

5. Creative projects: A selection of references

As designer, you need to find inspiration in the work of other creative minds whose ideas are innovative and whose skills, when used in the context of a specific project, can raise awareness, call for action and manifest change on a local and global scale.

1. Projects from Design studios

1.1 NOSIGNER, [www.nosigner.com](http://www.nosigner.com)

TOKIO BOUSAI, NOSIGNER

NOSIGNER designed and edited the disaster preparation book 'Tokyo Bousai', which was distributed to all households in Tokyo in collaboration with DENTSU advertising agency. As a universal design, the team used key 'warning colours': namely yellow and black, so that the book could be located easily, complement-

ed by manga drawings that clearly illustrated methods to protect oneself from disasters. The team were also cognisant about appeal, making content easy to understand through eye-catching drawings to be understood - even by those with no clue about disaster preparation.



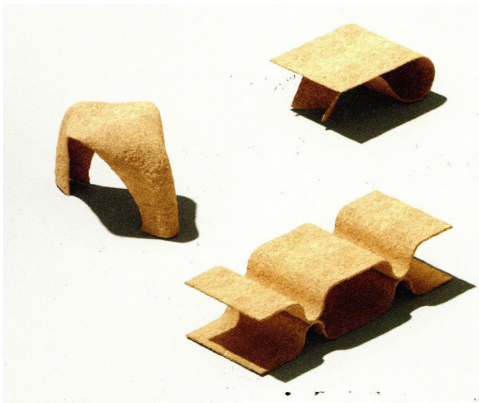
PANPAID, NOSIGNER

In response to the covid-19 crisis, the team at NOSIGNER launched PANDAID to help people protect themselves and their loved ones from the virus while alleviating anxiety. Before information is published on the PANDAID site, it is vetted by a diverse group of volunteers, including medical professionals, designers and social

activists, to ensure that content is based on scientific fact. The information is also presented in a way that is engaging and easy to understand, so that anyone can put the tips into practice.



1.2 SPACE10, [www.space10.com](http://www.space10.com)



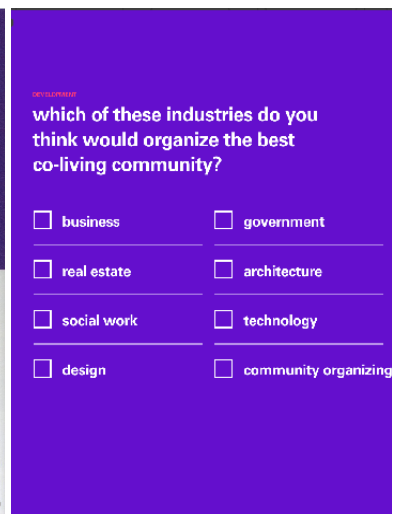
**BIO-FOLD**, Space10

Through Bio-Fold, architects Bryskina and Clavijo sought to explore questions like “how can we develop more sustainable furniture fabrication using existing everyday objects?” They combined their expertise and shared passion for sustainability to turn biocomposite “waste” into viable materials for fabricating furniture.

**ONE SHARED HOUSE 2030**, Space10

[www.onesharedhouse2030.com](http://www.onesharedhouse2030.com)

Launched in collaboration with Anton & Irene, a design practice based in New York, One Shared House 2030 was designed as an online application form for a hypothetical co-living space opening in 2030. The questions that were asked in the form revolved around the goods and services potential applicants would be willing to share, such as kitchens, workspaces, childcare, and self-driving cars, as well as what kind of co-living space that would ultimately suit them. Through the project, SPACE10 hoped to gain an insight into what ideal co-living spaces would look like in the future, as shared living grows in popularity.



1.3 CODESIGN LTD, [www.codesign.com.hk/home/](http://www.codesign.com.hk/home/)



**I'M PERFECT**, CoDesign Ltd

I'M PERFECT is an ongoing movement that hopes to encourage the appreciation of imperfections in the things we use, the people around us, as well as ourselves. Through global partnerships, CoDesign works to consciously improve the use of our limited resources and relationships to create a greener and more harmonious society.

**SOWGOOD! CoDesign Ltd**

SOWGOOD! Positive Education Centre is the first centre in Hong Kong (China) to promote positive mindsets through experiential learning activities. As part of its philosophy, the centre believes that the strength of an individual child lays the foundation for a life full of flourish. Similar to the cultivation of a plant, a good future is the result of healthy seeding. CoDesign introduced the vision of the project not only through its brand name, but also its logo design, which houses the Chinese word “品” referring to ‘character’. Ten ‘fruit-tos’ were created to illustrate the ten core positive values to children in an interesting and engaging way.



