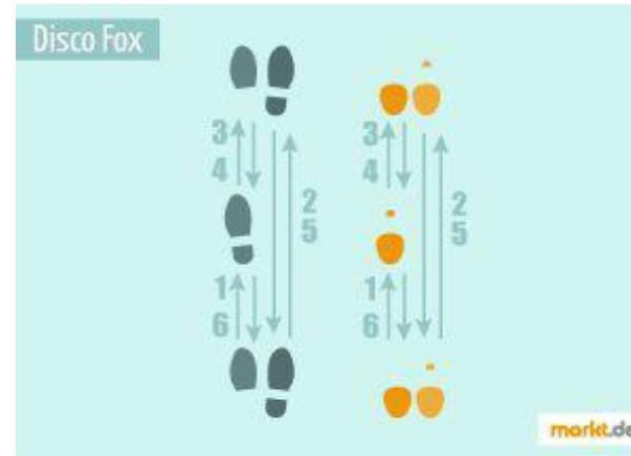
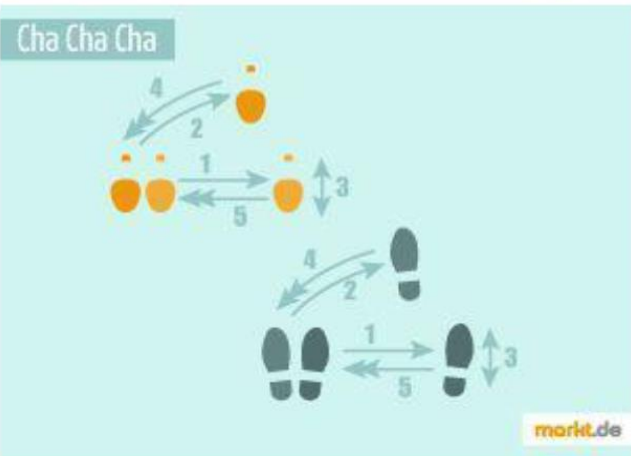
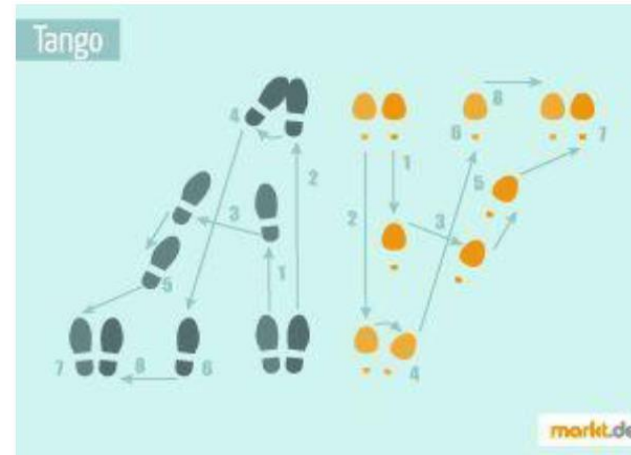
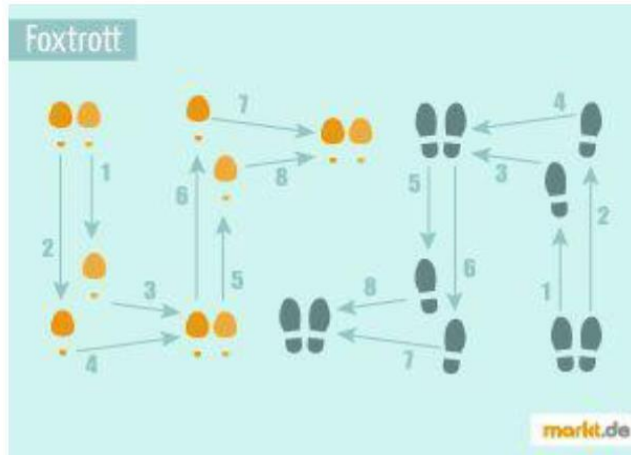
SHARE YOUR DANCE, JOKES , SONG... WITH PEOPLE  
AROUND YOU OR WITH THE WHOLE WORLD  
@MENTAL.SURVIVAL.KIT - #MENTAL.SURVIIVAL.KIT –  
#MSK – INSTAGRAM: MENTAL\_SURVIVAL\_KIT

DANCE STEPS:

#MENTAL.SURVIVAL.KIT

DANCE ALONG WITH SOMEBODY – DANCE AND SHARE IT WITH PEOPLE OR ON INSTAGRAM: MENTAL\_SURVIVAL\_KIT -

@MENTAL.SURVIVAL.KIT - #MENTAL.SURVIVAL.KIT - #MSK



HOW TO PREVENT AN ANXIETY ATTACK:

#MENTAL.SURVIVAL.KIT

START by breathing deeply in through your nose, and out through your mouth. Then slowly bring awareness to...



