O

RE-THINK

Carlotta Ponziano

RE-THINK
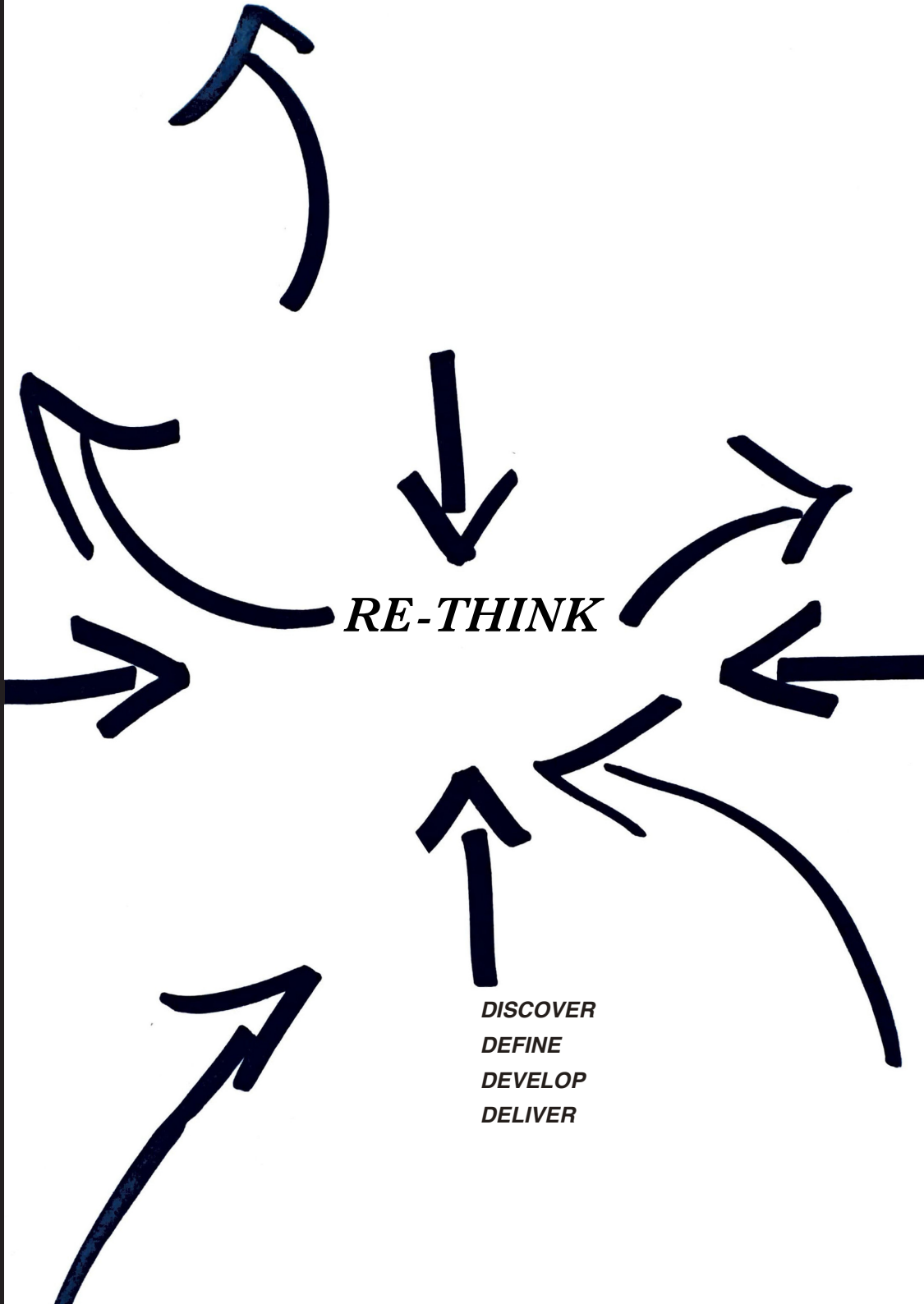
DISCOVER
DEFINE
DEVELOP
DELIVER

Assignment 1 – Post-growth Imaginary Introduction *Visual Systems*　　　Assignment 2 Identity, Communication & Experience – *Visual Systems*

1

chapter

DISCOVER

Research
Post-growth game
Slade farm visit
Analysis
Insights
Ideation Workshop

FUTURE

Beyond Human

Climate change

PEOPLE

QUALITY

Nurturing the soil

Local changes

Design to influence

ACCESSIBILITY

A WORLD WITHOUT fossil fuel

GOAL?

Why

How we can structurally

What is a world without fossil fuel?

Environment

THINK BETTER WAY

To empower community

Economic development

EXTRACTION PROGRESS

Our must from reduce impact

= FRUGALITY

What is the next thing?

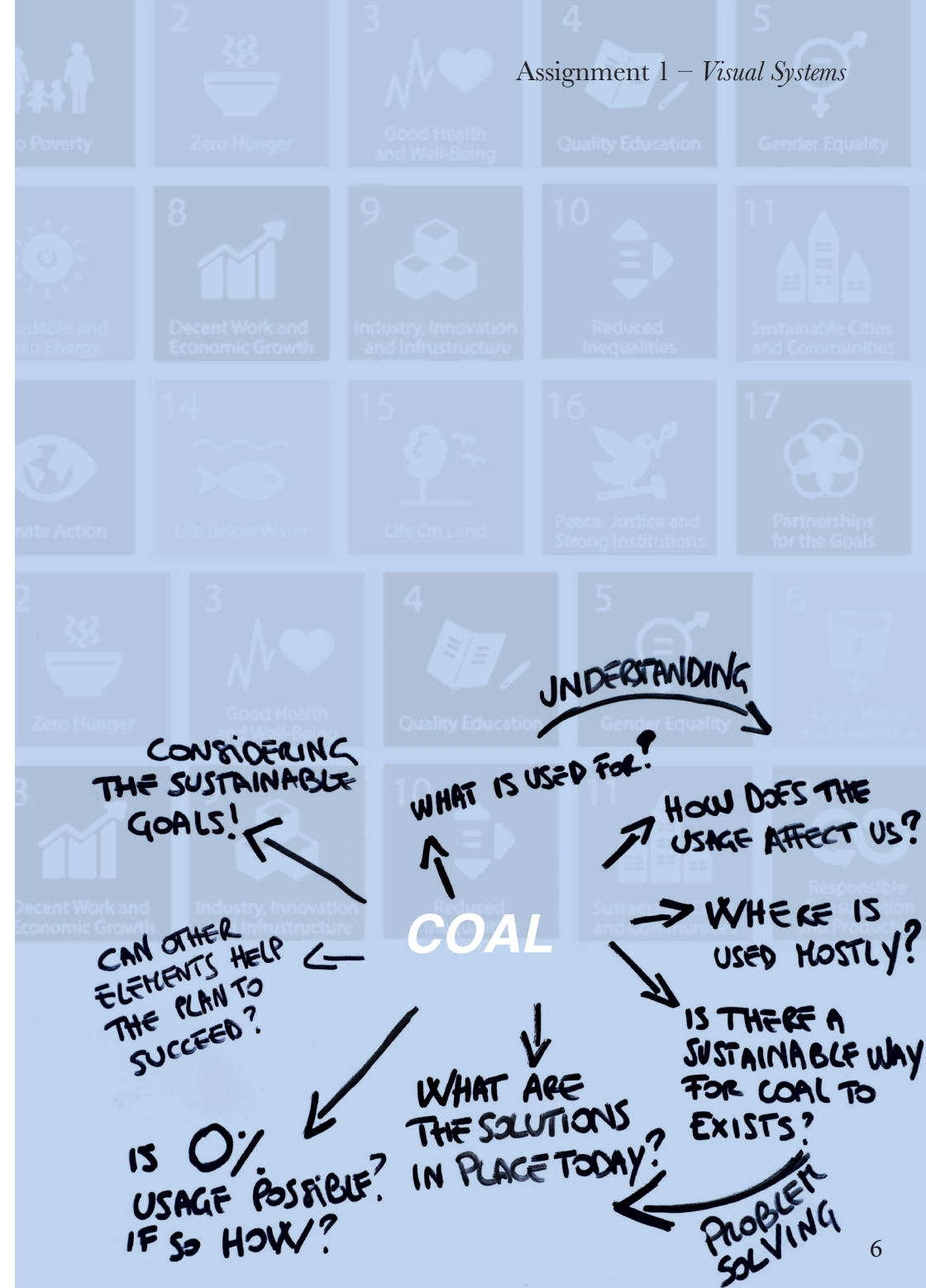Local living

UNDERSTANDING COAL USAGE...

What is Coal?

Coal is defined as "a sedimentary rock with high carbon and hydrocarbon content" (U.S. Energy Information Administration, EIA, 2023). According to the EIA, coal is formed from layers of ancient plant material subjected to millions of years of heat and pressure. Over time, these processes result in coal differentiating into various ranks based on its carbon content and the amount of energy it produces when burned. The most widely used type of coal is *bituminous*, which contains between 45% and 86% carbon. This category of coal, which is primarily utilized in the United States, dates back over 300 million years.

The "Mining for Schools" website highlights coal's versatility, citing its use in electricity production, plant fertilisers, and the refinement process to create products such as ammonium, coal gas, and coal liquids, which are utilised as transportation fuels (2022).Coal also plays a critical role in industries such as steel, cement, paper, and aluminium production (Mining for Schools, 2022).

Coal's importance in modern society is evident, given its adaptability and its role as a primary resource for various industrial applications. However, the continuous extraction of coal poses significant risks. Overexploitation not only threatens the depletion of this vital resource but also causes irreversible changes to our soil and environment

right:
This section presents the initial research, focusing on key aspects aimed at addressing the challenges associated with coal usage in today's society. It highlights the Sustainable Development Goals and provides an introductory understanding of the topic, exploring sustainable alternatives and problem-solving strategies.

COAL

UNDERSTANDING

WHAT IS USED FOR?

HOW DOES THE USAGE AFFECT US?

WHERE IS USED MOSTLY?

CONSIDERING THE SUSTAINABLE GOALS!

CAN OTHER ELEMENTS HELP THE PLAN TO SUCCEED?

IS THERE A SUSTAINABLE WAY FOR COAL TO EXISTS?

WHAT ARE THE SOLUTIONS IN PLACE TODAY?

IS 0% USAGE POSSIBLE? IF SO HOW?

PROBLEM SOLVING

Sustainability refers to a continuous process, which persist with time and maintain its efficiency.

We are part of a linked system, there are three main interrelated dimension:
ecological, economic and social.
(cit. Book, pag 3).
If one of those change, the consequences will determine the future for the remaining.

The "Three S" are economics environment and equity, also called the "triple bottom line" or TBL. Introduced by John Eckington in 1998, Those are considered the three pillars of Sustainability. – (Cit. Book, pag 4).

System Thinking helps to highlight the connectivity present in the whole concept behind the Earth System Science's studies to reduce the human negative impact and work to prevent consistant pollution.

This continue use of Fossil Fuel is impacting our Planet and it's pushing its boundaries to a "tipping point" there where a small change can determine the system to shift and make irreversable change into our ecosystem the way we know it today (Book, pag 7)

DEFINING SUSTAINABILITY

Why is it important to be sustainable?

"*Sustainability refers to the continuous process which persisted with time and maintaining its efficiency*" (**IEA.org, 2024**).

The human impact on the planet is so significant that a recent study reveals even without population growth, if everyone lived like those in the USA or Canada, the world would require 4.5 Earth to meet resource demands (Robertson, Sustainability Principles and Practice). According to Robertson, sustainable development involves understanding systems as a whole. Continuous pollution of our soil and land aggravates the health of our planet. Fossil fuels, being non-renewable resources, will eventually run out and require hundreds of millions of years to regenerate.

The concept of sustainability traditionally revolves around the "3Rs"—Reduce, Reuse, and Recycle. However, a fourth "R," 'Rethink', has been added to emphasise innovative and conscious approaches to sustainability.

"The 7th Generation principle is just that anytime that someone makes a decision, they should think about its impact seven generations into the future."

Valerie Olson

7 GENERATION PRINCIPLES

Identifying a desirable future that not only benefits future generations but also supports the environment. This is the core concept behind post-growth visualisation. By imagining a life where people can live and consume without causing harm to the environment, it becomes possible to challenge and explore innovative solutions that can lead to limitless positive outcomes. In an interview, Valerie Olson discussed how historical community systems offer interesting examples of efficiency, particularly in how they prioritised systemic conservation to provide essentials such as energy, water, and food. Despite having less advanced technology than we do today, these communities developed interconnected systems.
Olson highlighted the concept of humans and spacecraft as a unified systemic unit.

POST-GROWTH GAME

Creating Imaginary…

The Post-Growth Game provided valuable insight by encouraging us to view our critical object from multiple perspectives.
Using the assigned cards, we explored diverse scenarios and expanded our understanding of speculative futures.

As a team, we engaged in discussions to identify potential solutions and outcomes, guided by our Notion Cards: Zombie Energy, Ancient Sunlight, and There Has Never Been... These cards were strategically moved around the "Virtuous Circle," prompting reflective conversations about the potential connections between our object and the "Pillars of Capitalism".