**1.4 FOR THE PEOPLE, [www.forthethepeople.agency](http://www.forthethepeople.agency)**

**SYDNEY DOGS & CATS HOME, For The People**

As a not-for-profit animal shelter, Sydney Dogs & Cats Home rehomes over 3,000 animals each year. To give the animals the best possible chance of finding a new home, For The People studio elevated each animal to celebrity status - complete with glamorous photos that captured their true quirks. The

logo itself is made up of interchangeable dog and cat icons, with one generated for every animal that arrives at the shelter. With each potential pet having its 15 minutes of fame, the shelter has a brand that centres around the positivity of adoption.



**WOMEN'S AND GIRLS' EMERGENCY CENTRE (WAGEC), For The People**

WAGEC offers shelter and support to women and children who are at-risk, as well as victims of domestic violence and homelessness. In recent years, they had been struggling to clearly express who they are, leading to a lack of awareness and the credibility necessary to encourage much-needed funding when in fact, they empower survivors. For The People helped them to define a visual language that strikes a clear stance, harking back to its grassroots beginnings and its philosophy about women supporting women.



**ADOBE PAWTRAITS, For The People**

Pawtraits was a seasonal campaign engage students and educate them on the benefits of Adobe's Creative Cloud tools and subscriptions by showing them how application like Lightroom and Photoshop can help them create the perfect pet por-A collaboration with the Sydney Dog and Cats Home, the team

at For The People set out to raise awareness of animals needing adoption, focusing on exposing the inner beauty of shelter animals by encouraging people to see these animals as the perfect clement to their lives.

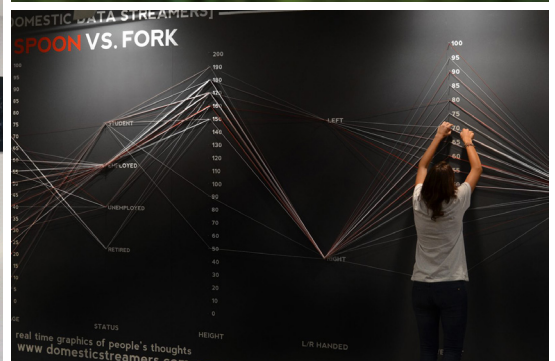
**1.4 DOMESTIC DATA STREAMERS [www.domesticstreamers.com](http://www.domesticstreamers.com)**

**DARA STRINGS, Domestic Data Streamers**

[www.domesticstreamers.com/projects/data-strings](http://www.domesticstreamers.com/projects/data-strings)

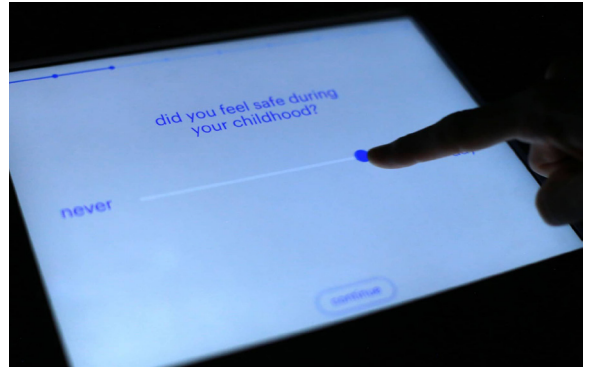
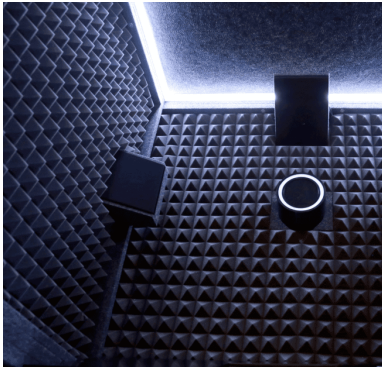
*A physical visualization of people's opinion to use anywhere, anyhow*

Data Strings is a physical installation that evolves with people's answers, unveiling social patterns through the information given by the participants. They are asked to answer different questions by knitting the information on the different options, generating a visualization of collective thoughts and facts that enables them to compare their answers with a bigger picture.



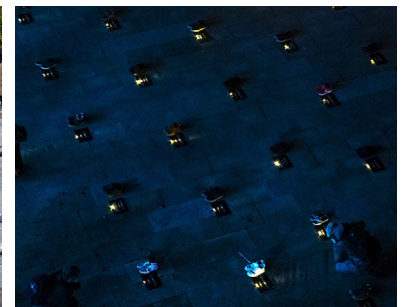
**THE TIME MACHINE**, Domestic Data Streamers  
[www.domesticstreamers.com/projects/the-time-machine/](http://www.domesticstreamers.com/projects/the-time-machine/)  
*Making visible the invisible data about childhoods at risk*

The "Time Machine" made between DDS and UNICEF offers an immersive experience by translating your own childhood memories to data and then into unique sound. The aim is to create understanding and empathy for children that remain unheard and uncared. In addition, each song will be part of a commitment playlist that can be listened to on UNICEF's Soundcloud channel. The answers of each participant will also be printed in the form of a contract that will be exhibited in the same Hall of the United Nations headquarters".



