

**DESIGN
INDABA
2015**



**THERE ARE PEOPLE
OUT THERE
FINDING CREATIVE
SOLUTIONS TO
DAILY PROBLEMS
THAT ARE CREATING
REAL CHANGE
IN THIS WORLD.**

LIKE:



JON'S BENCHES



VIOLET'S WALK



**MICHAEL ELION'S
RAINBOWS**



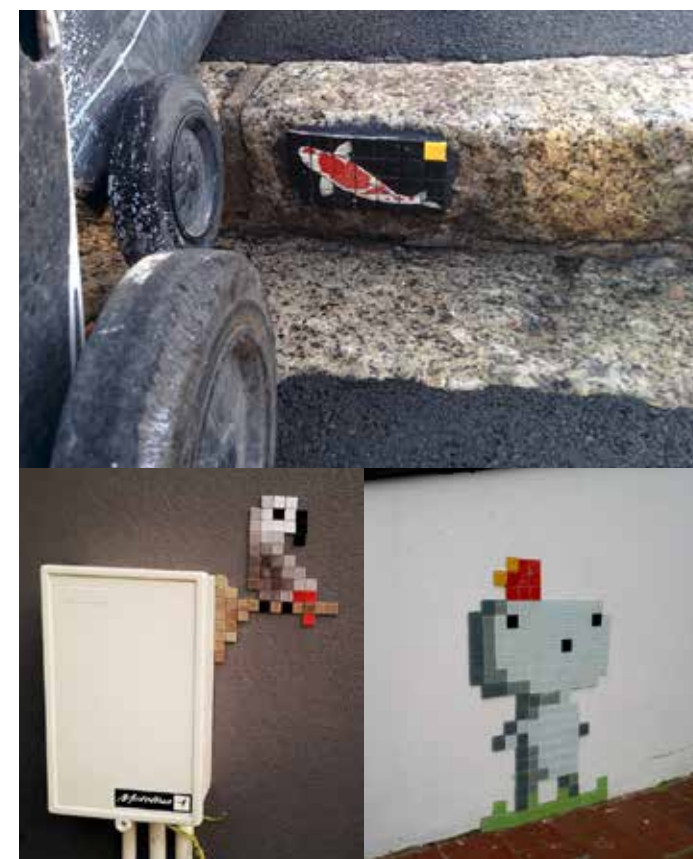
**BEN WILSON'S
CHEWING GUM ART**



**THE RED HAT RENEGADES'
SLEEPING BAGS**



#ANOTHERLIGHTUP



TILE ART



Xx FENCES

**THEY DO THIS TO
BETTER SOMEONE'S LIFE,
BEAUTIFY A STREET,
UPLIFT A COMMUNITY,
OR JUST TO
MAKE SOMEONE SMILE.**

**WE WANT TO EMBRACE
THIS MOVEMENT
AND CELEBRATE THESE
INITIATIVES OF
DESIGN ACTIVISM.**

**BECAUSE LOTS
OF SMALL CHANGES
CAN MAKE
A HUGE DIFFERENCE.**

IDEA:

**MAKE.
CHANGE.**



THERE WILL BE A MANIFESTO:

**IT'S NOT CRAZY TO WANT TO CHANGE THE WORLD.
THERE'S A LOT TO CHANGE. BROKENS TO FIX.
OLDS TO MAKE NEW. GOODS TO BE MADE EVEN BETTER.**

**THE THING IS, A FLASH OF INSPIRATION
CAN COME FROM ANY ONE OF US. IGNITING THE URGE
TO BEND, BUILD, MOULD, SHAPE. TO MAKE.**

**IF WE DO, LITTLE BY LITTLE, THINGS WILL BE DIFFERENT.
AND BEFORE WE KNOW IT WE'LL HAVE MADE
A BETTER PLACE FOR ALL OF US.**