This process facilitated deeper critical thinking and a more comprehensive exploration of the themes of possible imaginaries.

left: *Post-growth circle tool-kit, from the game board.*
right: *Initial concept ideation which supported the idea of recycling in a engaging way. Rewards and self-sufficiency was to add on modern looking drop-in collection as a solution to engage with the younger generation about sustainability.*

POST GROWTH TOOLKIT
THE GAME

Drop of Poin

Clothing & Shoes
Your donations help us to support people in need.

thank you

← Salvation Army collection point.

the Salvation Army

front

Side profile

Drag into the bin
↴
interaction.
↴
visually presented.

— Monzo is inspiration app. Usually drag money into wallet to acheive the cha-ching sound affect. Interactive, visually pleasing, rewardi...

SHIFTING IMAGINARIES

Identify the variety of speculative futures and the functionality of our imagery we use our imagination to create new habits relationships and experiences inspired by the" Notion cards" and "Central Virtuous Circle" of the game board.

Using our imagination and the ideas from the "Notion Cards" and "Central Virtuous Circle" game board, we explored different speculative futures. In the future, we aim to reverse the environmental damage we've caused.
We would create machines that turn harmful gases into oxygen and transform pollutants into minerals that can be returned to the soil, reducing the need for coal and other non-renewable resources.
Communities would help balance the planet by reducing the overproduction in meat and agriculture and repairing the atmosphere. Efforts would focus on restoring and enriching poor soils and protecting natural areas to restore biodiversity, ensuring they remain untouched for future recovery.

left: *It is our group collaboratively making decisions and discussing the game possible outcomes.*

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OXMAN

The circular diagram contains the following labels:

Outer ring: Information, Science, Knowledge, Engineering, Digital, Utility, Design, Perception, Art

Middle rings: Biological, Physical, Metaphysical, (Physic) nodes, Genes, Perceptors, Genes, Atoms, (Chemical) elements, (Metabolic) pathways, Synthetic neurobiology, Biomechtronics, Intelligence, Intelligent, Consciousness Organisms, AI, Awareness, IA, Affective computing, Artificial, Environment Subconsciousness, Artificials, Digital fabrication, (Electronic) interfaces, Perceptors, Bits, Atoms, Bits

OXMAN is centred on creating
Nature-centric designs that merge art, science, design, and engineering to achieve optimal outcomes.

Its mission and values are deeply inspiring, aiming to unify nature and humanity in a way that fosters a better reality than what has been experienced so far. This vision presents a challenging yet achievable path of exploration.
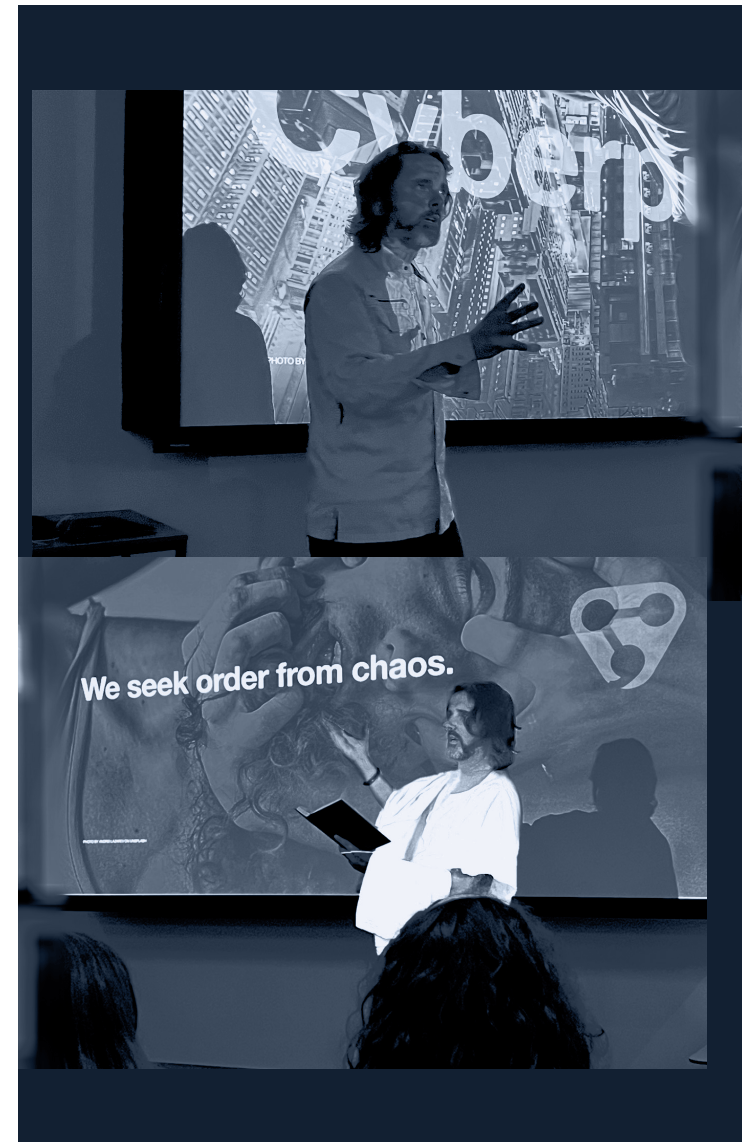
The focus lies on rebuilding environments while preserving their synergy, integrating sustainable practices into innovative building processes to redefine the relationship between humanity and the natural world.

left: *Oxman circle theory.*

TIMO PEACH

Tom's talk highlighted the significance of storytelling within the imagination. He showcased his expertise in crafting speculative scenarios, offering insights into the nuanced differences between ideation grounded in possible realities and concepts from complete fantasy. By exploring these distinctions, he emphasized the role of storytelling in bridging creativity with purpose, guiding innovative thinking while maintaining relevance.

Right: Tom Peach
talk at AUB.

Tom Peach

top and right: Are some of the images captured while visiting the site.

left: It is depicted the side of the wall present in the Talbot village.

bottom right: visual representation of a communal growing space situated in the Talbot village surroundings.

SLADE FARM VISIT
Building for the community…

Talbot Village in Bournemouth was designed to support the community throughout all stages of life.
The village incorporated care homes, schools, and churches to nurture both the physical and spiritual well-being of its residents. Each cottage was surrounded by an acre of land, allowing residents to grow their food and live independently. The community's design focused on fostering a sense of sensitivity and connection among its members. At one point, five farms had commissioned 19 cottages, as the trust behind the village believed that people should be supported throughout their lives, fostering a sustainable and compassionate community for the long term.

It was fascinating to see how positive interventions made in the past continue to serve as valuable resources in today's society. These initiatives remain equally significant, successfully fulfilling their original mission and continuing to benefit the community.

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INSIGHTS
Projects insights

During the initial stage of our research, we explored various ideas on how to transform waste into something resourceful, aiming to substitute fossil fuels, which have irreversible consequences for our planet. The insights gained from our exploration through the Post-Growth game have provided us with a foundation of principles that we hope to align with a sustainable future.
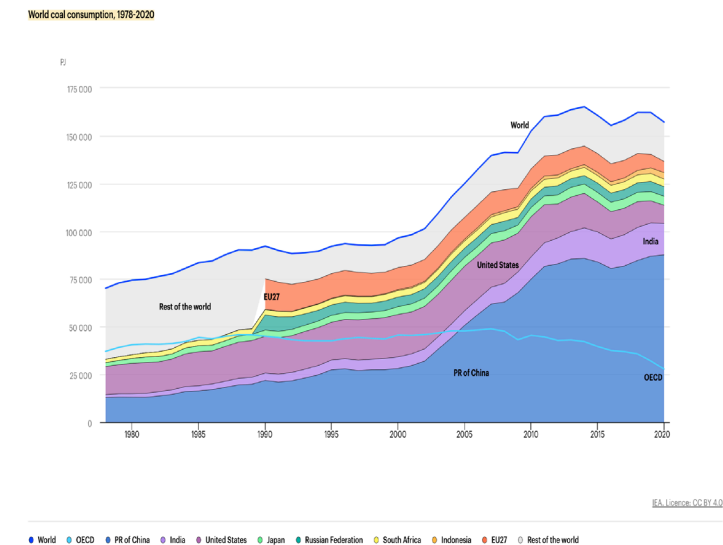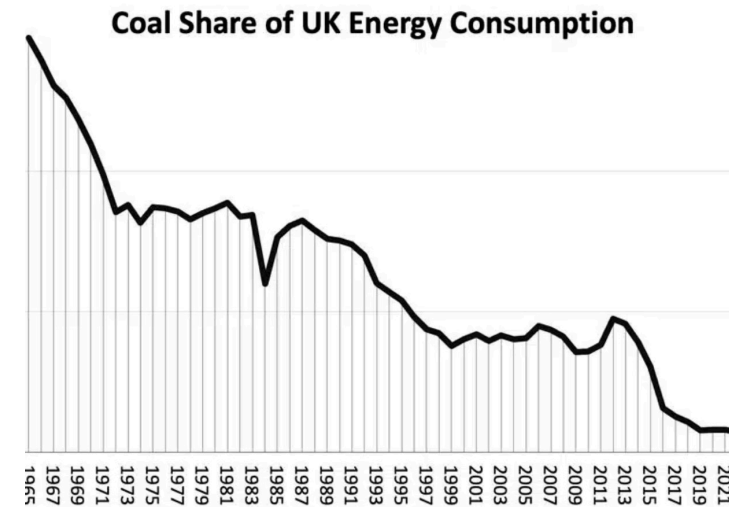
At this stage in our development, we have considered food waste as a significant, yet commonly overlooked resource that is often wasted in our daily lives. Our focus is on a more local approach, building self-sustainable, renewable energy systems within households. Instead of transporting waste, these systems would process food waste into 'bio-diverse gases' that can be used to generate electricity.
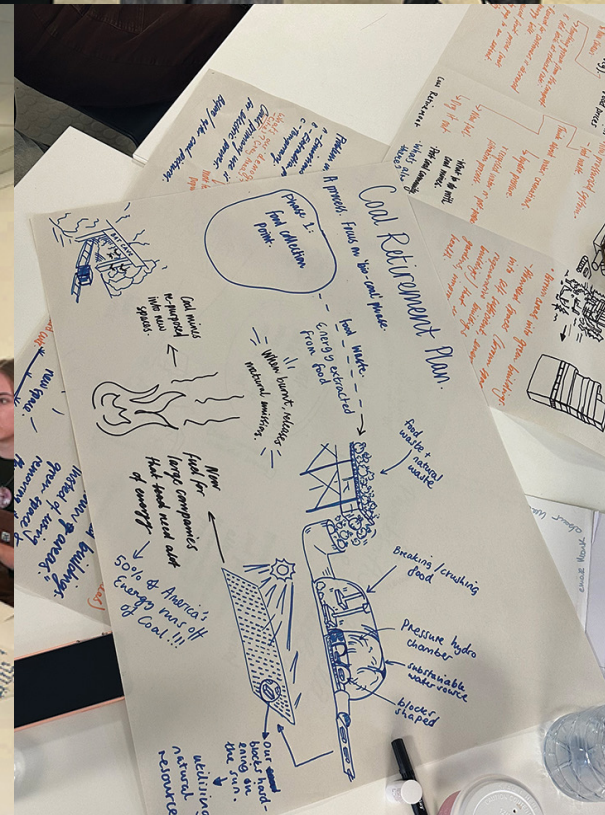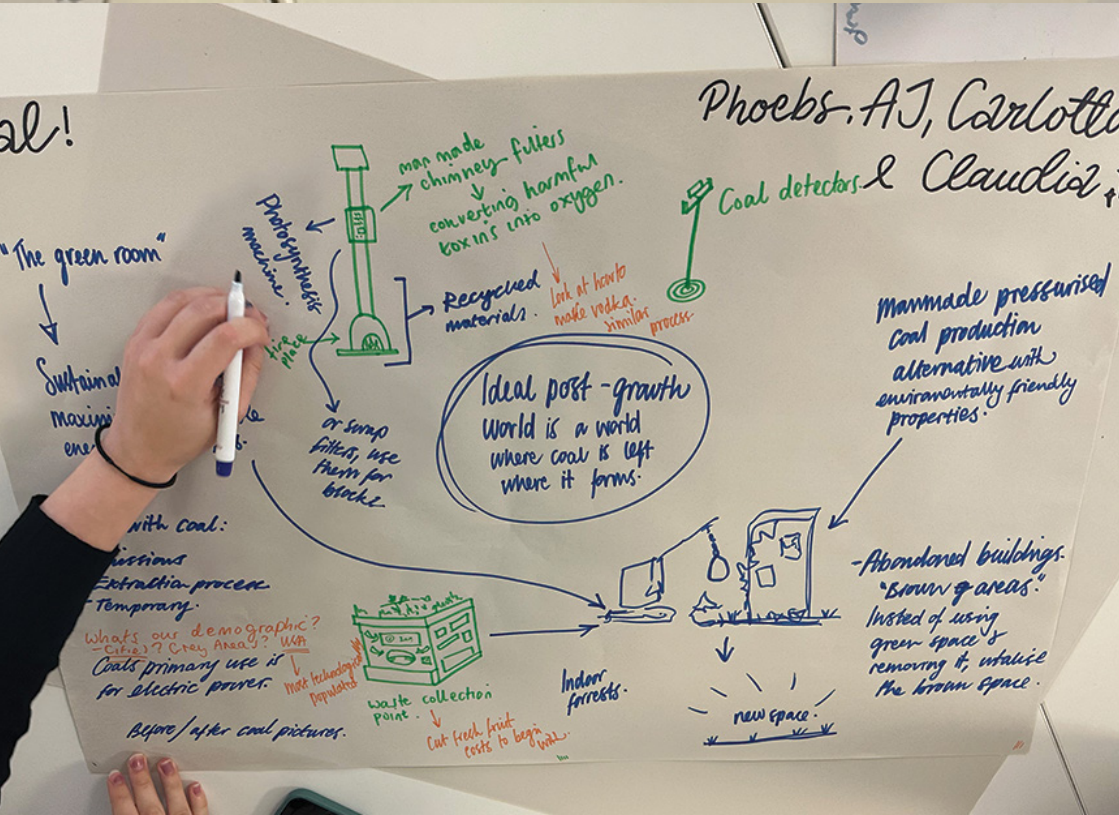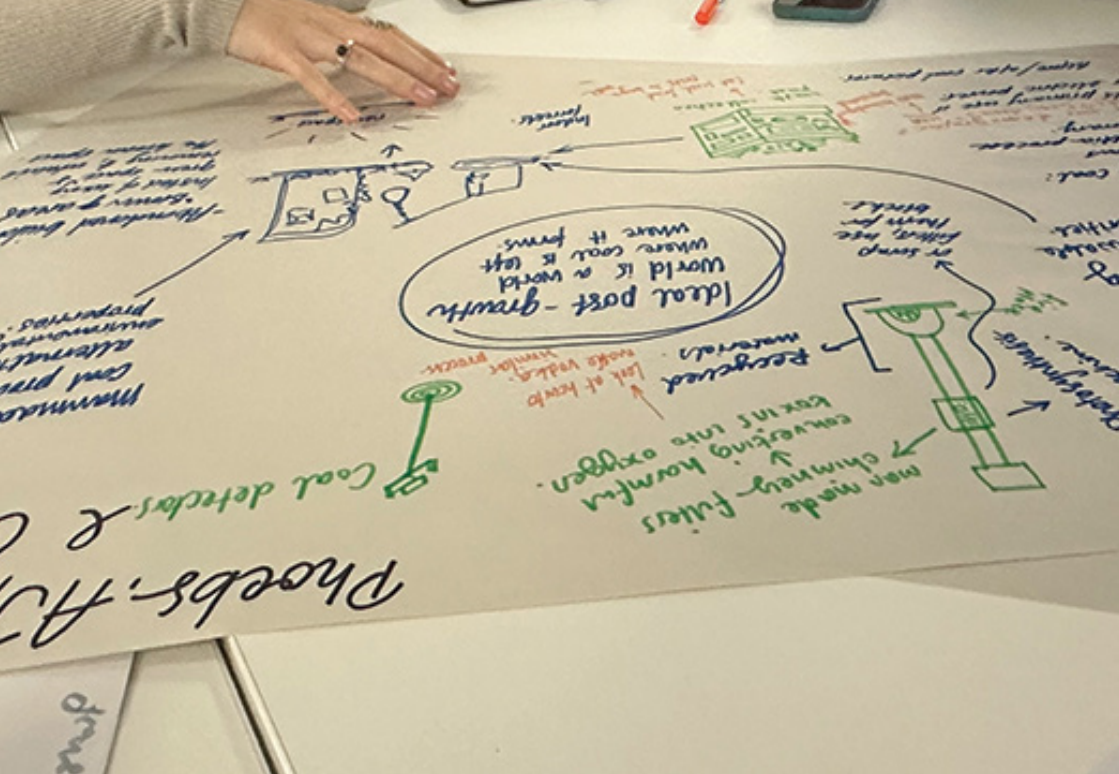
Educating the community about sustainability and recycling remains a key priority for us in this process.