**THE HOMELESS MEMORIAL**, Domestic Data Streamers  
[www.domesticstreamers.com/projects/the-homeless-memorial](http://www.domesticstreamers.com/projects/the-homeless-memorial)  
*Honouring the homeless people who passed away in 2020*

Every year, Arrels celebrates a memorial to honour the people living on the streets who have passed away. For the 2020 memorial, they trusted Domestic Data Streamers to shape it. They wanted to make the 70 missing people present in the space through that personal object that used to connect them to the city: their shoes. 70 shoes that tell 70 stories.



**CONVERSATIONS ON SUICIDE**, Domestic Data Streamers  
[www.domesticstreamers.com/projects/conversations-on-suicide/](http://www.domesticstreamers.com/projects/conversations-on-suicide/)  
*Breaking a taboo with the simple act of answering the phone*

Conversations save lives. Every week in Catalonia 62 people attempt to end their own life, with suicide recognised as the number one cause of death among young people. But all too often we find that social taboos leave people to battle with their feelings alone, when mental health professionals as well as those who have attempted suicide agree that simply talking about it is the best way to prevent it. The portable cube holds 62 telephones waiting to be answered, and on the other end of the line we hear from those who have direct experience with this public health crisis, including medical professionals, survivors and their families.

**NUMBER FASCINATION**,  
 Domestic Data Streamers  
[www.domesticstreamers.com/projects/numbers-fascination-national-museum-of-estonia](http://www.domesticstreamers.com/projects/numbers-fascination-national-museum-of-estonia)  
*An exhibition that questions what it means to count*

Our lives are full of numbers and metrics. The minutes you need to boil an egg, the temperature outside, the hours until the end of the workday, the hourly pay rate of your job, the recommended amount of salt in your daily diet, the number of likes of your latest social media post. Numbers help to make sense of what we think, feel and know. Everything can be measured, once we learn how to count.



## 2. Projects from Case Studies

### 2.1 Environment

#### From Venice with Algae, Pablo Dorigo

From Venice with Algae is a new generation of stamps made of polluting algae - a project that resulted from designer Pablo Dorigo's search for a product that could ideally convey the story and beauty of Algae Paper®. Born in 1992, Algae Paper® was created when the Italian government commissioned the Venetian paper company Favini to find an innovative way to use the build-up of algae that was harming the ecosystem in the Venetian Lagoon. After much experimenting and dialogues with Favini in the process, Pablo created the stamps to share Algae Paper's unique heritage. Instead of using typical but expensive watermarking techniques that typically make counterfeiting difficult, he also came up with the idea to reconsider the design of the codes that make them graphically appealing but still readable by optical sensors. By travelling all over the world, the stamps play a big part in disseminating an important message of sustainability.



#### PLASTIC-People Branding, Rice

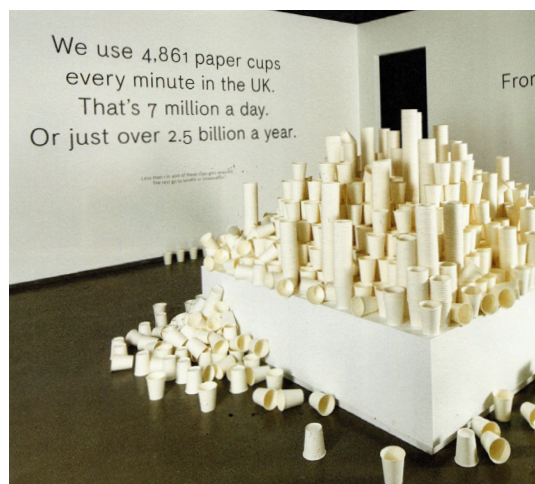
[www.plasticpeople.vn/#1\\_Home](http://www.plasticpeople.vn/#1_Home)

PLASTICPeople upcycles plastic waste to create safe and durable building materials for countless applications around the world. The organisation strives to not only reduce waste and create alternatives to the most common materials on the market, but also empower an entire workforce to make a difference. The PLASTICPeople upcycling model is a reproducible cycle that can be scaled in many ways. Besides naming the brand and designing its visual identity, the team at Rice also sought to create conversations around the relationships that people continue to have with plastic. Elements from the visual identity were used consistently across branded assets to strengthen PLASTICPeople's messaging, including material catalogues, uniforms, and factory facades.