STEP 1: ..... Emotion you can feel



STEP 2:..... Things you can smell



STEP 3:..... Things you can hear



STEP 4:..... Things you can touch



STEP 5:..... Things you can see

JOKE:

#MENTAL.SURVIVAL.KIT



ADD JOKE:

## RELAXATION TECHNIQUES:

#MENTAL.SURVIVAL.KIT

## BREATHING EXERCISE:

STEP 1: Lie on your back to help shift your breathing to a deeper, abdominal breath, STEP 2: Put your hands on your belly and take a deep breath, STEP 3: Hold that for a few seconds and then slowly exhale through your mouth. Try to imagine you're exhaling through a straw, STEP 4: After that deep breath, take three or four normal breaths, STEP 5: Then take another deep breath, 6: Continue this for 5 to 10 minutes

## YOGA:

STEP 1: standing forward bend, STEP 2: camel pose, STEP 3: cobra, STEP 4: seated forward bend, STEP 5: abdominal twist, STEP 6: bridge, STEP 7: plow, STEP 8: wind-relieving pose, STEP 9: child's pose



SONG: HALLELUJAH -PENTATONIX

#MENTAL.SURVIVAL.KIT

Now I've heard there was a secret chord. That David played, and it pleased the Lord. But you don't really care for music, do you. It goes like this, the fourth, the fifth. The minor fall, the major lift. The baffled king composing  
Hallelujah

Hallelujah, Hallelujah

Hallelujah, Hallelujah

Your faith was strong but you needed proof. You saw her bathing on the roof. Her beauty and the moonlight overthrew you. She tied you to a kitchen chair. She broke your throne, and she cut your hair. And from your lips she drew the Hallelujah

Hallelujah, Hallelujah

Hallelujah, Hallelujah

You say I took the name in vain. I don't even know the name. But if I did—well, really—what's it to you?

There's a blaze of light in every word. It doesn't matter which you heard. The holy or the broken Hallelujah

Hallelujah, Hallelujah

Hallelujah, Hallelujah

I did my best, it wasn't much. I couldn't feel, so I tried to touch. I've told the truth, I didn't come to fool you  
And even though it all went wrong. I'll stand before the Lord of Song. With nothing on my tongue but Hallelujah

Hallelujah, Hallelujah Hallelujah, Hallelujah Hallelujah, Hallelujah Hallelujah, Hallelujah Hallelujah, Hallelujah

Hallelujah, Hallelujah Hallelujah, Hallelujah Hallelujah, Hallelujah

Hallelujah



NAME

#MENTAL.SURVIVAL.KIT

*Kerli Valter*

*Eline Claeyss*

*Roos Perneel*

*Harold Kiisler*

*Ana Romero Fernandez*

*Eva Sneyers*

# PINK CLOUD OF JOY

JO(Y)IN TOGETHER

Share quality time with strangers on Teams or Zoom

A decorative graphic at the top of the page consisting of a series of overlapping, rounded, scalloped shapes in various shades of pink and red, resembling a stylized cloud or a scalloped edge.

PINK CLOUD OF

Joy

NAOMI TAHROUR, CAMILLE VAN DE CATSYE, KATARINA ILD,  
KRISTIINA THERESA KUUSIK, FLAMUR SINANI, SAM VAN  
HEGHE



## STARTING POINT

WE WERE INSPIRED BY EACH OTHER. WE MADE EACH OTHER LAUGH AND IT BROUGHT US CLOSER TOGETHER.

We want to bring people back together, take a break from all the bad things that are going on in the world at this moment and feel that spark of happiness.

We shouldn't forget the bad news because we can't ignore it but we want to focus on the positive part to help people and give them the time to smile in these cruel times.

We want to connect people from two countries. We hope to connect more people from different countries later on.