**SO NO, YOU'RE NOT CRAZY FOR WANTING TO CHANGE
THE WORLD. YOU'RE CRAZY IF YOU DON'T TRY.**

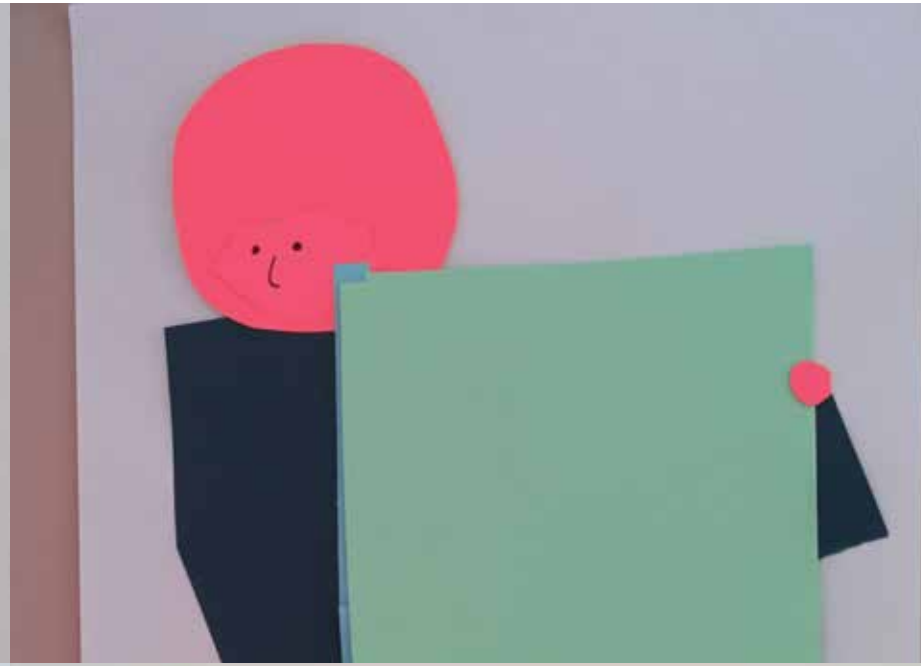
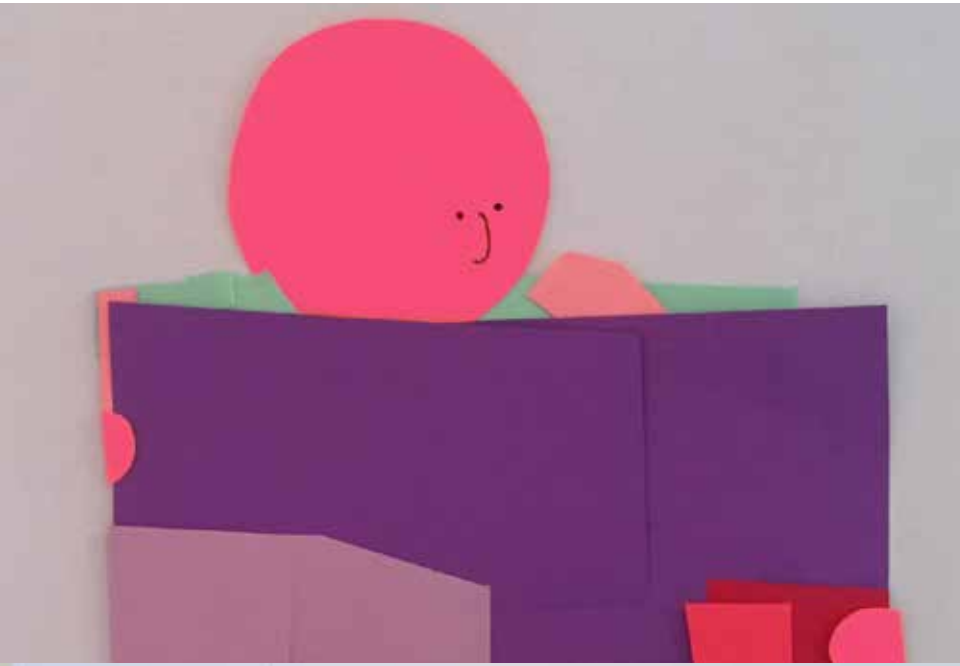