#### Extract, G.F Smith

[www.gfsmith.com/extract](http://www.gfsmith.com/extract)

In 2017, G.F Smith launched Extract, a pioneering new paper that tackles the global problem of disposable coffee cups lined with plastic. The paper itself is the result of a unique process and collaboration between consumer, recycler and papermaker a dynamic combination of chemistry and artistry that takes disposable cups and transforms them into beautiful paper, which is available in 10 colours all inspired and drawn directly from nature. Through Extract, G.F Smith set out to inspire a better awareness of waste and its impact on the environment. For the launch of the paper, the team worked with its ongoing design partner, Made Thought to create a unique installation that made a lasting impression.

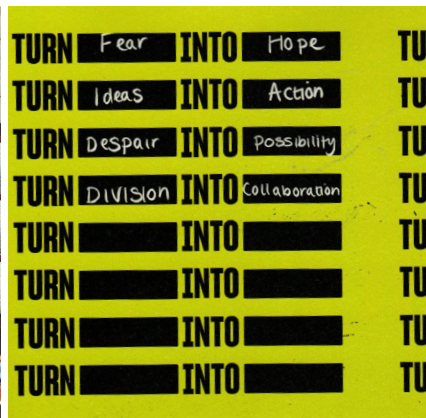


Extract is a pioneering paper inspired by our environment. It is a dynamic combination of chemistry and artistry that takes disposable paper coffee cups destined for landfill and transforms them into beautiful paper.

**Supertrash, Seachange**

[www.seachange.studio/work/supertrash-2](http://www.seachange.studio/work/supertrash-2)

Supertrash is a small, family-run collection service with a big purpose: to help divert as much waste as possible from landfills. In designing its new brand identity, the team at Seachange were aware that a rubbish truck livery was required to make use of the biggest, most visible canvas. Using a small fleet of five trucks, it set out to make some noise and created something that could not be ignored - a bold, fluoro-pink, comic-inspired pattern that took over the trucks, as a nod to the loud bangs and crashing sounds typically associated with them. Ultimately, the reimagined rubbish trucks celebrated their inherent functionality in a colourful way, hugely increasing Supertrash's profiles.



**TED Countdown, &Walsh**

<https://andwalsh.com/work/all/ted-countdown/>

&Walsh developed the branding and campaign for TED's Countdown event and initiative which set out to halve emissions in 10 years. With a globally streamed launch in October 2020, the summit's mission was to bring the greatest thinkers from all over the world together to work towards a single goal - to turn the tide on climate change. Inspired by a flip clock to create a sense of urgency around how little time humanity has left to change climate change and prevent mass extinction, the design team at &Walsh used the shock value of an organisation like TED saying powerful lines such as "we give up" in the marketing campaign.

**PLASTIC PAPER, PLACEHOLDER / Sho Shibuya**

[www.placeholder.nyc/plastic-paper](http://www.placeholder.nyc/plastic-paper)

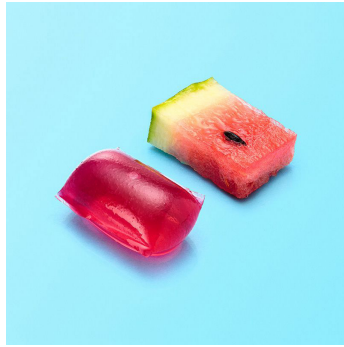
It is no secret that single-use plastic bags are choking our cities and planet. Designer Sho Shibuya of PLACEHOLDER was inspired to act for the preservation of everyday design and raise a call to give greater care to the objects we use by reusing them and wasting less. He also sought to find happiness and inspiration in the little acts of art and creativity we would otherwise miss. Plastic Paper was a passion project that merged cultural observation with ecological activism. At its core, it is a yearbook that preserves anonymous design heritage while nudging single-use plastics into retirement. Since the project began, it has evolved into a broad-range creative platform for sustainability projects, and the Plastic Paper brand has been used to explore new materials, process designs, and other ways to reduce plastic waste.



**Notpla, Superunion**

[www.superunion.com/work/notpla](http://www.superunion.com/work/notpla)

8 million tonnes of plastic are dumped into the oceans every year, which is where Notpla comes in - a revolutionary, seaweed-based material that naturally decomposes in around 6 weeks. Superunion created the new name and brand to reflect the company's vision for the future and promote Notpla as a leading household name at the forefront of environmental sustainability. The new identity focuses on the brand's core mission: to make packaging disappear. The animated logo reflects a vessel that can be filled with liquid and when it is emptied, the exterior disappears, just like its packaging. Notpla is built on the idea that its products will change the world and the team communicated its bold and brave intention in a clear and compelling way.