# IDEA

Make a facebook link that's connected with a teams group

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Spread the link by posters, social media, QR-code

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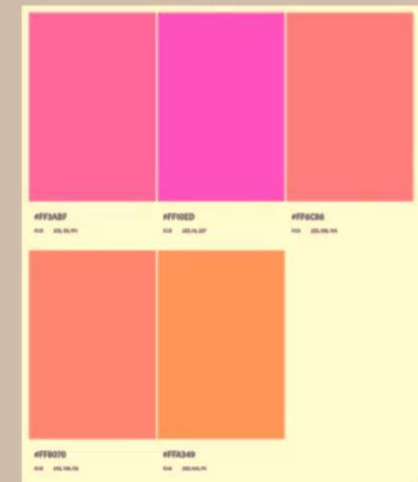
Advertisement – badge, stickers, shirts, tote bag

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Colors – Pink and Orange

## GOAL

Make eachother laugh and let people talk  
Get to know new people  
Forget bad news for a moment



# LOGO & POSTER IDEAS



# STICKER IDEAS



PINK CLOUD OF JOY



JO(Y)IN TOGETHER

An online event where you come together to share jokes, humor and funny stories.




EKA Ekaterina  
Kavayeva





# PINK CLOUD OF JOY JO(Y)IN TOGETHER



An online event where you come together to share jokes, humor and funny stories.



EKA  
Estonian  
Academy of Arts

# PINK CLOUD OF JOY JO(Y)IN TOGETHER

An online event where  
you come together to  
share jokes, humor and  
funny stories.



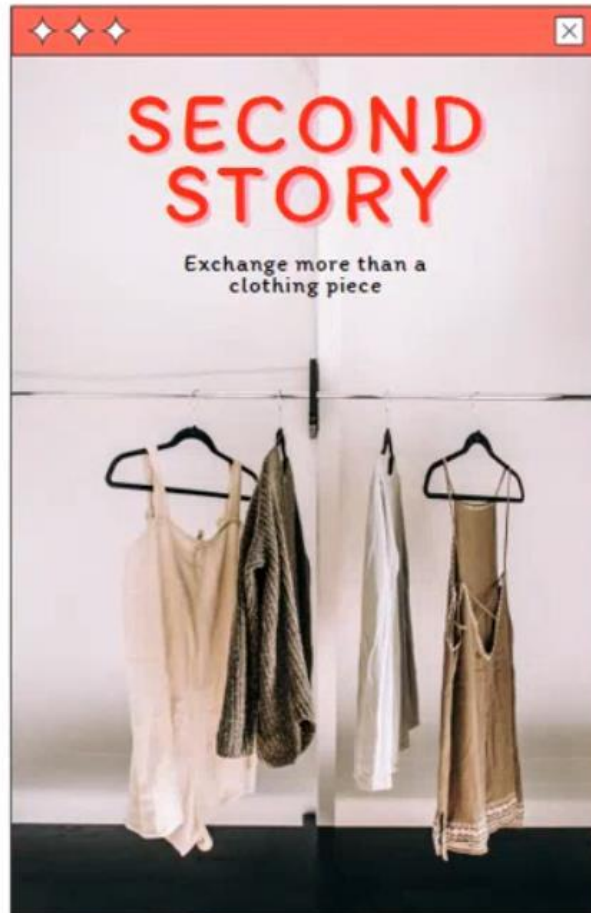
EKA  
Estetika  
Sekolah of Arts

# Second Story

**A clothing piece with a story.**

Get it, exchange it, read the story, add a story

EXCHANGE YOUR  
PRE-LOVED CLOTHING FOR A STORY



Our Team  
Ospina Ramirez Laura Christina  
Joanne-Heleene Sörmus  
Lies Dehouck  
Lotta Meet  
Ahmed Anabtawi  
Sandrine De Decker

**WE'RE A TEAM OF 6 STUDENTS WHO CAME UP WITH THE IDEA TO DO SOMETHING AGAINST  
FAST FASHION AND MAKE CLOTHING MORE PERSONAL.**

**SO WE STARTED THIS COMMUNITY 'SECOND STORY.  
IN DIFFERENCE WITH OTHER SECOND HAND CLOTHING STORES WE ARE NOT GOING TO  
'SELL AND BUY' BUT WE ARE GOING TO USE THE EXCHANGE METHOD. WE BELIEVE THAT  
THE EXCHANGE OF TIME IS MUCH MORE VALUABLE AND IS A DIFFERENT WAY TO JUST  
DONATE CLOTHING TO THE MINORITIES. WE WANT TO CREATE A COMMUNITY WHERE  
PEOPLE ARE FREE TO BE PART OF THIS PROJECT, IT IS A NICE WAY TO KEEP TRACK OF  
WHAT HAPPENS WITH YOUR DONATIONS.**

**A CLOTHING PIECE WITH A STORY.  
TEAM SECOND STORY**

# **SOME FACTS**

# HOW MUCH WATER DOES YOUR CLOTHES NEED?

COTTON SHIRT



FROM 2000 LITER

JEANS



FROM 7000 LITER

VISCOZE FIBER



FROM 700 LITER

HEMP FIBER



FROM 500 LITER

SYNTHETIC FIBER



FROM 10 LITER

SECOND HAND



0 LITER

BY WEARING SECOND-HAND CLOTHING YOU REUSE THE WATER  
&  
THE WATER FOOTPRINT WILL BE MUCH LOWER



You can save almost 40kg of CO2 per year by buying 6 pieces less.