ANALYSIS

Given the accessibility of energy resources in our community, prioritising solutions that are readily available in every household, such as food waste, is essential. Since food waste is something that will always be produced as the population grows, utilising it can help transform negative statistics into positive and productive outcomes, particularly in the field of 'bio-energy'.
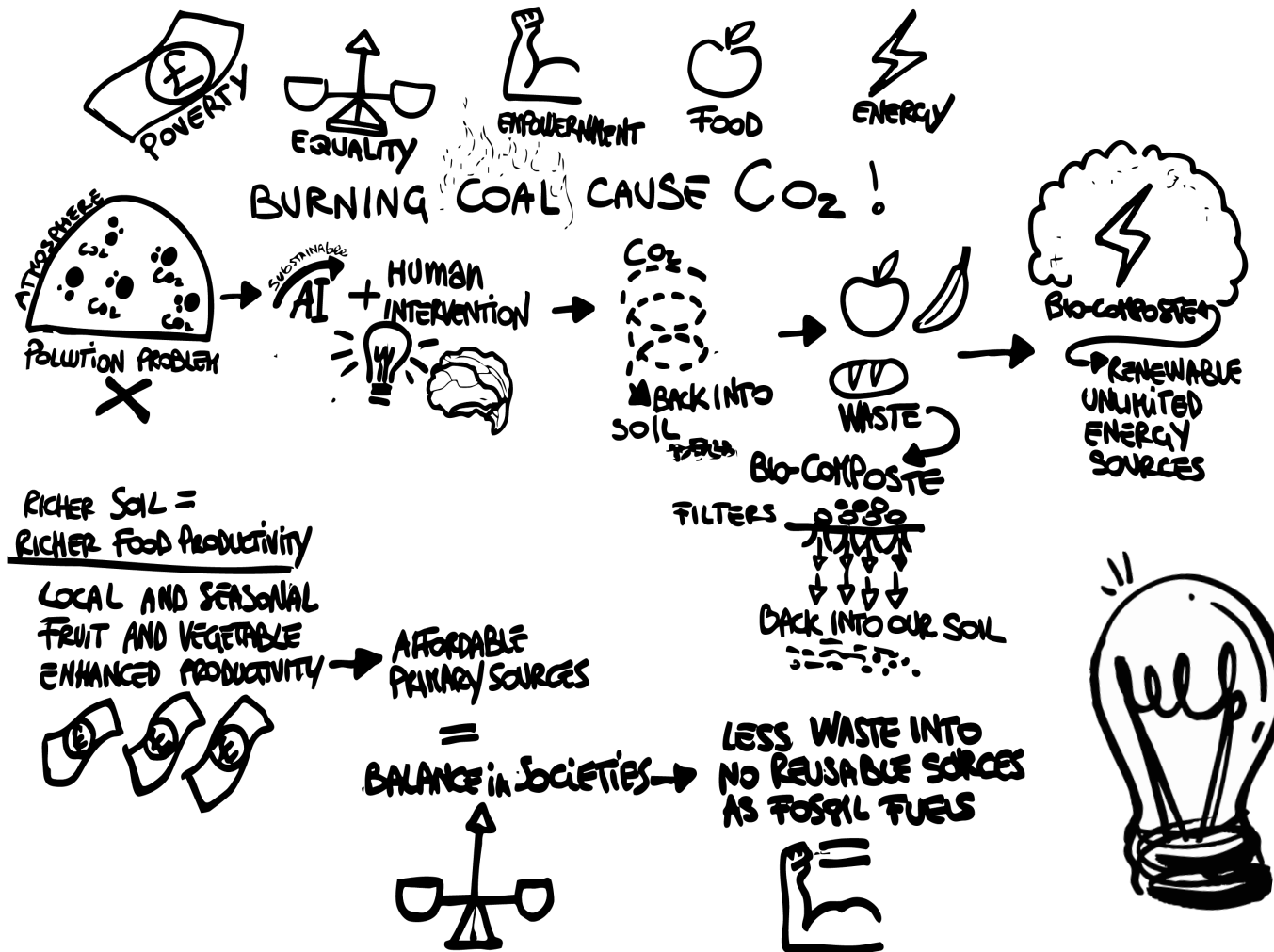
right top: *Coal energy consumption UK data from ourworlddata.org.* **right bottom:** *World coal consumption data from IEA.org.*

Coal Share of UK Energy Consumption

World coal consumption, 1978-2020

Coal detectors

Ideal post-growth world is a world where coal is left where it forms.

man made chimney-filters converting harmful toxins into oxygen.

Phoebs, AJ, Carlotta & Claudia

Coal Retirement Plan

"The green room"

Sustainable maximise energy

Photosynthesis machine ... fire place

Recycled materials

Look at how to make vodka, similar process.

manmade pressurised coal production alternative with environmentally friendly properties.

or scrap filters, use them for blocks.

Ideal post-growth world is a world where coal is left where it forms.

with coal:
emissions
Extraction process.
Temporary.

Whats our demographic? - Cities? Grey Area? USA

Coals primary use is for electric power.

Most technological Populations

Before/after coal pictures.

Waste collection point. Cut fresh fruit costs to begin with.

Indoor forrests.

new space.

- Abandoned buildings. "Brown areas." Instead of using green spaces removing it, utilise the brown space

Coal Retirement Plan.
A process. Focus on "low-cost phase.

Phase 1: Fuel collection Point

Coal mines re-purposed into new spaces.

Fuel waste. Energy extracted from fuel.

When burnt, releases natural emissions.

Now fuel for large companies that need need add of energy!!!

Breaking/crushing coal

Pressure hydro chamber

sustainable water reduce

blocks shaped

50% of America's Energy runs off of Coal!!!

THE FIVE TURNAROUND:

POVERTY EQUALITY EMPOWERMENT FOOD ENERGY

BURNING COAL CAUSE CO₂!

ATMOSPHERE
CO₂ CO₂
CO₂ CO₂

POLLUTION PROBLEM ✗

SUSTAINABLE AI + HUMAN INTERVENTION → CO₂ → BACK INTO SOIL

WASTE BIO-COMPOSTE

FILTERS

BACK INTO OUR SOIL

BIO-COMPOSTER
→ RENEWABLE UNLIMITED ENERGY SOURCES

RICHER SOIL = RICHER FOOD PRODUCTIVITY

LOCAL AND SEASONAL FRUIT AND VEGETABLE ENHANCED PRODUCTIVITY → AFFORDABLE PRIMARY SOURCES

= BALANCE in SOCIETIES →

LESS WASTE INTO NO REUSABLE SORCES AS FOSSIL FUELS

IDEATION

Food waste into Energy

In the initial stage of this ideation development, we aimed to use five key areas of focus as reference points: poverty, equality, empowerment, food, and energy. Our goal was to reduce CO2 levels in the atmosphere through a combination of AI and human intervention. Food waste became a central focus, as it could be collected and used to produce 'bio-compost', which would help restore vital minerals to the soil. This process would ultimately improve soil health and boost productivity, particularly for seasonal fruits and vegetables.

By doing so, we aim to make primary food sources more affordable, balance societal needs, and reduce waste by Recycling the inevitable and not using non-reusable resources like fossil fuels.

2
chapter

DEFINE
Ideation x 3 ideas
Insights
Imaginary
Defining the brief
Audience

OUR NEXT STEP

★ Idea =
Have an area in the kitchen, like a cupboard in the wall, that has a similar function to an appliance (kettle, sink etc..) System, similar to a laundry chute — the entire building or multiple houses will send their food waste to the same place.
Then the benefits of the food waste collection points will benefit the entire community !!!

★ Idea =
focus on the time we have left, instead of the resource amount. Make it appear as if we have the go ahead. Plant ourselves in the <u>future</u> !!!

★ Reference slades farm, but discuss that we intend to break past that on a larger scale.

★ Imaginary world where nature is combined with man-made buildings. Eg. Paths get worn out, so we change the path and give it time to grow.

★ Surrounding area, people are free to use allotments in our communities. Local farms to plate ideology.

★ Storyline - day to day life.

★ factor in Epedemics.

Steps in plan

★ Visual illustrations of future communities + worlds.

★ taking bmouth into consideration.

★ Digital / manual prototype of green buildings.

★ Consider glass as a material (Garden buildings inside green buildings.)

★ Artificial lake + untouched green. Garden center info Peter Mercer.
Bama Bass / Serpa Design

IDEATION X 3 IDEAS

Presenting the revolutionary 'bio-energy' food waste production.

Idea 1- focused on a food waste disposal unit, designed to collect food waste and deliver it to a centralised food waste deposit bank, where it would be processed and used as energy.

Idea 2- built upon this by introducing an innovative, environmentally friendly pressurized system capable of converting some of the food waste collected in Idea 1 into a sustainable coal alternative, offering a greener energy source.

Idea 3- aimed to re-purpose 'brown spaces' abandoned or underutilized areas by transforming them into vibrant 'green spaces' and constructing self-sufficient 'green buildings.' These buildings are designed to operate without reliance on fossil fuels for electricity or heating, creating eco-friendly, self-sustaining spaces that benefit the environment without causing harm.