## 2.2 Health and Well-being

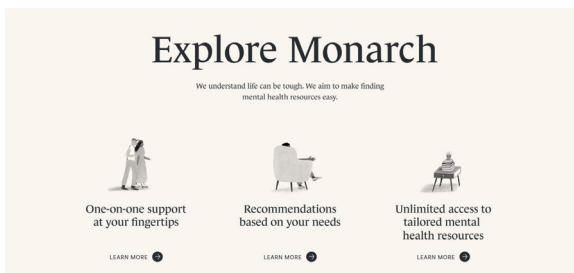
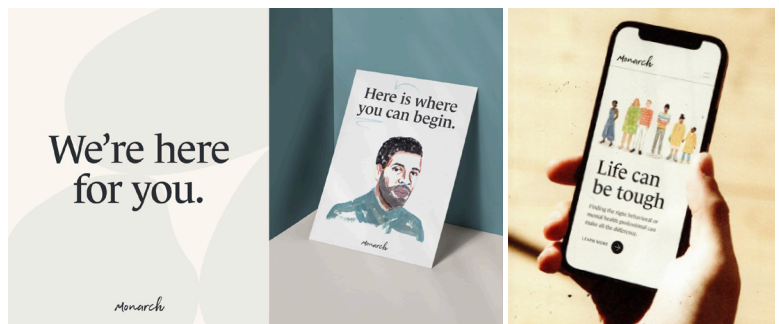


**Alzheimer Nederland, Studio Dumbar**  
[www.studiodumbar.com/work/28-alzheimer-nederland](http://www.studiodumbar.com/work/28-alzheimer-nederland)

Alzheimer's and other forms of dementia are presenting the human race with one of its toughest challenges, driving organisations like Alzheimer Nederland to work hard in raising awareness and funds for vital research. However, times have been hard and competition for donors has never been tougher. Having met patients, families and carers who have experienced the disease first-hand, the team at Studio Dumbar developed a strong and instantly recognisable identity with 'vanishing points' to visualise the effects of dementia, inspiring some viewers to see them as a source of light and hope. The most important moment in the process came when the identity was shared with patients and carers, whose feedback was overwhelmingly positive.

**Monarch Brand Identity, Paladar Studio**  
[www.paladarstudio.com/work/monarch](http://www.paladarstudio.com/work/monarch)

Paladar was brought in to build the Monarch brand identity from the ground up and then extend a robust visual language across the brand's core touch points. The team designed a logo inspired by the flight path of a monarch butterfly, complemented by a colour palette and type system that felt welcoming and flexible. A system for expressive typography was used as emphasis in storytelling, with the pattern language adding depth and warmth throughout the brand and its touchpoints. Rebecca Clarke's illustrations formed the heart of the work, translating the studio's vision into a surreal and inclusive portrayal of everyday people and mental health.

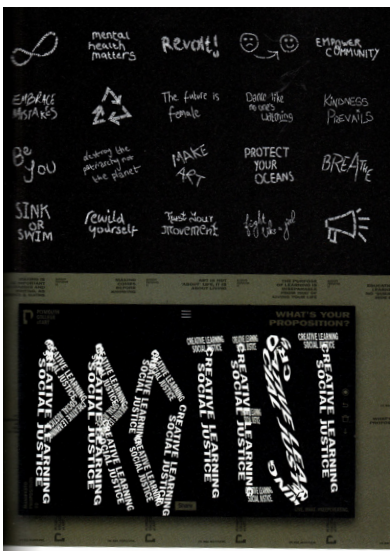


## 2.3 Social Activism

**Meltdown Flags**, Moby Digg, <https://mobydigg.de/en/projects/meltdown-flags/>

Glaciers are a source of life. Besides holding 69% of our planet's freshwater, providing millions of people around the world with drinking water, they are also important for power and irrigation. Scientists have warned that if global warming does not stop by 2050, glaciers will be gone forever. Meltdown Flags is a climate data initiative that visualises the retreat of glaciers by reducing the amount of

white in country flags, in making people aware and helping them understand the long-term consequences of global warming. The team at Moby Digg also designed a website and an interactive exhibition providing more information, where visitors could visualise the degree of glacier retreat by country and access relevant data.



**What's Your Proposition?** TEMPLO

<https://templo.co.uk/work/pca-whats-your-proposition>

In 2018, the Plymouth College of Art (PCA) revealed its 10-year strategy, which was underlined by its manifesto based on social justice and creative learning. In helping it produce a radical campaign intended to change creative education policy at a governmental level, the team at TEMPLO started their creative process by embracing the college's strategic plan, centering their work around the call to action and final point in PCA's manifesto, 'What's Your Proposition?'. Using digital graffiti made of the words 'social justice' and 'creative learning', they captured authentic, hand-drawn responses to the question from students, matching them to their imagery on communication materials.