Europeans buy almost 26kg of textiles every year and throw away about 11 kg of textiles every year

If this continues, the fashion industry's gas emissions will increase by more than 50% by 2030.

The clothing industry is responsible for 10% of global CO2 emissions and 20% of global wastewater.

In dry areas, clothing production sometimes take up so much water that there is not enough drinking water for the population.

Every year, an amount of 2 million swimming pools of water is used for dyeing textiles.

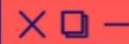




Hi and welcome to the Second Story!

### How does it work for the clothing donator?

- 1 You have an item of clothing you want to donate.
- 2 On the facebook page you will find an album 'stories'.
- 3 There you will be able to share your donation and your story.
- 4 That way the next owner can reply to your donation and share their story.
- 5 On the facebook page you will find a pdf-file that contains a QR- code that you attache to the clothing piece you're willing to donate.



### How does it work for the future owner?

- 1 On the facebook page you will find an album 'stories'. There you can find clothing pieces that people are willing to donate.
- 2 That way you can contact the donator and exchange your story.
- 3 You can read the story and write one back to the donator.



**SECOND  
STORY**

A clothing piece with a story



# WE HELP EVERYONE IN NEED

tell us your story!



HOMELESS



REFUGEES



BIG FAMILIES



**SECOND STORY**  
A clothing piece with a story

# WHY THE STORIES?

- **Exchange method**
- **We believe the exchange of time is much more valuable and is a different way to just donate clothing to the minorities.**
- **We want to create a community where people are free to be part of this project. It is a nice way to keep track of what happens with your donations.**



## promoting our project

We are going to promote our concept by informative posters that are going to be available on second hand clothing stores and their online platforms (site).

On the posters there will be a QR-code that is going to lead to the Facebook group of Second story, that way people who wants to donate clothing can join directly and have all necessary information.

On the facebook group will be daily news about where they can drop their clothing. (For example it could be in a second hand shop or the location of where the clothing will be distributed that day).

Here is the QR-code we made for the facebook group so that everyone can easely have access to it.



- Gérer le groupe**
- Second story  
Groupe Privé
- Accueil
- Vue d'ensemble
- Outils d'administration
- Assistance admin  
0 actions, 0 critère
- Demandes d'adhésion  
Aujourd'hui : 0
- Demandes de badge  
Aujourd'hui : 0
- Questionnaire d'adhésion
- Publications en attente  
Aujourd'hui : 0
- Publications programmées
- Historique personnel
- Règles du groupe



### Second story

Groupe Privé · 7 membres



Membre + Inviter

- À propos
- Discussion**
- À la une
- Salons
- Sujets
- Membres
- Évènements
- Contenu multimédia

Exprimez-vous...

À propos

# Sacred Forrest

Save the Estonian woods...

...by Upcycling waste



# SACRED FOREST 2.0

Elle Marie Randoja, Karolin Kärm, Febe  
Coutteau, Noémi Van Hoyweghen,  
Sean Bouckaert, Luca Parisi

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## SACRED FOREST 2.0

Sacred Forest 2.0 is trying to shed light on a problem prevalent in Estonia that is also a widespread issue globally - deforestation. We are hoping to urge people to reflect on the matter at hand and show their support for our cause by taking part in our project.





© Uler Ifanasti / Greenpeace



We were thinking about two big problems in the world right now – deforestation and ocean pollution, and how to work with both of them in one project.

# Deforestation in Estonia

Estonia is the biggest wooden house exporter in Europe

33% goes to cellulose and paper industries

Who are the main users of the Estonian wood?

where is the wood going?

50% goes to sawmills and plywood factories

Over 20% of the wood cut down in a year is exported in raw form

How much is just burned?

how to include people?