Three Ideas, One System…

PLANTS
INTEGRATION

RAIN
WATER
COLLECTION

SOLAR
PANELS

BIGGER
WINDOW

RAMMED
EARTH/
STONES

GREEN ROOF
TERRACE

INSIGHTS

Brown areas into Green Buildings & Blues Spaces

Transforming what's old and unused into something new and more sustainable, such as 'green buildings' and 'blue spaces,' offers an opportunity to build a community based on a strong, sustainable life cycle. To ensure effectiveness, it's essential that households already have a system in place for communal food waste collection, allowing people to dispose of food waste conveniently in their own kitchens without needing to take it elsewhere. Additionally, ensuring access to blue spaces is vital for improving mental health in the community. Providing natural environments where people can gather and spend their leisure time and strengthens community bonds.

left, bottom right: These visual representations are inspired by insights from The Designer's Atlas of Sustainability, a book that deepened my understanding of the theory and principles behind sustainable living in shared spaces. Through this research, I explored how design and resource management can create positive ecological systems, creating sustainable environments that promote balance and longevity.

FOOD
WASTE
COLLECTION

COMMUNAL DISPOSAL

IMAGINARY

Our community is self-sufficient, with members living in sustainable buildings that do not rely on fossil fuel-based electricity. They have developed their own productive systems, which include converting food waste into bio-energy, providing the entire community with a renewable energy source.

AUDIENCE

Initially, our focus was on families and young people, as we aimed to engage a target audience that could naturally adopt and integrate this concept of sustainable living into their daily habits. However, at this stage of our development, we are shifting our focus to impressing companies that require such a system, emphasising its potential to change their operations and align with sustainability goals.

DEFINING THE BRIEF

Rationale

Given the negative impact humanity has had on the planet, it's crucial to visualise a future where things take a positive turn. This vision focuses on well-being, ecological growth, and the realisation of self-sufficiency within our reality.
By generating ideas and scenarios that illustrate what it means for both the environment and the community to live in a functional, sustainable system, we can determine the potential success and its longevity.

It is important to understand the engagement that community has around the system to adapt and evolve from initial ideation developments.

FAMILIES ANYONE THAT THINK SUSTAINABLE
KIDS GEN Z
OUR YOUNG GENERATION
COMMUNITY
STUDENTS PARENTS

3

chapter

DEVELOP

Alternative concepts
Experiment
Prototypes
Midpoint Presentation

pollution

tree

Energy

FUEL

grey water

BIOGAS

house

ANEROBIC
DIGESTER

animal waste

food scraps

crop

DIGESTATE
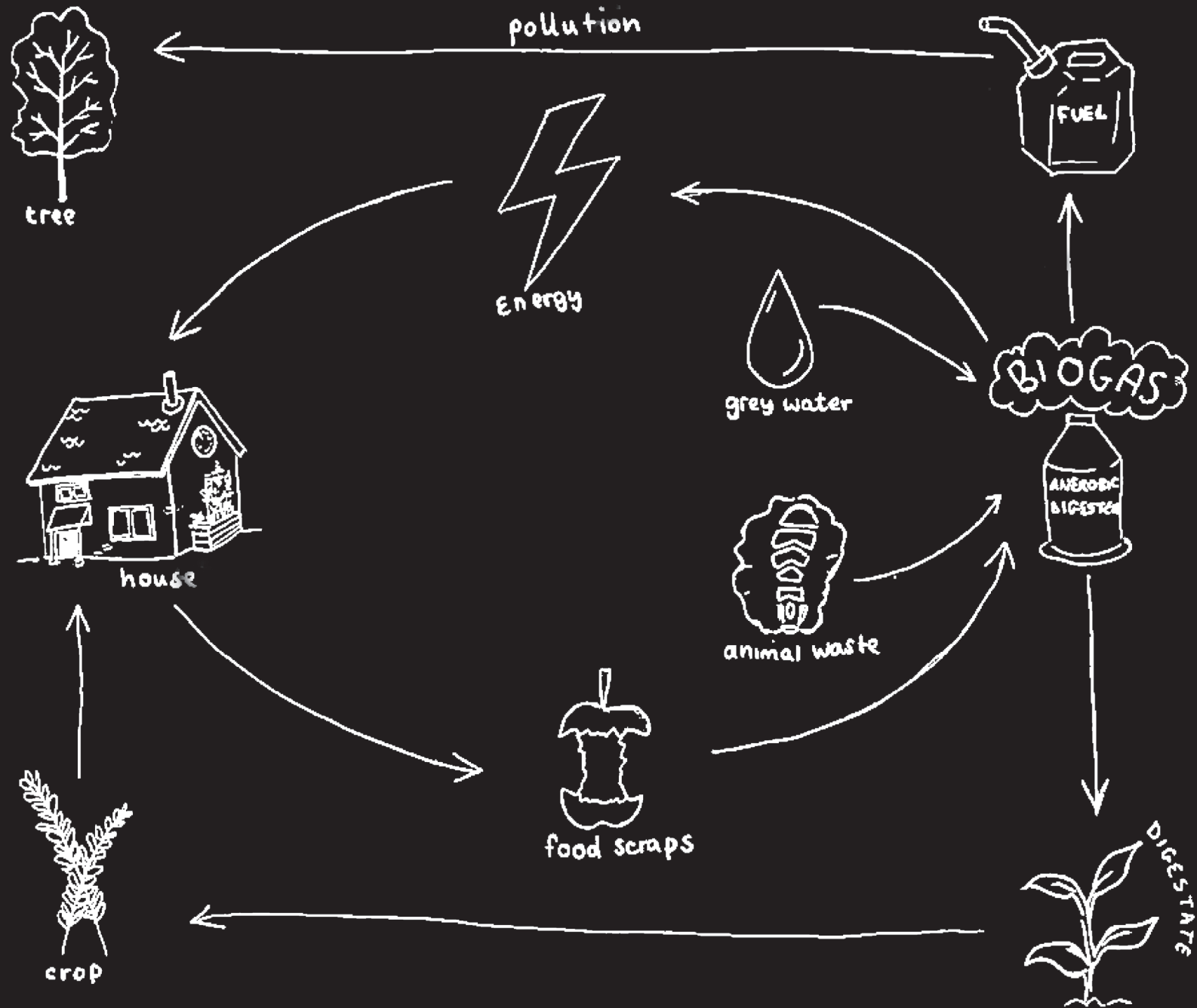
ANALYSIS

Looking deeper into idea one, the design will be placed near supermarkets' entrances amongst other recycling units. The purpose of this placement is convenience dropping the waste in the same place.

To encourage supermarkets to implement this scheme we will provide them with a way to dispose of their abundant food waste. the compost that we will produce from our system (bio-energy) can be used to enrich the soils, hence making organic and fresh produce cheaper and sold at a discounted rate. These advantages make our system an obvious choice for the participating supermarkets.

The 'biogas' generated from food waste will be converted into energy, supporting our plan to phase out coal. To target the reward systems socio-economic problem, the rewards will be applied according to tax bracket and income factors, ensuring equal savings for everyone.

Leftover food waste will be passed into idea 2 to be re-imagined, and idea 3 (green buildings) scheme in the system will provide the right environment for the community.

right:
Computing Making
Experimentation.

EXPERIMENT

DIY Design

Critical making and physical computing for a sustainable future have allowed us to explore innovative ways to recreate responsive environments.

By combining hands-on, "manual" making with computational knowledge, we found a sense of freedom and creativity that can only be realised through experimentation and practice.

A system truly succeeds when it actively engages its users or audience, making it essential to think outside the box and develop solutions that are both interactive and impactful.
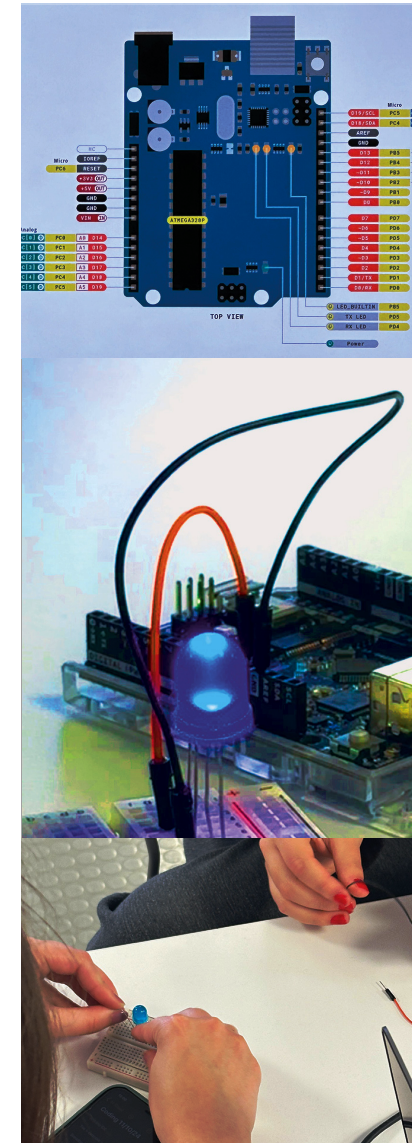
PROTOTYPES

Insights

These prototypes, created by Phoebe J., a member of our team, were designed to demonstrate the functional aspects of the system we envisioned. Constructed using recycled cardboard boxes and tape, they were first presented during the final presentation of our initial assignment. On the left, there is a model of a kitchen disposal unit, showcasing its design and functionality. Below it is a representation of the tank, where microbes break down waste into 'bio-gases', which can then be used to generate renewable energy.
On the left, it is represented the communal disposal instead.

MID POINT PRESENTATION

What Now?

In our ideal post-growth world, we aim to achieve
a level of sustainable understanding where fossil
fuels are no longer an option. Gaining insight into the
processes behind converting food waste into energy and
understanding how this directly benefits communities is
essential to advancing our concept.

We can shift our potential outcomes into more
tangible and actionable ideas by investigating existing
sustainable practices and exploring alternative methods
for generating ' bio-gases' from food waste.
This exploration will enable us to refine and develop
solutions that align with a future which reflects
environmental responsible communities and
 a sense of equality.
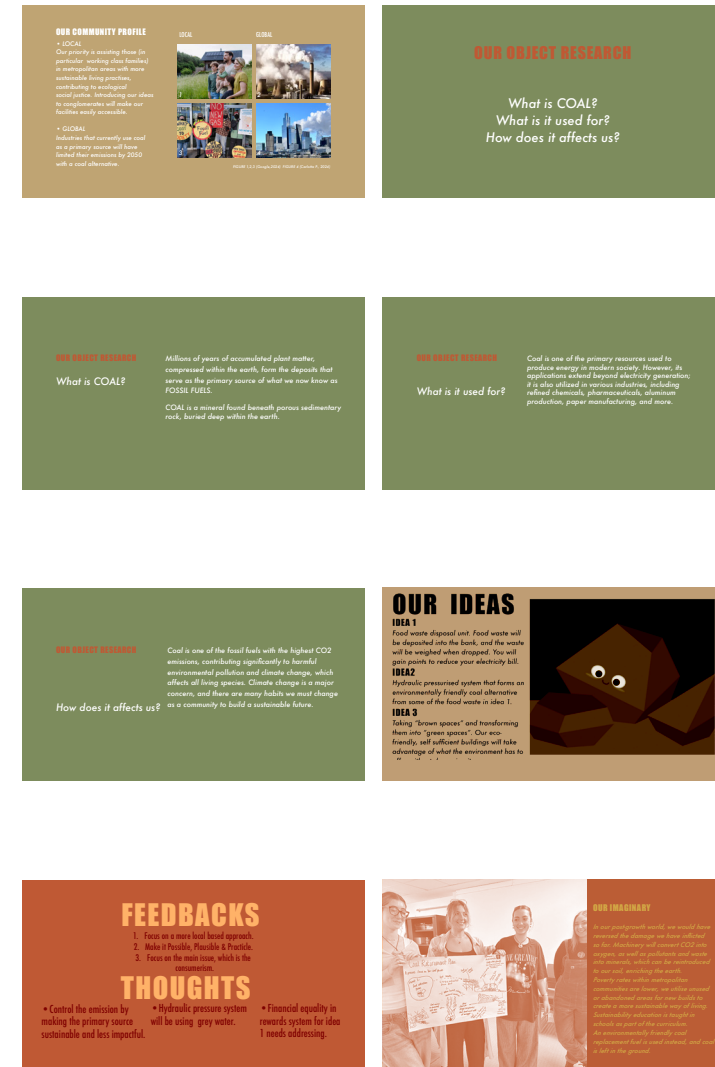
Right: *Deck 1*

4

chapter

DELIVER
Final presentation
Final Outcome
Critical Reflection

nitrogen Co² methane
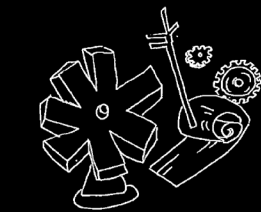
we have an unbelievable amount of scrap metal that could be in use.
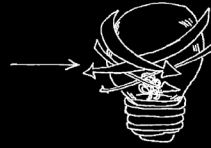
using our advanced a intelligence, as well as scientists, to develop machinary blueprints that takes toxins from the air and converts it into minerals.
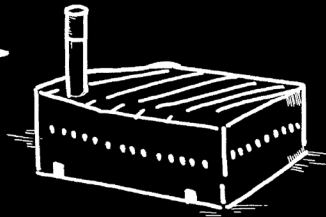
mineral pellets
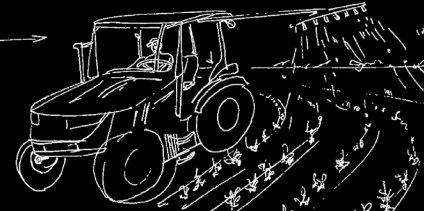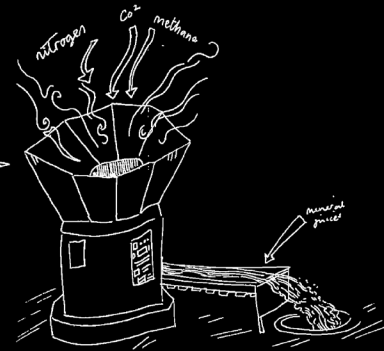
those minerals get used on soil to ensure that crops can be grown on the same land, eliminating the need for excessive manure created by sheltered and produced livestock.

food waste point

we all produce food waste, so we can gather the food waste and take it to food collection points.
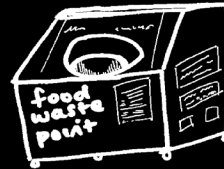
these food collection points will be abundant and placed outside supermarkets (full circle + convienient) This food waste would be collected and taken to food waste disposal.