**SuperShe, &Walsh**

[www.andwalsh.com/work/all/supershe-island](http://www.andwalsh.com/work/all/supershe-island)

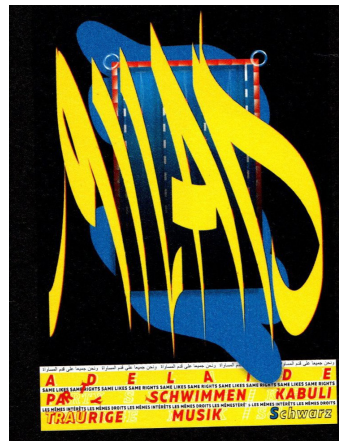
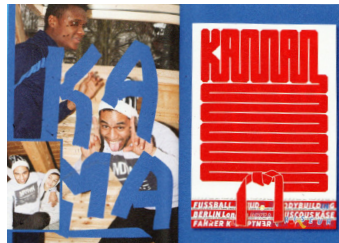
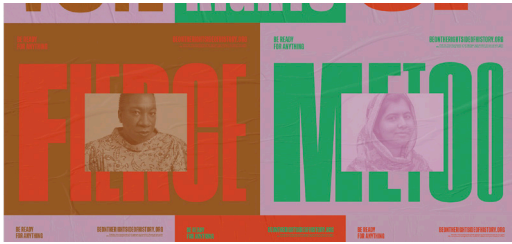
Tucked away in the Baltic Sea and located off the coast of Finland, SuperShe started as a women's only private island - a place where women could not only be themselves away from the distractions of the outside world, but also form bonds and lift each other up. As the interest in SuperShe grew for those wanting a sense of community, founder Kristina Roth eventually realised that a private island was inaccessible to many - which is why she decided to bring the experience onto an app. The team at &Walsh created the branding, strategy and merchandise for the brand, inspired by protest posters of women's marches throughout history and driven by the need to create honest communication in a market saturated with fluff.



**Be on the Right Side of History**, Anjela Freyja

[www.behance.net/gallery/73873605/Be-On-The-Right-Side-Of-History](http://www.behance.net/gallery/73873605/Be-On-The-Right-Side-Of-History)

Be on the Right Side of History was born for the Women's March in 2017, when millions of people around the world stood up for equal rights and demanded change from their governments. To commemorate the moment, graphic designer Anjela Freyja created 21 posters, all inspired by first-wave, second-wave, and third-wave feminists, featuring messages that draw attention to the fight for women's rights. All posters were completely free to download and use, and available in a variety of sizes with a photo or as just text, spreading the message of strength in solidarity and calling for people to stand up for what's right.



**Series B -Poster Stories**, Public Positions

For graphic designer Timm Hartmann's Series B project, 10 young refugees created a series of posters based on their current hobbies, memories and hopes for the future. The posters were designed in collaboration with Berlin-based graphic designer Florian Seidel and accompanied by video portraits shot by Berlin-based photographer Nora Heinisch. For this project, posters were chosen as the main medium due to their lightness and mobility, enabling the refugees to take their final work with them wherever they went next. The idea of the project was based on the simple fact that something as simple as a beloved poster has the potential to transform every new space into one that feels like home.

## 2.4 Community-building

### Museum of Us

Fieldwork Facility & New London Architecture (NLA)  
<https://fieldworkfacility.com/projects/museumofus>  
 Fieldwork Facility collaborated with New London Architecture to reimagine community consultation through the Museum of Us, which was piloted in the Old Kent Road area for Southwark Council. The Museum of Us was a campaign, exhibition and project space, as well as a programme of events designed to bring together members of the local community to tell the stories of its people. To represent the underrepresented voices and maximise engagement, the team commissioned photographer Suki Dhanda to shoot portraits that the locals could unequivocally identify with. The epicentre of the project was a refurbished shop which was transformed into a positive and democratic space to enable conversations and action on long-term plans for the area, where people could share ideas and opinions about what is truly important in their community.



### ANewToys Library @Tung Tau Estate

KaCaMa Design Lab [www.kacama.hk](http://www.kacama.hk)

As cultural hotbeds that constantly see popular trends come and go across various fields of interest, cities have always had an abundance of pre-owned toys. Inspired by this unique phenomenon and setting out to alleviate the problem of wastage, ANew-Toys collaborated with KaCaMa Design Lab to start ANewToys Library, a social project funded by a district council in Hong Kong (China) which sought to promote environmental protection and community resource-sharing through the setting up of a pre-owned toy rental point/station. Besides organising regular activities and events for children such as librarian training, the project also aimed to promote a sense of civic awareness and social responsibility.