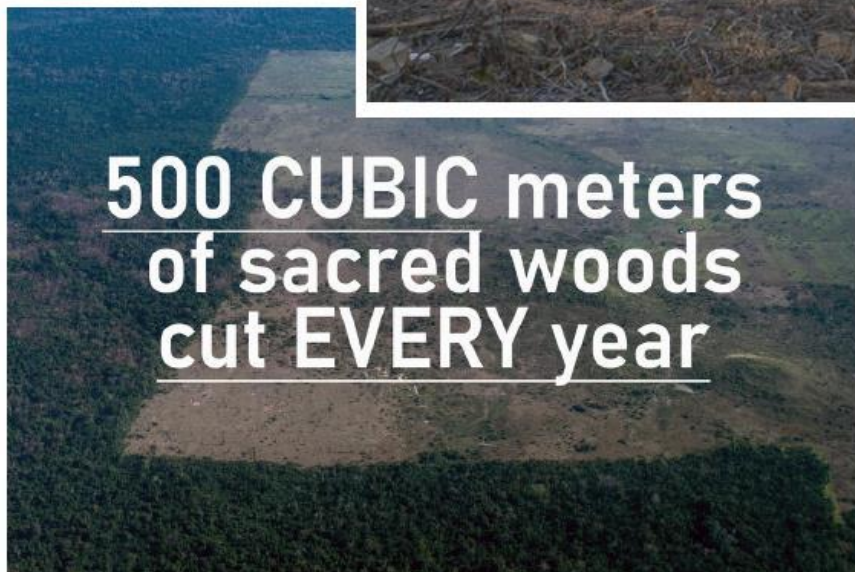
17% goes to heating/fuel

find supportive ground common people/students

important and urgent topic



FELLED FOREST AREA HAS  
INCREASED 50% IN  
RECENT YEAR



500 CUBIC meters  
of sacred woods  
cut EVERY year

# Folklore

- ✓ Sacred forest and sacred trees were the places of worship for old Estonians.
- ✓ It was forbidden to disturb or take things from the sacred area.
- ✓ Were still in use as late as the 19th century.



In some places people still tie ribbons and other things on the branches of the trees for good luck.



# Sacred Forest 2.0



Making tree sculptures out of waste materials to draw attention to the sacred forests being cut down in Estonia.

To eventually create a new sacred forest on our instagram feed out of your tree sculptures.

Whatever waste you can find or have left over.

Size doesn't matter.

# Manual

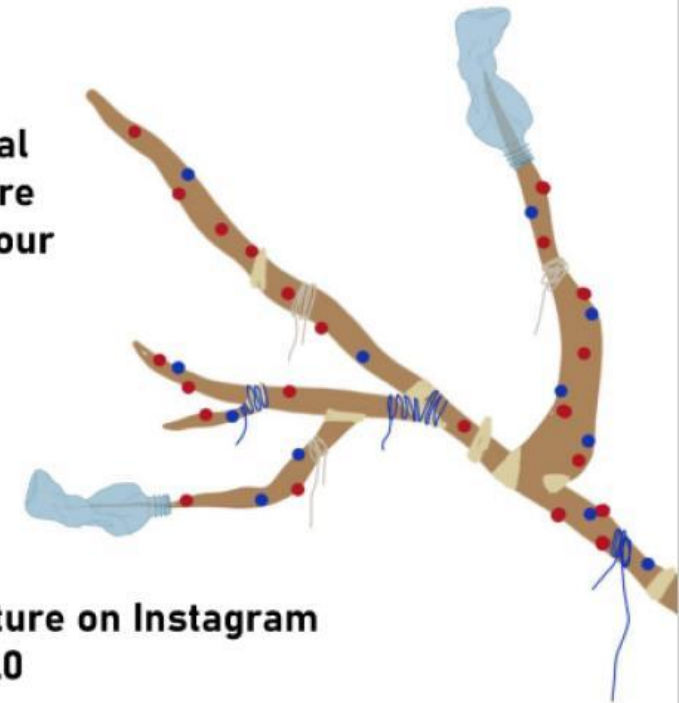
**1. Collect waste materials you would otherwise throw away**