Carlotta, AJ, Claudia & Phoebe! ♥

Bio Energy !

you've provided 1kg of energy QR FOOD WASTE DISPOSAL

facts regarding cost and the process of breaking down food waste for bio energy. Engages audience.

live roofs. wind turbine solar panels

food waste disposal points, sporting live planted roofs featuring wild flowers, Rosemary, mint etc... great for natural insects and for people with sensory disabilities (smell and touch the herbs and smell the flowers), this also disguises a potential problem (smell of the food waste).

We must transport the food waste in succesful ways, that will not contribute to our ozone layer. Electric Vechiles or bikes allow for green transportation to facilities that breaks the food waste down into bio energy
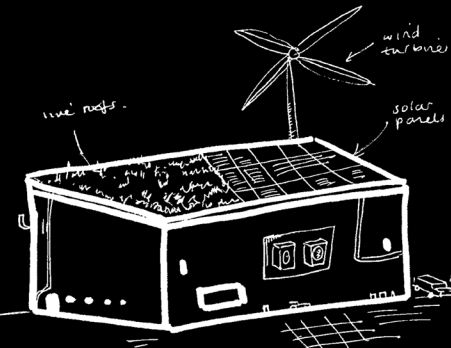
Huge food waste facilities break down the properties in food waste, that over time gets converted in renewable bio energy. Although costly via materals initially, it could be great for school tours and an educational vi behind glass panels! This building would completely self sufficient using solar pane and wind turbines.

FINAL PRESENTATION

Cross sub heads

Analysing the process in a deeper level, led us to explore an existing biological system designed to break down organic materials: the anaerobic digester.
This system utilizes micro-organisms in absence of oxygen environments to naturally produce biogas, a renewable energy source. Anaerobic digester play a crucial role in sustainable waste systems by contributing to renewable energy production, reducing waste, and supporting environmental conservation.

Our focus is to create a community built around sustainable households, where individuals reconnect with their surrounding environment while benefiting from innovative energy systems. This approach emphasises harmony between the energy infrastructure and the people living within it, helping both environmental spaces and community well-being.

Right: Deck 2
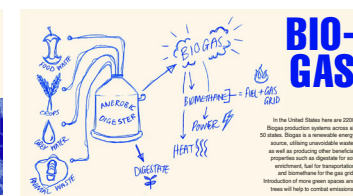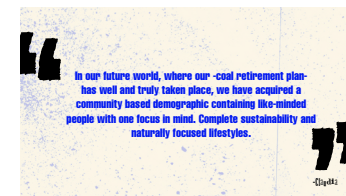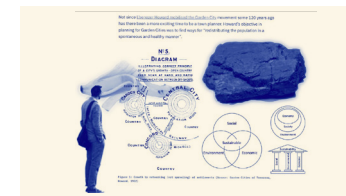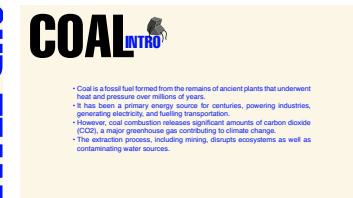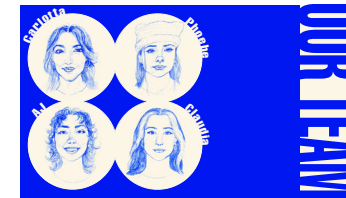
FINAL OUTCOME

Our community engagement

Coal has been entirely eliminated and replaced by energy produced from food waste. A community built on sustainable living, with the help of anaerobic digester, which process food waste to produce clean, renewable energy.
This innovative system supports a society operating with 0% carbon emissions, drastically reducing the negative impact on landfills. By turning waste into a sustainable energy source, this approach ensures a cleaner future and an abundant energy supply for generations to come.

bottom left:
Community essentials
map and construction.
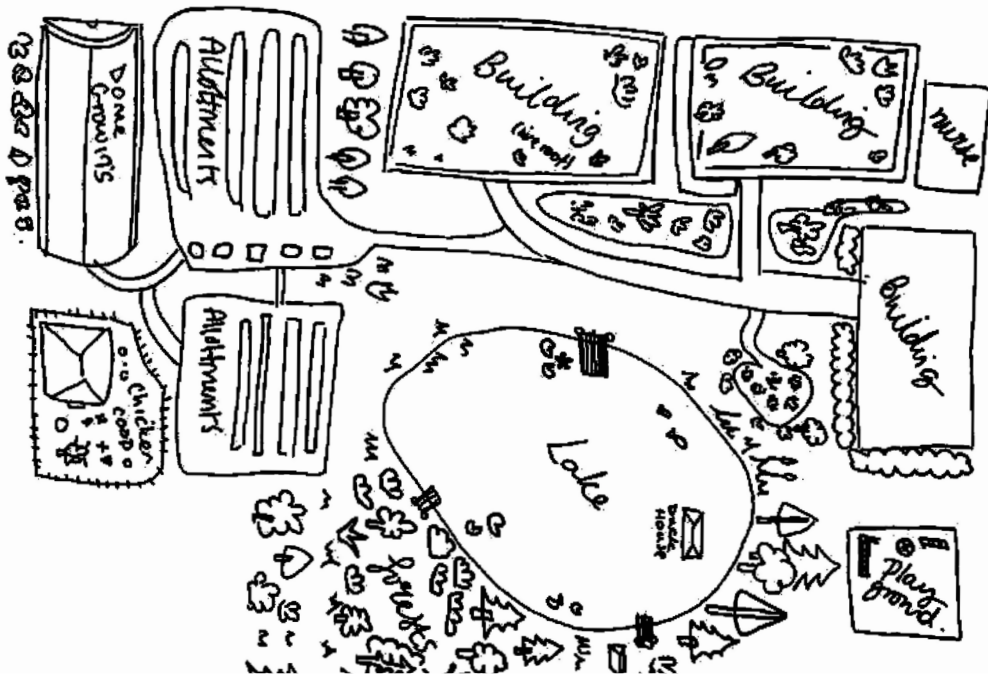
CRITICAL REFLECTION

Pollution is continuing to expand in our daily lives, raising climate change, contributing to irreversible health issues, and causing widespread destruction to natural ecosystems. Among fossil fuels, coal remains a significant contributor to CO2 emissions due to its extensive use in energy production over time. The question is:

"How can societies thrive without further damaging the environment and climate?"

Our research focuses on sustainable goals such as reducing poverty, equality, and food waste, to improve the prospects and well-being of communities. The understanding of the pillars of sustainability through the 3Rs theory: reduce, reuse, recycle improved by the addition of "rethink." has guided us to take strategic actions, such as re-purposing food waste and recycling 'leftover' nutrients back into the soil. Through the integration of anaerobic digester, our concept has evolved into a tangible system. These systems transform food waste into renewable energy with 0% CO2 emissions and 100% of renewable energy sources. This innovation supports the creation of green architecture(Sustainability Principles and Practice, 2021), emphasising renewable energy sources while eliminating the usage of fossil fuels from our household at first. Additionally, introducing blue spaces areas designed to integrate water features enhances community well-being and environmental harmony. Based on Ebenezer Howard's 120 years old "Garden City" theory, which proposed to redistribute populations into smaller, sustainable communities, our vision aligns with the proven benefits of small town living. This theory that considers positive benefits of living in small towns has been proved by recent studies as well (Strategic planning for a network of regenerative villages, 2019).Moving forward, we aim to define the identity of our energy system as a recognisable brand. What will its name represent? How can it give back to the community beyond its energy cycle? Establishing meaningful engagement between the community and the food waste energy system is a priority in our brand's development, reinforcing a connection that provides sustainable living practices.

chapter

5

DISCOVER

Research
Imagination
Analysis
Ideation Workshop
Initial Mood Board

BRANDING INTRO

Research: Where do we start?

Developing a brand identity based on the concepts we've explored so far is a crucial step in giving our speculative design a clear sense of purpose. Building a brand requires consideration of various aspects, including the name, logo, and functional goals of the brand.

The design process begins by identifying the target audience and determining the message the brand aims to communicate. Establishing the mission and values beforehand serves as a foundation for strategic decision-making. These principles help to shape the brand's visual and functional identity while also providing a space for analysing feedbacks and refining the design over time.

Another essential aspect is crafting the brand promise, a distinctive characteristic or attribute that sets the brand apart. This promise helps create a strong emotional connection with the audience, ensures consistent communication, and differentiates the brand from competitors (Creating Brand Identity, 2020). By integrating these principles into the process, we can develop a cohesive and impactful brand identity that resonates with the intended audience while supporting the goals of our speculative design.

Finding the USP

A USP (Unique Selling Proposition), also referred to as a POD (Point of Difference), is a distinctive advantage that sets a brand apart from its competitors (Creating a Branding Identity, 2020).

Defining what makes a brand stand out is important for developing a successful brand strategy that offers significant benefits to the consumer. For our speculative design, the USP is in our innovative energy system powered by food waste within the community. This system not only provides renewable energy but also apply a strong sense of unity and sustainability around it . Our community will celebrate this innovation through seasonal events as festivals, where locals can come together to share their home-grown products. These events will further strengthen the connection between the people and their environment, creating a unique, engaging experience.

This approach differentiates us from other sustainable energy companies on the market, as it integrates both energy production and community-building in a way that celebrates collaboration, environment, and local agriculture.
By emphasizing these aspects, our brand will stand out as more than just a provider of energy it will become a vibrant part of the communities' lifestyle.

THINK IN BIG !

From community to festival?

The festival is a welcoming and positive space where everyone, regardless of background, can join and participate. The concept behind introducing the festival goes beyond our initial community, it actually creates an opportunity for a diverse public to engage and experience equal opportunities in a shared event.

This festival becomes a joyful place for the community, where people can celebrate food and farming in a natural, local setting. It's not just about knowing where your vegetables come from but also an occasion to share your homegrown produce, connect with others, and build new friendships.

It's a true celebration of sustainability, community, and the bonds formed through shared experiences.

IMAGINATION
Introducing collaboration

Imagination is a brand experience agency that has won multiple awards, including the Campaign Tech Awards and Campaign Agency of the Year Global.
We had the fortunate opportunity to collaborate with Imagination on the branding aspect of this project, which enhanced our professional understanding of what it takes to build a successful brand.

The presentation delivered by Imagination inspired us to 'think big' and expand our creative POTENTIALS. One of the most valuable pieces of advice we received was not to let rational thinking limit the development of our creative process. This mindset allowed us to approach our work with more freedom and innovation.

The "Why-How-What" thinking theory, introduced during their presentation, emphasised the importance of having a deep understanding of the brand's core purpose and values. This approach GUIDED our design process, ensuring that every decision we made aligned with the brand's mission and ITS potential.

ANALYSIS

Accessibility, community, zero waste, self-sufficiency, sustainable living, well-being, and renewable energy are the core pillars upon which a brand will establish its identity. These key values form the foundation of the brand's vision and mission, driving its purpose and direction. By focusing on these principles, the brand not only addresses the needs of the environment and society but also creates a sense of belonging and responsibility for its audience.