### L'Autre Soie, Graphéine

[www.graphéine.com/branding/autre-soie-identite-visuelle-participative](http://www.graphéine.com/branding/autre-soie-identite-visuelle-participative)

Located within the perimeter of the Carré de Soie district, L'Autre Soie is a project that combines housing reserved for people in difficulty, as well as places dedicated to culture and socio-economic solidarity. It sought to become a creative and attractive place within the city supported by a strong and thriving community, where everyone would be able to find their place in society while contributing to

the development of their capacity to act for the whole. The team at Graphéine imagined its visual identity as a manifesto - a powerful statement linking the intangible and the concrete, to bring people together. Designing as a collective, the participative nature of the work allowed the team to question the principle of otherness while promoting a space for free, open and developing expressions.

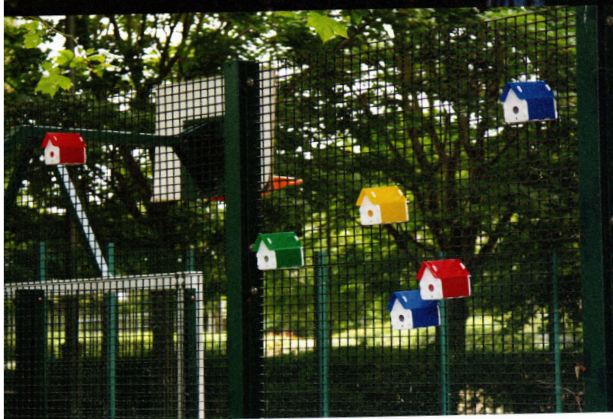


**The Nest Project**, Fieldwork Facility

<https://fieldworkfacility.com/projects/the-nest-project>

The Nest Project by Fieldwork Facility is a citizen-led project aimed at nurturing bird life in inner-city areas, where people in the community play a part in encouraging birds to nest in their own neighbourhoods. Nests start their life in the home, school or office, where project participants are encouraged to prepare the nest for birds by using a pencil for a week. The nest's 'dowel

is actually a pencil and sharpener, where each time a pencil is sharpened, you are making more of a home for the incoming birds. "Designed to exist in the urban environment by easily attaching onto existing lamp-posts and street furniture, the nests do not only serve as homes for birds but also urban interventions that highlight nature's place in our urban fabric.



**La pieza T300**, Curro Claret

[https://www.curroclaret.com/en/la\\_pieza\\_intro.html](https://www.curroclaret.com/en/la_pieza_intro.html)

La pieza is a metal piece designed and used to make stools, benches, tables, lamps, hangers, teepees...The furniture was made also in collaboration with Arrels Foundation and some of their "employees" (Arrels Foundation is an institution working to help people who are or have been living on the street). The project for producing furniture and objects is available to all those groups more or less marginalized, socially excluded or not, if they see in the proposal a way that can help them in their situation.

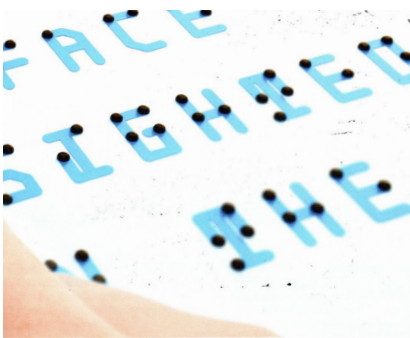


## 2.5 Education

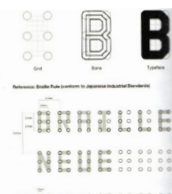
**Out of the Box:** <https://vimeo.com/26489936>

**Special Projects:** <https://specialprojects.studio/project/out-of-the-box/>

Special Projects were approached in 2009 to look for solutions as to why not enough old people were using smart phones. To discover what the hindrance was, the team undertook an unconventional research journey to draw knowledge from their everyday experiences and pick up contextual cues. Upon discovering that phone manuals were the main issue, they designed a beautifully crafted, easy-to-understand guide that served as an analogue bridge between the elderly and what they deemed an unfriendly' topic, technology, to empower them to pick up their phones more often. 'Out of the Box' has since been exhibited at MoMa in New York and in Vienna as part of the Design Diversity exhibition.