**2. Take supplies to bind/glue everything together**



**3. Get creative!  
Create your personal sacred tree sculpture and decorate it to your likings!**



**4. Share your sculpture on Instagram  
use #sacredforest2.0**

# Some Examples

01



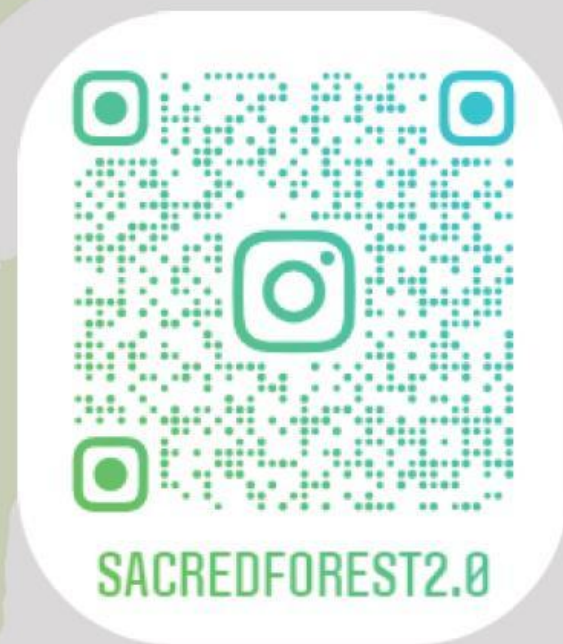
02



03



POST YOUR  
CREATION  
WITH THE  
HASHTAG  
#sacredforest  
2.0





# Welcome

Hand gesture that unites

THE FUTURE IS NOW

“Welcome”

Indira Bataeva  
Emma Van Bouwel  
Ines Beldjilali,  
Remko Nerinckx,  
Bo Swyzen  
Trine Tõniste  
Alvin Kanarbik



CONSERVATO  
CONSERVATORIUM  
CONSERVATORIUM  
CONSERVATORIUM  
CONSERVATORIUM

HO  
GENT  
howest

EKA



# How to help migrant children connect?

## Situation

Migrant children emigrating to a foreign language space will need to continue their disrupted school journey there, often having trouble being accepted into social groups.



# How to help migrant children connect?

## Project goal

It's often the quiet kids who are excluded. A language barrier almost guarantees this outcome. We aim to assist integration of migrant children in social groups using nonverbal communication.

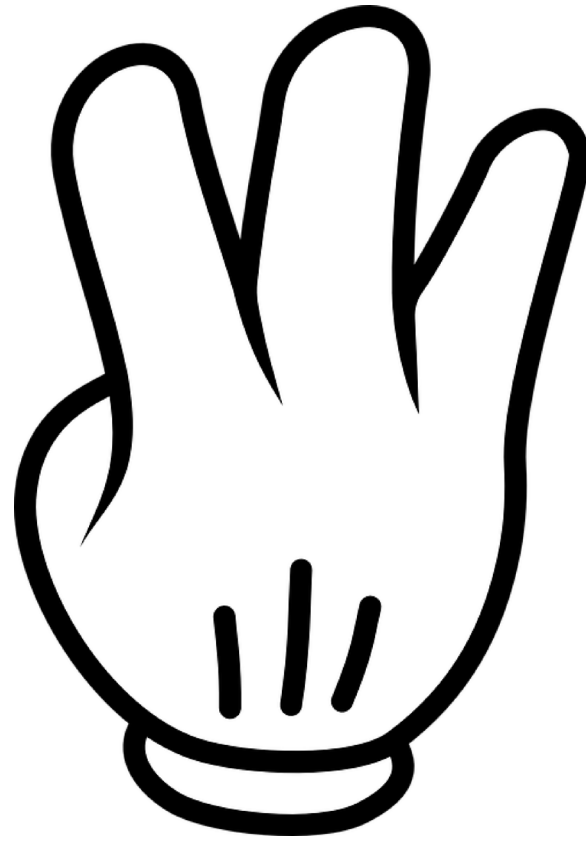
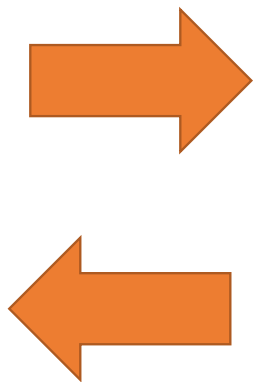


# Hand gestures

## Focus

Creating connection between children can be as easy as breaking the ice. Hand gesturing is a simple and effective way to get past an awkward situation, and a supersonic means to send a message.