**MAKE.
CHANGE.**

**WE WANT THE CAMPAIGN TO FEEL
LIGHT AND INCLUSIVE
SO IT APPEALS TO EVERYBODY.
NOT JUST THE DESIGN COMMUNITY.**

**WE'LL DO THIS BY KEEPING
THE ART DIRECTION COLOURFUL,
FRIENDLY AND INFORMAL
BUT CONSIDERED,
AND THE COPY TONE CASUAL
AND CONVERSATIONAL
WITH A BIT OF CHARACTER.**





**WE'LL BE DOING SOME
COOL STUFF LIKE EMPLOYING
THE UNEMPLOYED
TO BE OUR MEDIA RATHER THAN
SPENDING THE MONEY
ON TRADITIONAL OUTDOOR.**



**AND WE'LL BE TELLING STORIES
ABOUT THE AMAZING THINGS
BEING DONE BY OTHERS, AND US
LIKE:**



VIOLET'S WALK



THE RED HAT RENEGADES' SLEEPING BAGS

**IT WILL LIVE
MOSTLY ONLINE.**



**BUT THERE WILL ALSO BE
TV, RADIO AND PRINT.**

**WHAT WE WANT IS FOR EVERYONE
TO GET INVOLVED.**

**SO WE'RE GIVING PEOPLE,
INCLUDING YOU,
THE TOOLS,
LIKE:**

**DOWNLOADABLE
END TITLE ANIMATIONS,
A SOUNDTRACK,
MAKE. CHANGE.
STENCILS
AS WELL AS THE FONT:**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

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**SO IT'S SIMPLE TO
MAKE. CHANGE.**

STEP 1

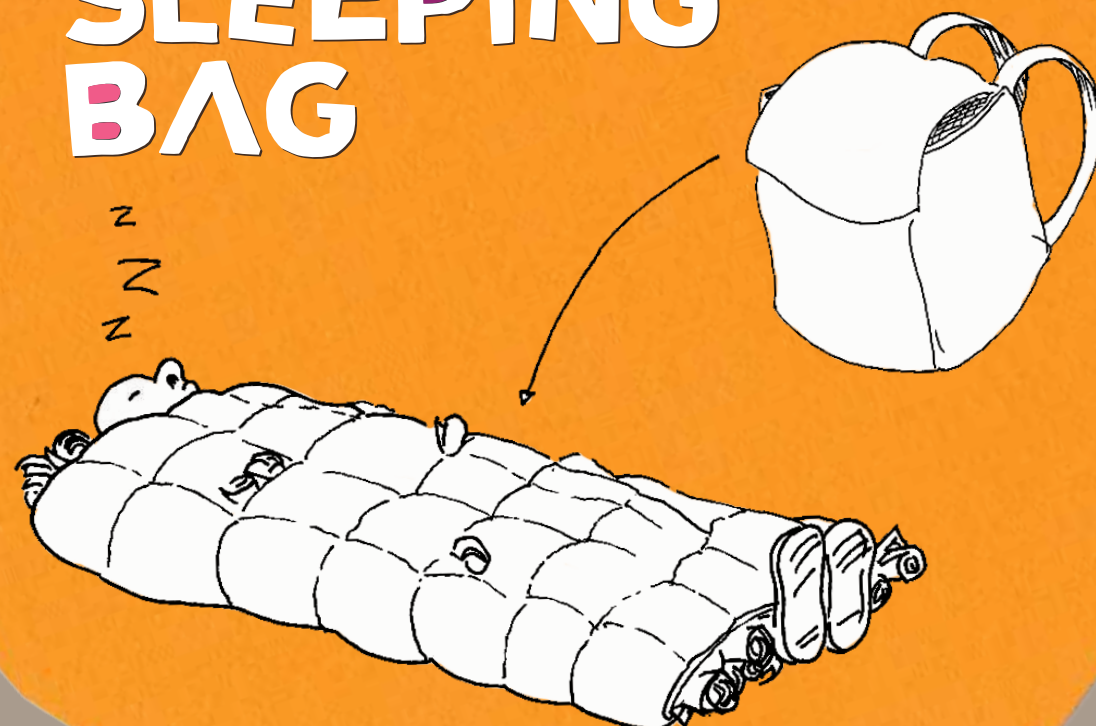
**COME UP WITH YOUR OWN IDEA
(INVOLVE YOUR AGENCY, MAYBE?)
OR CHAT TO US ABOUT
COLLABORATING ON ONE OF
THESE:**