Accessibility ensures that the brand values are inclusive, while the focus on community promotes connection and collaboration.
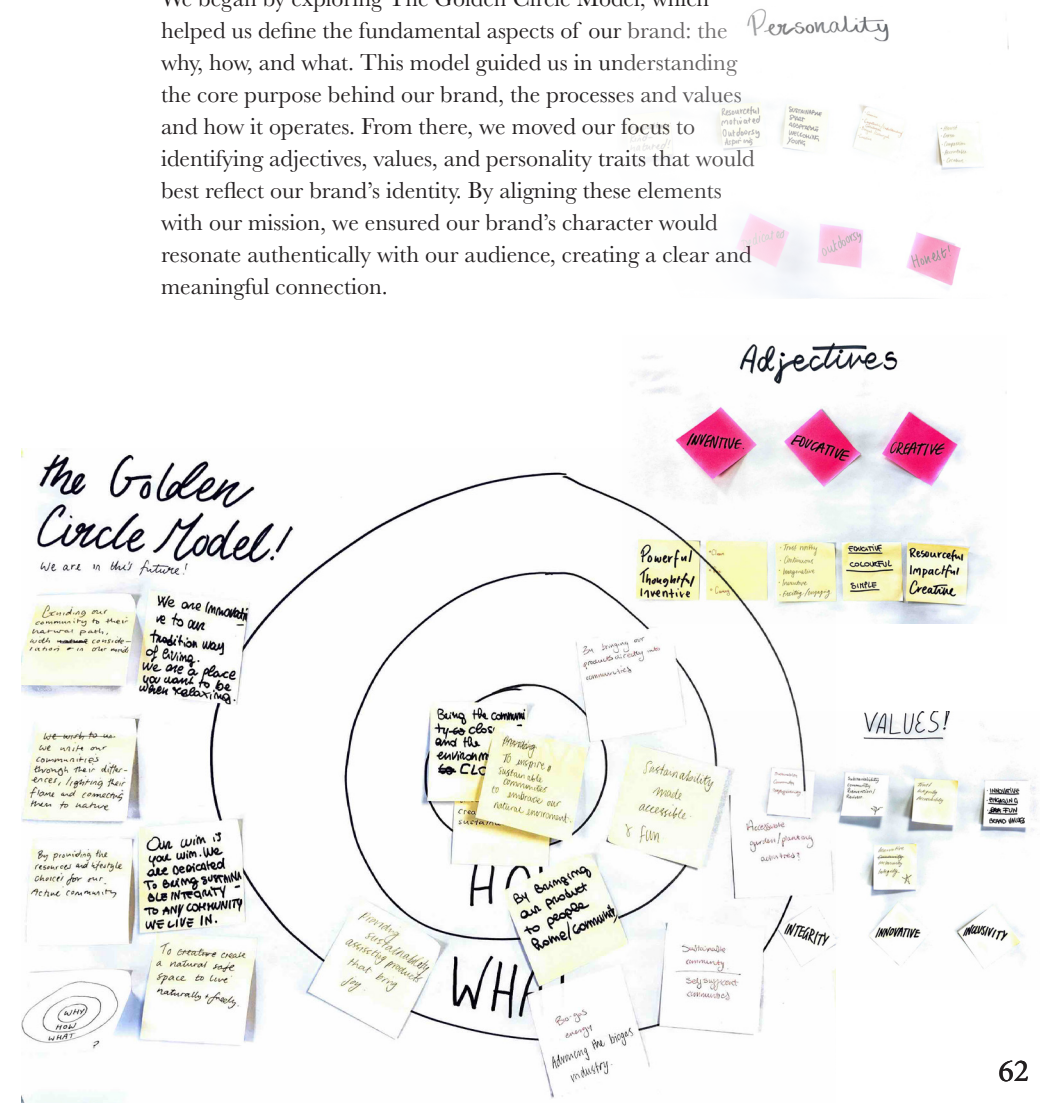**Zero waste and self-sufficiency highlight the brand's commitment to sustainability. Sustainable living and renewable energy showcase the brand's dedication to future promises. Ultimately, well-being serves as a reminder that a brand's impact is not just about products or services, but about the community itself.**

IDEATION WORKSHOP

Where do you start?

bottom right:
These are the Branding
workshop's outcomes.

We began by exploring The Golden Circle Model, which helped us define the fundamental aspects of our brand: the why, how, and what. This model guided us in understanding the core purpose behind our brand, the processes and values and how it operates. From there, we moved our focus to identifying adjectives, values, and personality traits that would best reflect our brand's identity. By aligning these elements with our mission, we ensured our brand's character would resonate authentically with our audience, creating a clear and meaningful connection.

ANALYSIS & INSIGHTS
Initial brand mood board

Initially, we developed a mood board to shape the visual identity of our brand, focusing on a primary colour palette complemented by secondary options like green and orange. From this, we ultimately selected five core colours to serve as the foundation for our designs. These colours provided a cohesive guide for creating four distinct branding routes, which we presented during the midpoint review with Imagination online. To further enhance the brand's concept, we decided to name each colour choosing names that mirrored with the brand's values and overarching concept.

left:
Initial brand mood board.

bottom right:
Initial brand colour palette.

Beige → F9F0E1
orange → EE7527
Brown → 44221A
Blue → D1E3D2
Green → 9B971D

Green	Blue	Beige	Orange	Brown
VIRRIDIS green	DEWDROP Blue	SILVER BIRCH Beige	PUMPKIN orange	BARK Brown
9B971D	D1E3D2	F9F0E1	EE7527	44221A

66

chapter

6

DEFINE
Insights
Define Brief
Festival Inspirations

How does our brand interlink

A festival can be so many

things

How

How do we make energy

festivals fun for kids?

Example three zones

* EATING ZONE

* GROWING ZONE   full circle

* FOOD WASTE Zone

Executed like this =

Looks like this =

Leave them no questions

INSIGHTS
Moving forward changing path

The festival concept had a solid foundation, but we recognised the need to make it more engaging and inclusive for the community.
The key question are:
What approach should we take to deliver this festival in a way that resonates with the community?
Beyond the sustainable concept, what makes this festival unique and compelling, encouraging participation?
We must think of creating events that offer meaningful and enjoyable experiences. What types of activities or inspirations could we include to enrich our festival idea?
Perhaps by including creative activities , interactive stands, and culturally relevant elements,
we can ensure that the festival becomes a
 reference for the entire community.

DEFINE THE BRIEF

Creative thinking and experimentation are essential for producing a strong brand identity. Curiosity and authenticity play a key role in shaping a meaningful concept, guiding the creation of the name, logo, and overall brand, Most importantly, they influence the experience the brand offers. The goal is to benefit both the community and the environment by envisioning practical solutions that shape the brand's visual identity and purpose.

FESTIVALS' INSPIRATIONS

A festival near Milan (Italy) is a cultural event with programmes for the mind and environment.
It celebrates sustainably and ambitiously
educates people.
At 'Terraforma Exo' festival, you can find guest lectures, installations, live performances, musicians, artists, etc. This is a good example of how celebration can also be educative and how the community can support this unconventional learning in a green space surrounded by the city.
Based in the UK nearby Bristol the 'Green Gathering' festival is surrounded by countryside and ancient Woodlands. Family-friendly and environmentally focused, this festival offered a creative alternative with anything you can imagine of, to enjoy a friendly
experience sustainably. They also created a "green map" to ensure that visitors will always choose the eco journey to get to the festival.
The map gives options for ways to make connections prior to the festival, such as car sharing.
a good example of how community comes together, this event supporter promotes community and involvement across the UK.
Focusing on around food waste, which just by the festival industry alone creates around 400 tonnes of food waste per year - excluding campsite waste-COTH aims to support events and festivals by helping food donors such as retailers, hotels, and restaurants, to re-direct an redistribute food that otherwise would have gone to waste.

right:
Based on the brand insights, we questioned the deliverable experience within the brand initial guideline.

How people keep using
it - Rienforce it.
Brand expressed through
Community?
Matisse - visual expression
why? = to inspire comm-
unity into self sufficiency
Empowering communities
↓
Self Sufficiency.
USP?
How does what you do
inspire the community!
Whats the purpose?

chapter

7

DEVELOP
Alternative Concepts
Experiments
Mock-ups
Midpoint presentation
Feedbacks and Analysis
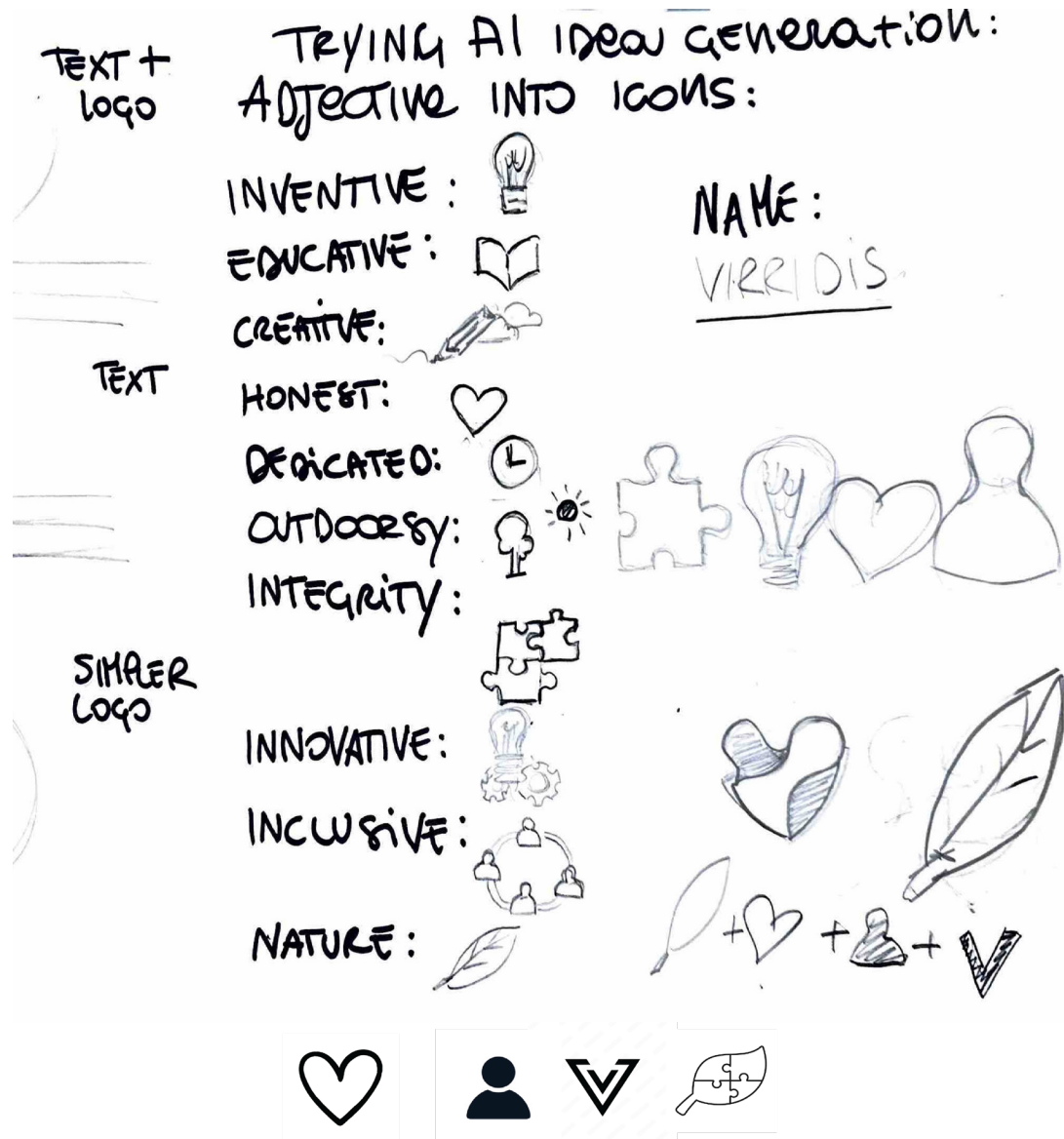**Developing Final outcome**

ALTERNATIVE CONCEPTS

EXPERIMENTS

Bringing unique events linked to the festivals experience such as strawberry picking (fragaria viridis) to underline the name chosen for the brand which stands for green and youthful in Latin: VIRIDIS. This festival, invites the community to celebrate a common British foraged food. This event includes strawberry picking,connecting families with the outdoors.