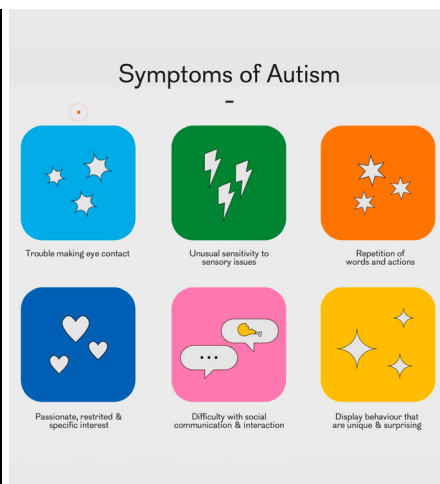
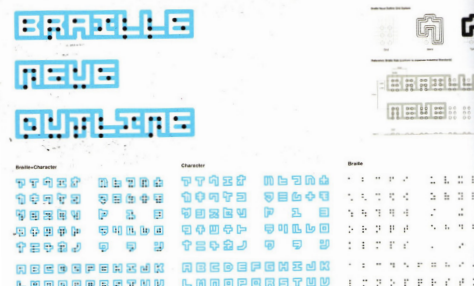


BRILLE  
NEUE  
STANDARD



**Braille Neue, Kosuke Takahashi**

Braille Neue is a universal typeface combining Braille with different characters. Product designer Kosuke Takahashi set out to deliver alternative ways of communication through the sharing of information between the sighted and the visually impaired using a common medium, in addition to enabling a visual comprehension of Braille for people who do not know it. Through the project, he hoped to help create an inclusive society, while providing solutions to common problems such as missing letters and misprints. To date, Braille Neue continues to provide universal support and an inclusive philosophy for a variety of facilities, including the Shibuya City Office and Pand-sonic Center Tokyo.

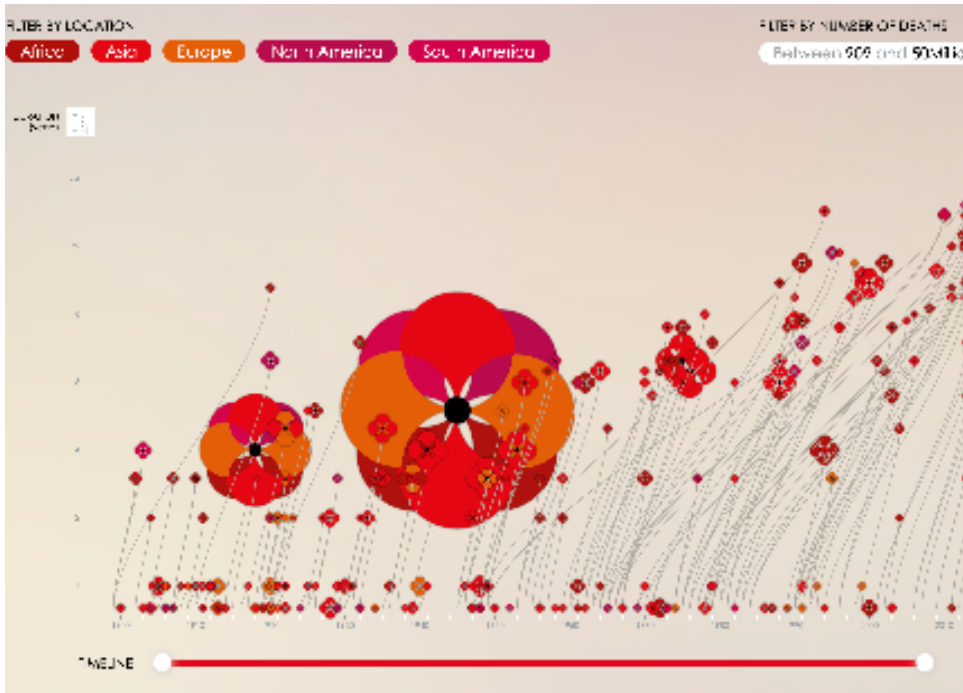


**Autism Awareness Posters,**

Ideology Design Studio

[www.ideology.com.my/project/autism-awareness-poster-series](http://www.ideology.com.my/project/autism-awareness-poster-series)

The team of IDEOLOGY DESIGN STUDIO decided to kickstart a social project where the team designed (absolutely free) posters for 30 selected small businesses who were struggling by not being able to operate, in hopes of helping them through the power of design. Its autism awareness poster series was part of the efforts, created for the Nelson Occupational Therapy Centre. Each poster set out to educate the public on what autism is, which is why the visuals were designed using an easily digestible approach to help people learn about the symptoms of autism.



**Poppy Field**, 2014, Valentina D'Filippo and Nicolas Pigelet  
[www.poppyfield.org](http://www.poppyfield.org)  
 Poppyfield project is a reflection on human life lost in war. In the interactive, each poppy depicts a war since the 1900. The stem grows from the year when the war started and the poppy flowers in the year the war ended. Its size shows the number of deaths and the variation of colour represents the areas involved.