PROJECT IDEAS

An orange circle with a hand-drawn smiley face (:) in the upper left quadrant. The text "MAKE. CHANGE." is written in white, bold, sans-serif capital letters in the lower right quadrant of the circle.

**MAKE.
CHANGE.**

INSULATED SLEEPING BAG



THE PROBLEMS:

1. Homeless people need to be kept warm and dry when they sleep.
2. There's a lot of litter on our streets.

THE SOLUTION:

A sleeping bag made out of rain-repellant material that provides insulation when stuffed with newspaper to keep the user warm.

We could also start a programme whereby homeless people could exchange a specified amount of collected newspaper for food, thereby keeping the streets clean.



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RUBBISH MURALS

THE PROBLEMS:

1. Our townships are riddled with litter.
2. People tend to litter because they have no pride of place.

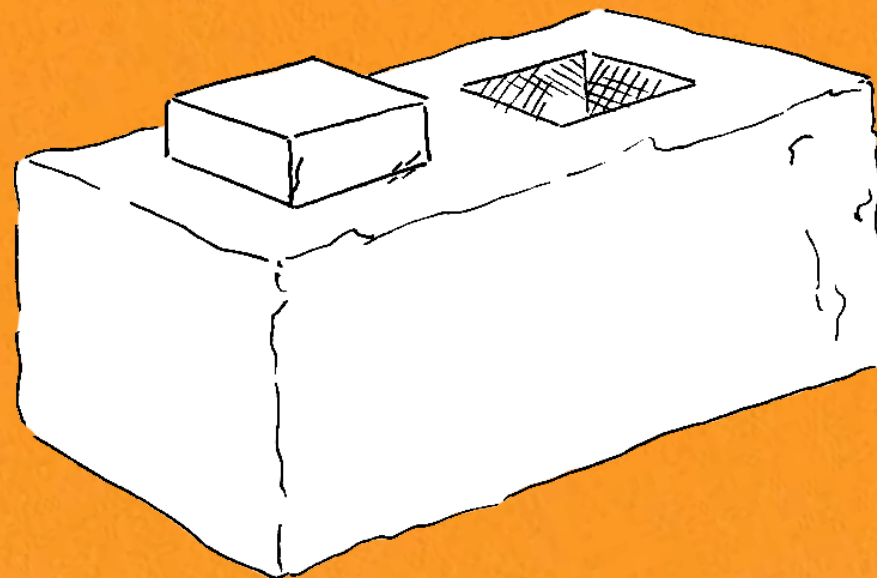
THE SOLUTION:

Large, paint-by-number type murals that we stick up in townships. The murals would prompt passers-by to attach their litter to it creating a beautiful picture.

To ensure participation and a want to preserve the mural we'd choose subjects like Mandela or local children, or the name of a school, that would evoke a sense of respect.



BRICK A-BRACK



THE PROBLEMS:

1. The housing problem in SA forces people to build temporary houses/shacks out of any material available.
2. We have a big litter problem and are running out of landfills.