Communal planting of yarrow (a compost thriving plant)it is the second concept for our festival to celebrate our use of food waste. These will be planted within gaps of an annually hanging natural sculpture,and maintained throughout the year.
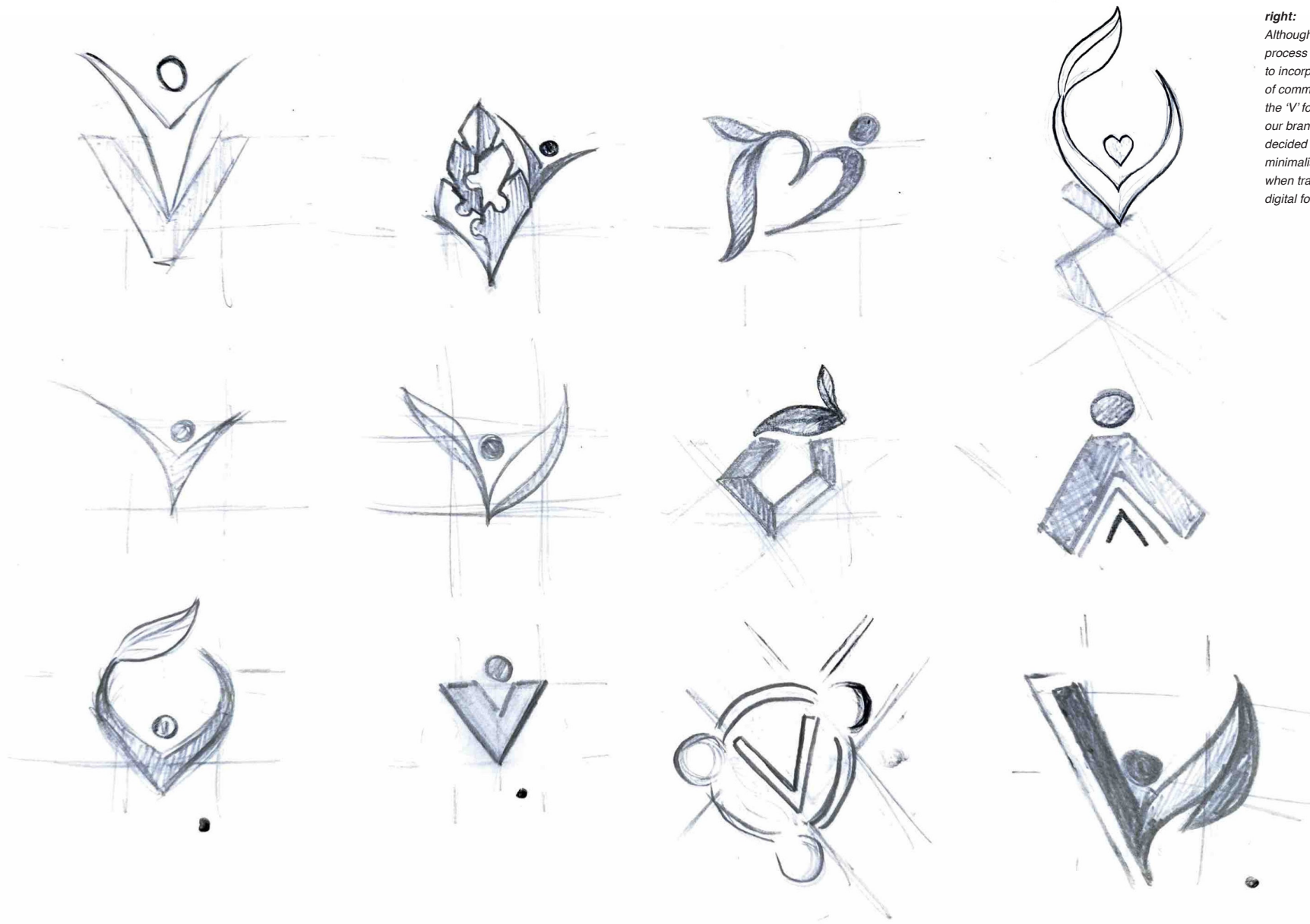
Celebrating the Anaerobic digester we invite our community to paint along the town hall wall food themed shapes as an annual painting event offered to spread awareness about the food waste energy cycle.

right:
Initial logo experimentation began with the assistance of AI to kick-start the design process. By generating icons aligned with the brand's adjectives, personality, and values, I explored visual elements that resonate with the brand identity. This approach helped the foundation for a creative development.

MOCK-UPS
Moving forward changing path

I took a minimal approach to the design, drawing inspiration from everyday elements urban boards and cloth-wear . This strategy aims to make our brand recognisable within the community. The brand name was manually crafted to mirror a modern feel, reflecting the vibrant and inclusive vibe of our festival while staying true to its purpose and identity.
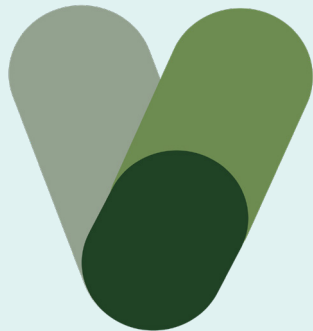
VIRRIDIS

BIO-GREEN

CMYK: 60,28,84,9
RGB: 110,140,80
HEX: #6E8C50

ORGANIC GRAY

CMYK: 46,27,46,1
RGB: 146,161,142
HEX: #92A18E

VIRRIDIS

CMYK: 80,47,89
RGB: 34,66,37
HEX: #224225

ACQUA MARINA

CMYK: 27,0,14,0
RGB: 184,226,222
HEX: #B8E2DE

right:
My independent route, initially the name had two 'R' but we eventually changed it to only one to refer at the original spelling.
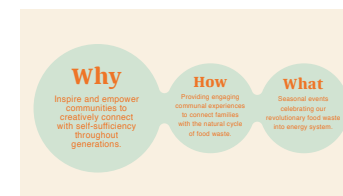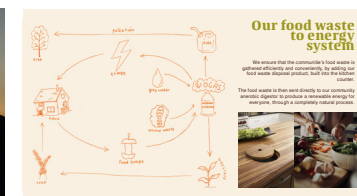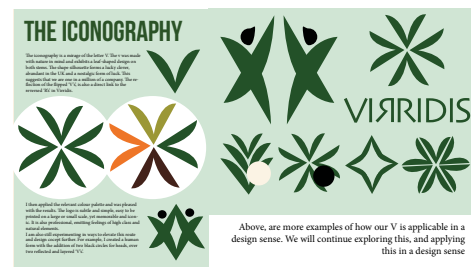
MIDPOINT PRESENTATION

Insights

Presenting our brand identity and visuals to Imagination was an insightful experience. During the midpoint presentation, we proposed four different routes, each showcasing different aspects of our brand concept. Wes, the creative director at Imagination's London studio, provided valuable feedbacks by identifying key elements from each route and guiding us toward a more cohesive direction.

He recommended us to focus on the food identity of the brand, suggesting we replace the festival concept with 100% sustainable restaurants that would offer fresh, locally sourced food while empowering the community engagement in celebrating sustainable living.
This advice helped to shift our vision, providing a clear and practical solution for our brand's development.

Right: Deck 3

THE VIRIDIS EXPERIENCE

OUR COMMUNITY

CELEBRATE THE DIGESTOR:

We invite our community to celebrate the food to energy process. An annual painting of the anerobic digestor.

Our community demographic consists of sustainably conscious families, through all generations.
Young families would particularly benefit from this cost-effective system.
Food grown and shared by the community creates a sense of unity.
Our food waste system allows the community to engage with the energy production from start to finish, creatively connecting with nature.

PLANTING ART:

Communal planting of yarrow (a compost thriving plant) to celebrate our use of food waste. These will be planted within gaps of an annually changing natural sculpture, and mantained throughout the year.

VIRIDIS STRAWBERRY FESTIVAL:

Green strawberry (fragaria viridis) festival, invites the community to celebrate a common british foraged food. This event includes strawberry picking, connecting families with the outdoors.

right:
Here are some slides in which we talked about our brand experiences and alternative concepts.
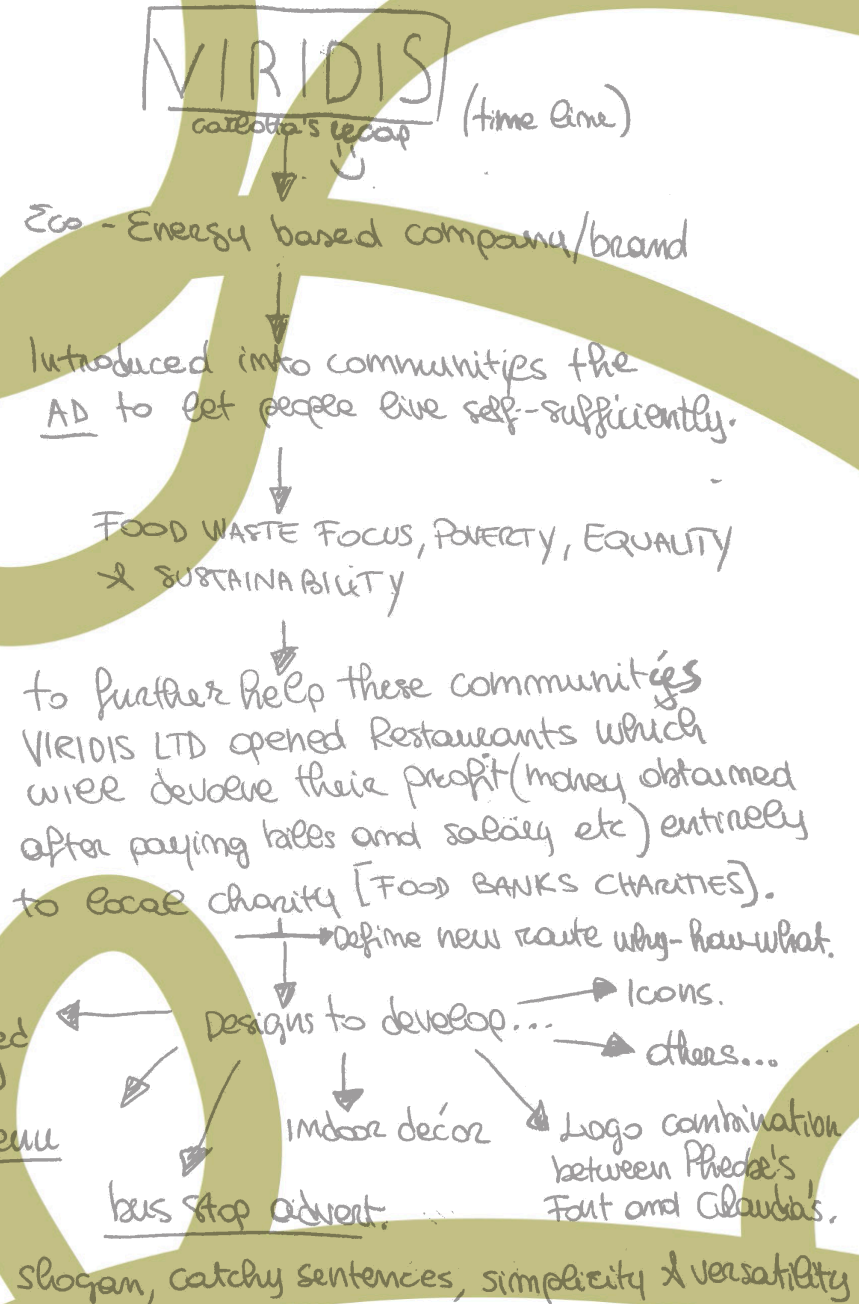
FEEDBACKS & ANALYSIS

The feedback we received was positive, highlighting the depth of research and the thoughts put into our brand concept. With input from the review, we refined and consolidated elements from the different routes we had explored. This process helped us finalise the colour palette, typography, and logo visuals, which collectively represented our brand's visual identity.

MOVING FORWARD
Moving forward changing path

We embraced the idea of welcoming restaurants branches that contribute to the food waste energy cycle, creating a valuable and enriching experience for our community. These restaurants will host seasonal events, focus on vegetarian and vegan dietary options, and offer much more for the community to explore and enjoy.

VIRIDIS
carlotta's recap (time line)

Eco - Energy based company/brand

Introduced into communities the AD to let people live self-sufficiently.

FOOD WASTE FOCUS, POVERTY, EQUALITY & SUSTAINABILITY

to further help these communities VIRIDIS LTD opened Restaurants which will devolve their profit (money obtained after paying bills and salary etc) entirely to local charity [FOOD BANKS CHARITIES).

Define new route why-how-what.

Designs to develop... → Icons.
→ others...

Flyers (Re-cycled papers)

Menu

Indoor décor

bus stop advert.

Logo combination between Phoebe's Font and Claudia's.

* Using slogan, catchy sentences, simplicity & versatility
Δ NO GREEN / NO LEAVES
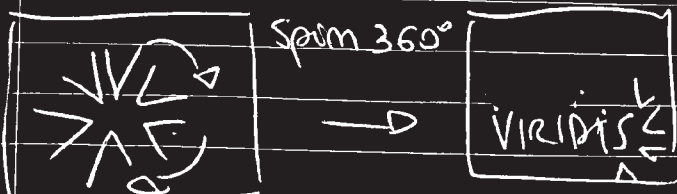
Logo animation Idea

Animation plan →

1st frame   2nd frame   disappearing & reappearing

Spin 360°   VIRIDIS

changing colours

and we wanted to take food waste out a

Our Past Research Question
So, how did we get there?   making our   problems   invent   giving

- we cooked up at what the issues
- time   -was, and research way to problem solve it.

- we critically reflected practicability and pleasurable solution to make our ideas achievable.

Logo animation Idea

360°   scale down   7.35

dark green   Turn

"R" now!