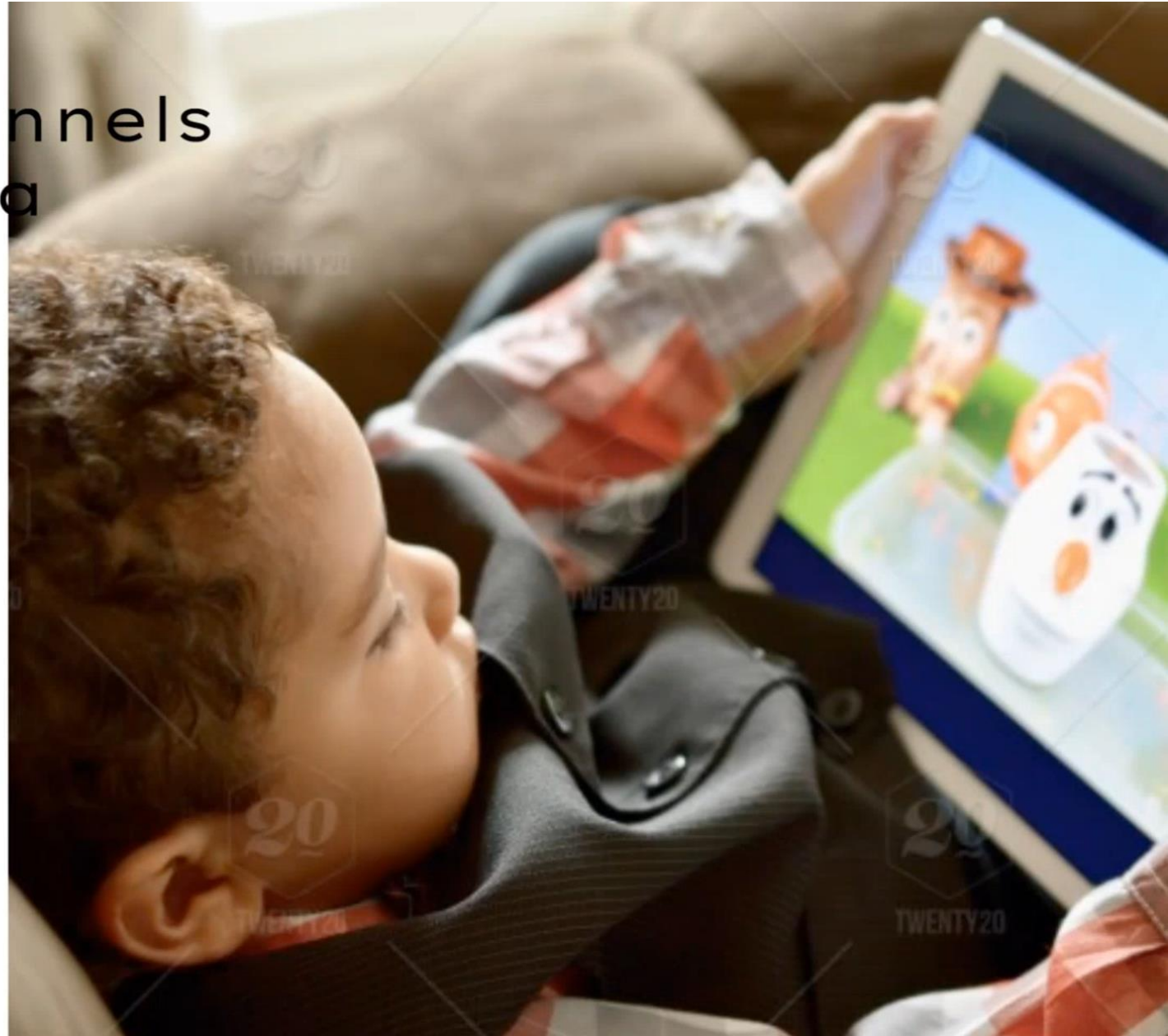




# Animation channels on social media

## Medium

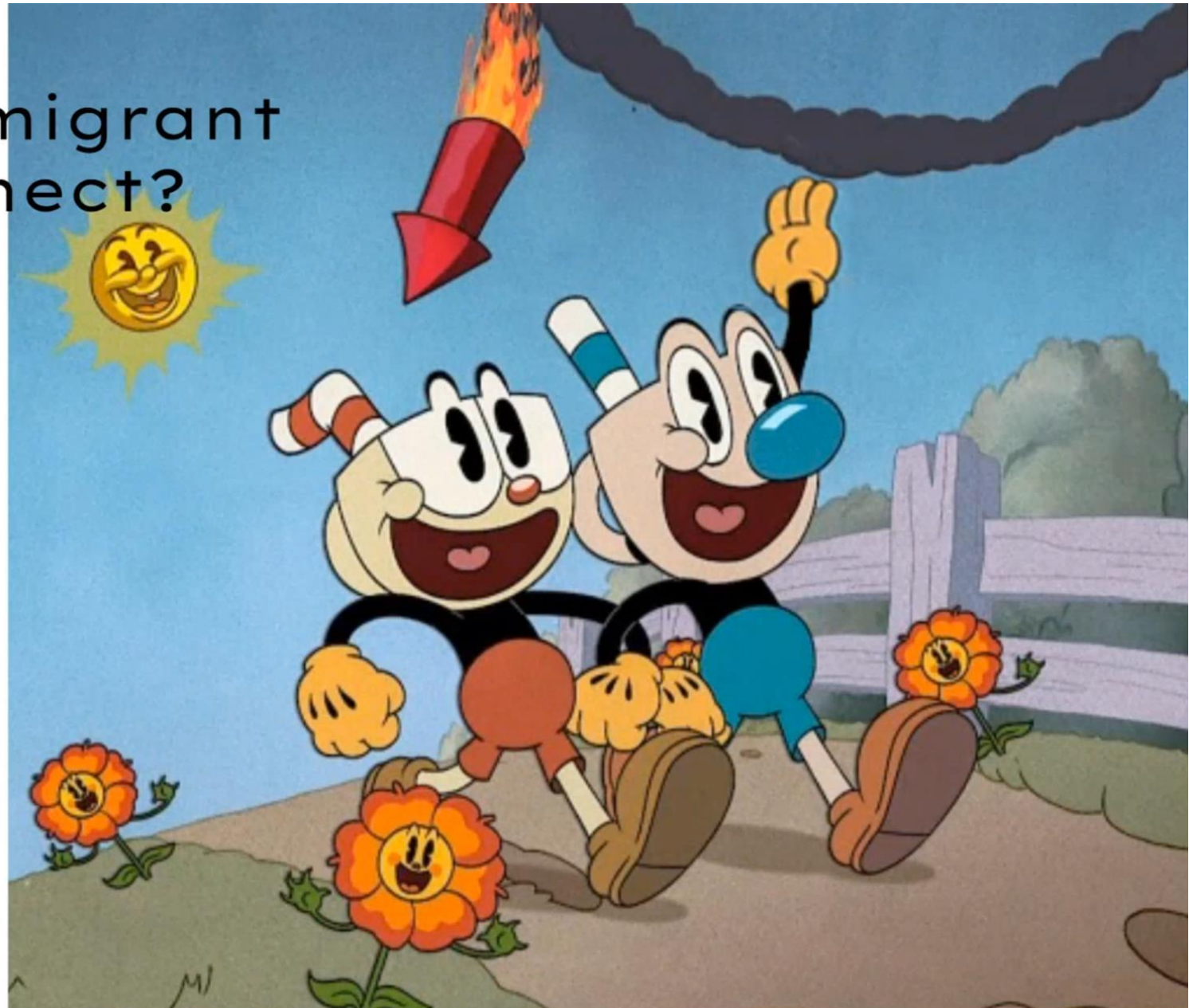
A great number of children are familiar with social media applications and spend most of their day watching cartoons on them. We aim to leverage that behaviour in order