THE SOLUTION:

We create a press that compresses rubbish into bricks. Using the press, we'd start a programme encouraging people to bring us their rubbish. In exchange we'd turn it into bricks to help them build houses. We'd hope the participants would feel proud to have created something beautiful for their community, whilst keeping the streets clean.



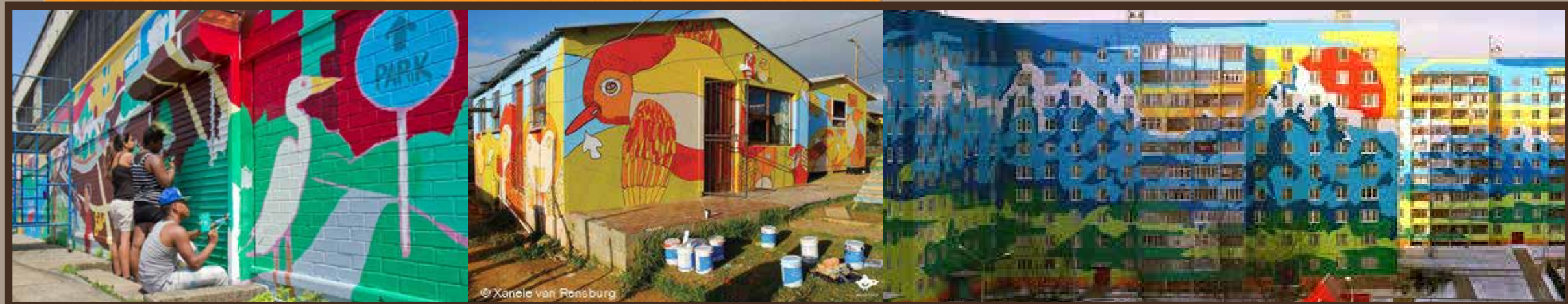
INSULATING AND FIRE- RETARDANT ART

THE PROBLEMS:

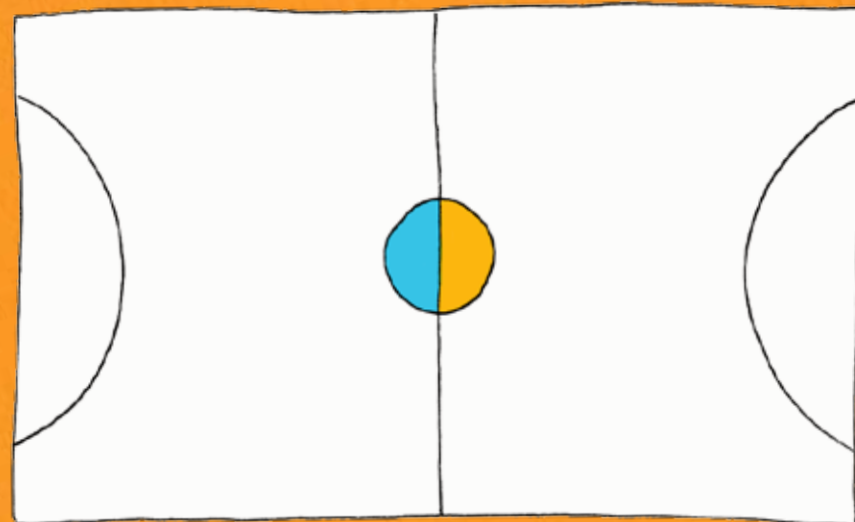
1. Shack fires.
2. Keeping residents in their shacks warm in winter, and cool in summer.
3. Residents in informal settlements having to live in unattractive, depressing surroundings.

THE SOLUTION:

We give artists in the community fire retardant and insulation paint, and work with them to come up with beautiful images to paint on the residents' shacks.