VIRIDIS   Letters swaps with icons

white   appears

VSRSDSS   WORDS BLOCK

orange background   VSSDSS

Poster Ideas

EAT, DONATE & REPEAT
organic leaves/ plants paint

Broccoli instead

logo   logo

FEED & FUELED BY YOU

pattern background.

purposely

where you feel a purpose,
purposely made for you.
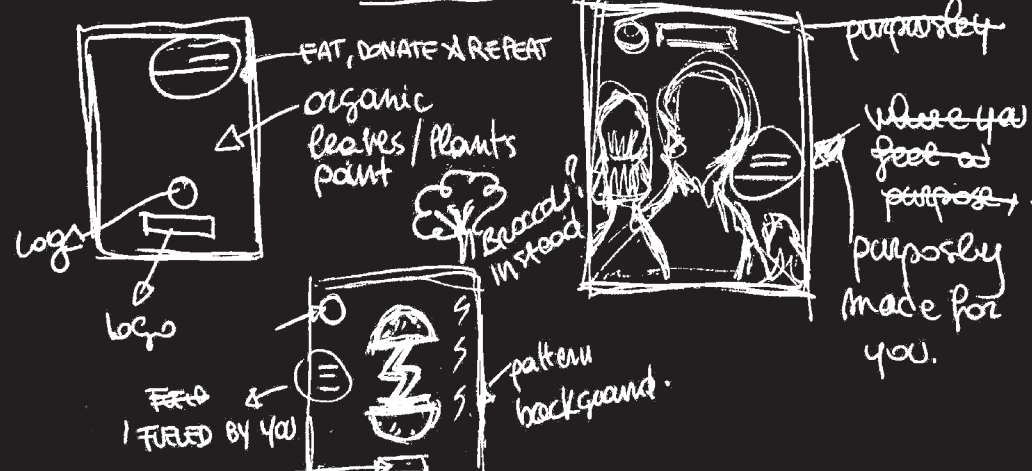
DEVELOPING FINAL OUTCOME

Logo / pattern

The logo and pattern were explored and experimented with during the development process. I tried different designs, using illustrator, which were later refined and changed when the team worked together to finalise the outcome.

Animation

We were advised to include animation as part of the interactive aspect of our brand, using it to showcase the logo's visual inspiration and bring it to life. I used after effect to create the animation.

Video montage/Story telling Advert

Using Adobe Premiere Pro to create a short video montage as an animated storytelling piece, was an idea that I had to convey what the brand represents. I thought it would serve as an engaging way to present our concept with visuals which would reflected the Brand Identity.

Mock-ups

Mock-ups have been created with the help of photoshop, using the 'smart object' features it was a fun twist to add into our visuals.
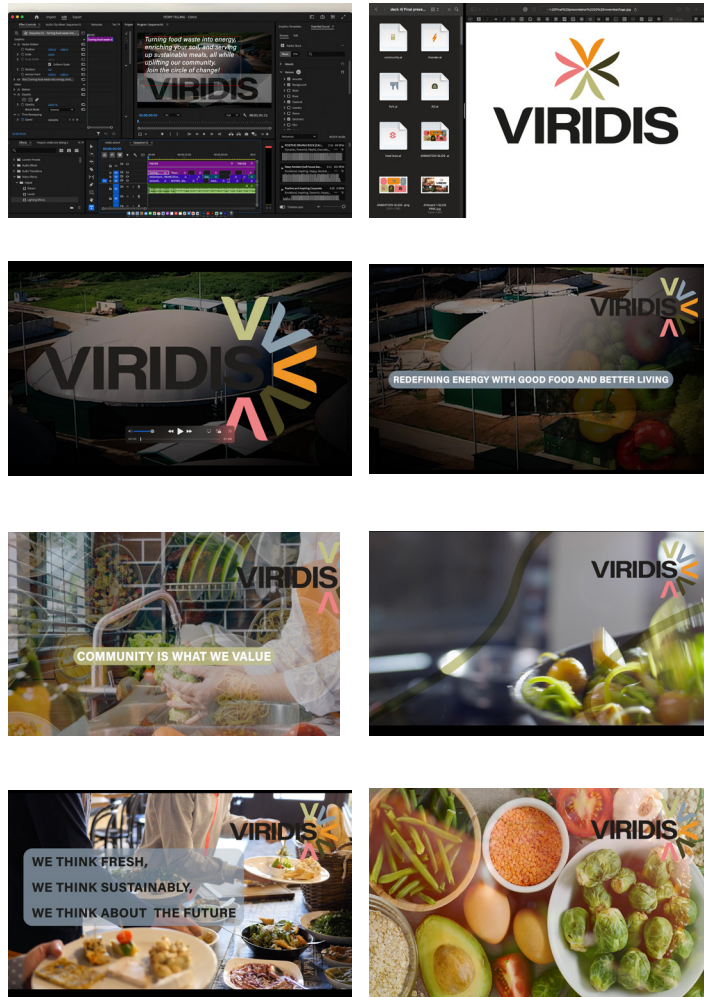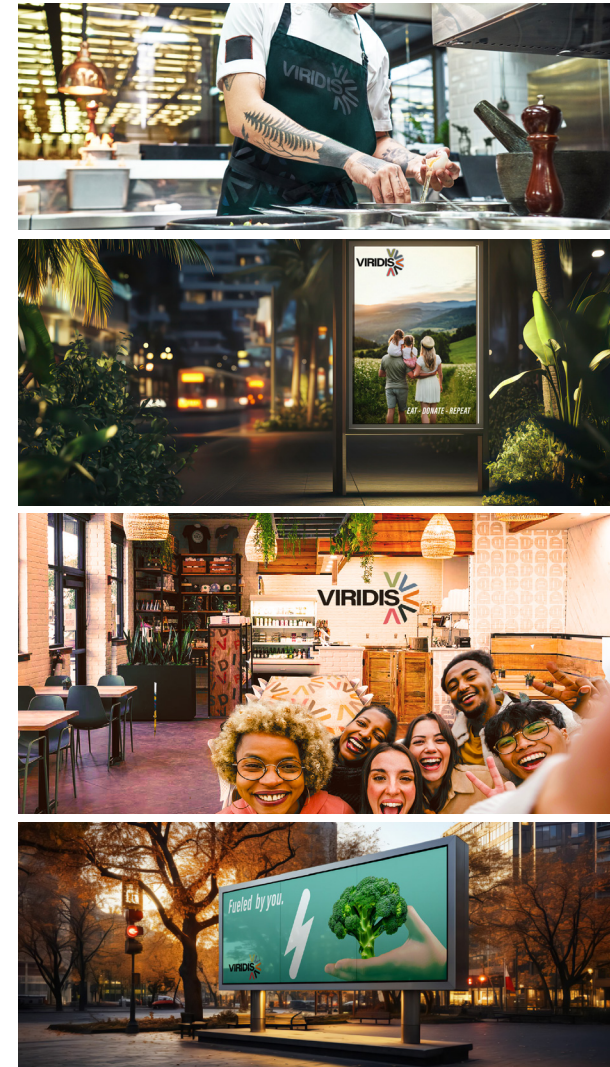
Logo / pattern

Animation

bottom right:
Logo Animation
sequences I developed.

Video montage / Story telling Advert

Mock-ups

left:
Short montage
sequences I developed.

right:
Photoshop Mock-ups I
developed.

8

chapter

DELIVER
Final Presentation
Final Outcome
Feedback and Analysis
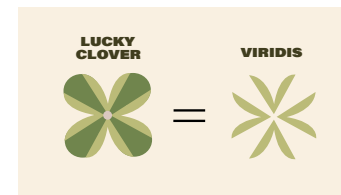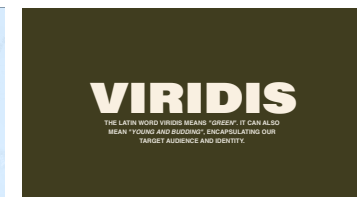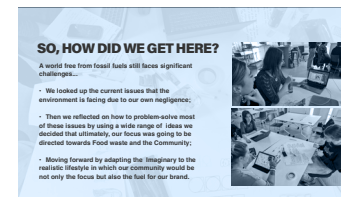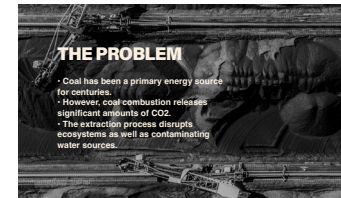**Critical Reflection**

IMAGINATION

FINAL PRESENTATION

Insights

Presenting at the Imagination studio in London was an exceptional experience that introduced us to a higher level of professionalism, particularly in presenting our ideas on a big screen. Although we faced a few difficulties with playing the audio for the video, we quickly managed to resolve the issue and continued with our presentation.

During the presentation, we introduced our VIRIDIS restaurants, where the community could enjoy fresh, veggie/vegan meals and spend quality time with friends. These restaurants would run 100% on sustainable energy generated from their own food waste, with the support of an anaerobic digester in our community, making this green solution a reality.
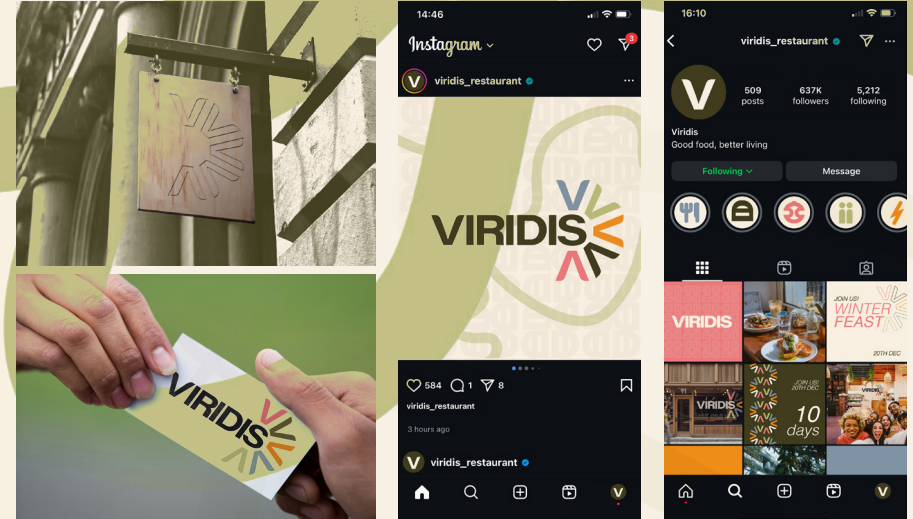
Right: Deck 4

OUR BRAND IDENTITY

Instagram ⌄

viridis_restaurant

viridis_restaurant ✓

509 posts | 637K followers | 5,212 following

Viridis
Good food, better living

Following ⌄ | Message

584 | 1 | 8

viridis_restaurant

3 hours ago

viridis_restaurant ✓

VIRIDIS

JOIN US! WINTER FEAST
20TH DEC

VIRIDIS

JOIN US! 20TH DEC

10 days
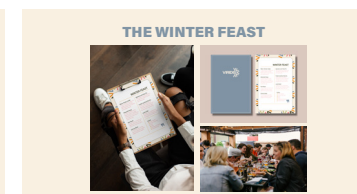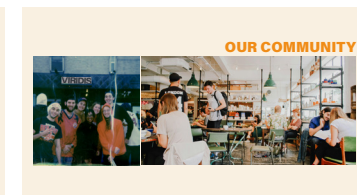
BRAND GUIDELINES

THE PALETTE

PRIMARY PALETTE

EGG SHELL	TANGERINE	GRAPEFRUIT	SPIRILINA GREEN
#f9f0e1	#ef8d18	#ee797b	#403d1e

SECONDARY

BLUEBERRY	MUSHROOM	KIWI	NUTMEG
#8094a5	#dac8bf	#bbba77	#755a4a

VIRIDIS

ACUM IN VARIABLE CONCEPT

Logo font

HELVETICA
Body copy

HOW WE WORK

WHY?
Empower communities to connect deeper with self-sufficiency.

HOW?
Providing engaging experiences to connect younger generations with our food waste to energy cycle.

WHAT?
Seasonal restaurant events celebrating our revolutionary food waste into energy system.

VIRIDIS

FINAL OUTCOME

Our Brand Identity

FEEDBACKS AND ANALYSIS

The feedback we received was constructive and overall positive. It was an exceptional experience that pushed the boundaries of our imagination. We were prepared to adjust our approach as needed, which contributed into developing quick problem-solving skills during the final stages of the project.

CRITICAL REFLECTION

Assignment 2

Defining the brand identity for our post-growth community project was a key part of our final concept. To begin, we needed to find adjectives that would best describe our brand and the personality behind it. Once we identified these elements, we moved on to defining the visual identity. This included decisions on the colour palette, typeface, and the overall feel of the brand. It was important that these elements would reflect the values of the community we were trying to engage. Next, we presented our ideas during an online meeting with Imagination, a well-known design agency.

In this occasion, we introduced our value guidelines and the four potential brand routes we had developed. During the presentation the team at Imagination gave us valuable feedbacks, advising us to consider a different options. They suggested that instead of focusing on festivals, we should focus on designing restaurants. They believed that the name, visual identity, and the overall concept were better to a restaurant model than a festival model. This was a significant shift in our thinking, but we were open to the suggestion and quickly adapted our approach.

We reconsidered various aspects of our concept, such as the design elements, the way we would present the brand. We redesigned visuals to better reflect the restaurant route approach. This process helped us understand the importance of flexibility in design and the need to be open to change.

We had to move quickly and creatively to incorporate these new ideas while still staying true to the core values of our brand.

The experience also highlighted the importance of good time management and teamwork. Our final presentation at Imagination's studio in London was both exciting and challenging. There were some technical issues with the presentation, but we managed to stay calm and continue presenting our brand. The feedbacks received were overall positive and constructive, they were about how to make our brand more engaging and impactful. Collaborating with a prestigious agency like Imagination was an inspiring experience. It gave us a deeper understanding of the professional world of design and branding. I'm grateful for the opportunity to collaborate with such talented professionals and to have had a chance to present our ideas at such a high level. This experience has not only improved my design skills but also helped me grow in confidence especially with public speaking.

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