to introduce our message and our hand gesture.



# How to help migrant children connect?

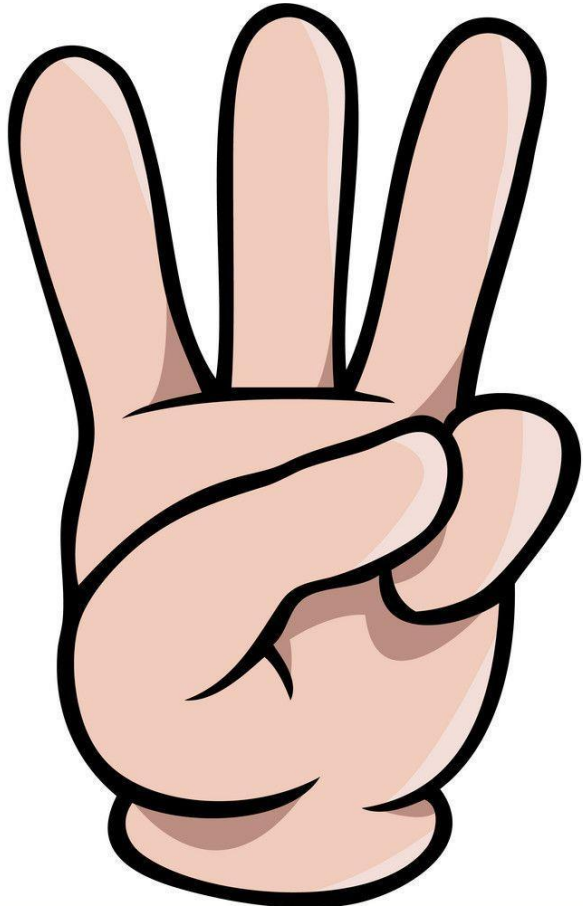
## In summary

Invention of a welcoming hand signal and spreading it via children's animation channels already established in the age bracket.









You're

**W**elcome