COMMUNITY ART PROJECT



THE PROBLEMS:

1. A lot of public spaces could benefit from some beautifying.
2. Massive billboards face onto the streets outside townships, but the people in the townships have to stare at the unattractive back of the builds.

THE SOLUTION:

We put down huge canvases in public places, on sports fields, etc. and get the community to walk in paint wells provided. We'd then ask them to do a prescribed action e.g. dance, play or run to create pieces of community art. These would be placed on the backs of the billboards.



COMM-UNITY SPACES

THE PROBLEMS:

1. People don't talk to each other anymore. There's no sense of community.
2. A lot of public spaces could benefit from some beautifying.

THE SOLUTION:

We place game tables in areas with high footfall to get people talking to each other. The tables would also help to add a bit of life and fun to these public spaces.



SAFE LIGHTS



THE PROBLEMS:

1. Thieves in townships use stones to break street lights so they aren't seen by potential victims.
2. A lot of public spaces could benefit from some beautifying.

THE SOLUTION:

Using silicone lights will make it harder for thieves to break them. We could also design them as a feature to help beautify the areas we place them in.



BIO-BULBS



THE PROBLEM:

Houses in disadvantaged communities don't have electricity and, therefore, light.

THE SOLUTION:

We use a bacteria that glows when fed methane to create electricity-free light bulbs. These would be distributed to people in townships and informal settlements.



THINKING CAP

THE PROBLEM:

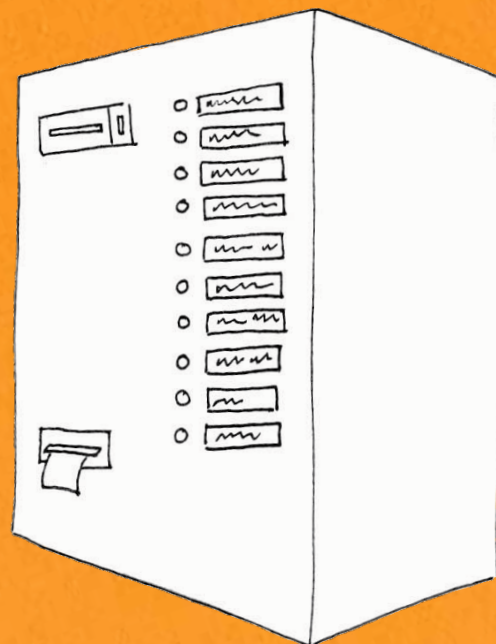
Houses in disadvantaged areas don't have electricity and therefore lights, so students aren't able to study at night.

THE SOLUTION:

Solar-powered hats that power led lights on the peak of the cap. The cap would charge the lights when worn during the day, which the kids could then use to study at night.



VOUCHER VENDING MACHINES



THE PROBLEM:

Giving money to people on the street often fuels the problem instead of helping it.

THE SOLUTION:

We'd like to create a vending machine that would, in exchange for your change, print out vouchers that can be redeemed at shelters or for food or clothing. This then can be given to beggars instead of money.

These could be put in places where people would already have extra change, such as parking pay points.



STEP 2

**WHATEVER YOU DECIDE TO DO,
DOCUMENT THE PROCESS.
YOU CAN DO THIS BY CREATING
A SIMPLE ANIMATION
USING A STOPFRAME TECHNIQUE.**

**IF WE LIKE YOUR PROJECT
WE COULD EVEN TURN IT INTO
A PRESS AD TO FEATURE
ALONGSIDE OUR OTHER STORIES.**

STEP 3

**IT WOULD BE GREAT IF YOU
USED YOUR ALLOCATED SPACE
AT THE CONFERENCE
TO DISPLAY YOUR
MAKE. CHANGE.
PROJECT,
SO ALL THE DELEGATES
CAN SEE HOW, TOGETHER,
LOTS OF SMALL CHANGES CAN
MAKE A BIG DIFFERENCE.**

**SO GO.
DO IT.**



**MAKE.
CHANGE.**



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