

DESIGNTOPIA

REFRAME Exhibition Proposal

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designtopia 托比亞

DESIGNTOPIA

Designtopia is a campaign...

To provoke ethical and socially responsible design practices in Taiwan

To stimulate ethical or ecological design practices

To inspire creative contribution to a better society

BACKGROUND

In Taiwan there is a weaker awareness of social and environmental responsibility

A lack of ethical dimensions in the design industry

A gap between the ideal and the practice

A lack of such resources

END-USERS

Age Group 18-24: 30% 25-34: 55%

Practicing Designer 72% Design Student 25%

Profession: Graphic design 45% Multimedia 20%

Enthusiastic in design

Visually sensual

Particular brand preferences

Trying and knowing new stuff on a constant base

“Hip” in a Taiwanese way and use a lot of Taiwanese slangs

Very different taste from one person to another

ITS BRANDING & STRATEGY

Values of honesty and positive transformation

Positive and true branding

Networking with other design communities

Promote Taiwan design industry as ethical and ecological to an international stage

Growing by members' contribution

Open to new ideas and welcomed collaborations

Ecological productions

AS A COMMUNITY

A form of designers' own community

Information exchange

Network

Community activities

Ecological design knowledge and education resources

A platform for member collaboration

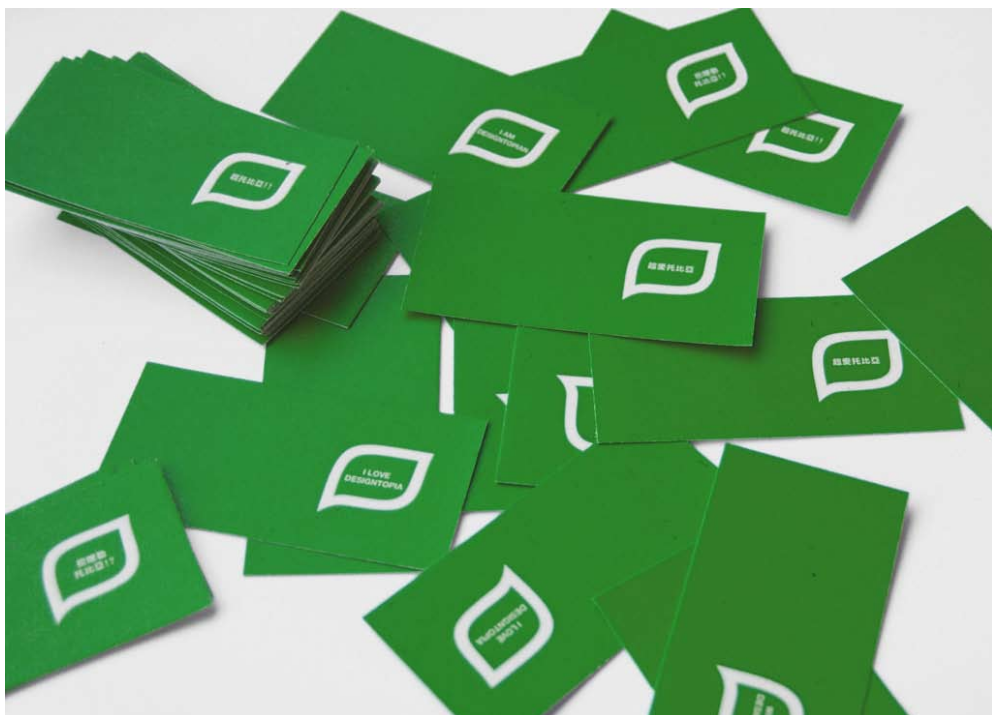
Charity design works

An ethical design community

Online events, magazines, competitions and forums



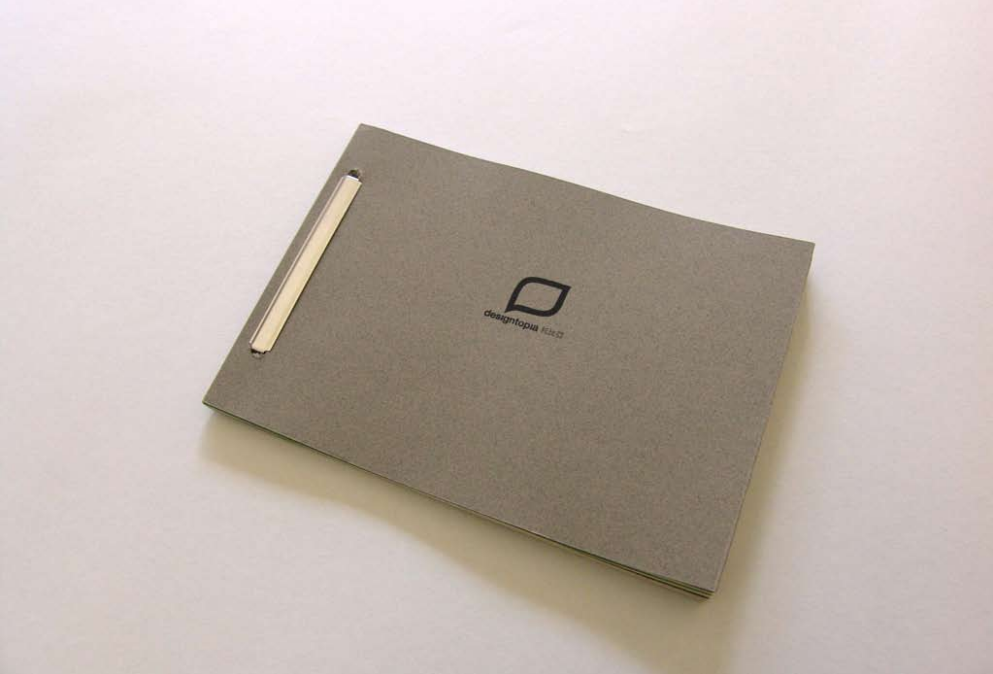
Designtopia Map
(Ethical design
guidelines). Printed
on 100% recycled
paper.



Designtopia
Membership card.
Printed on 100%
recycled paper.

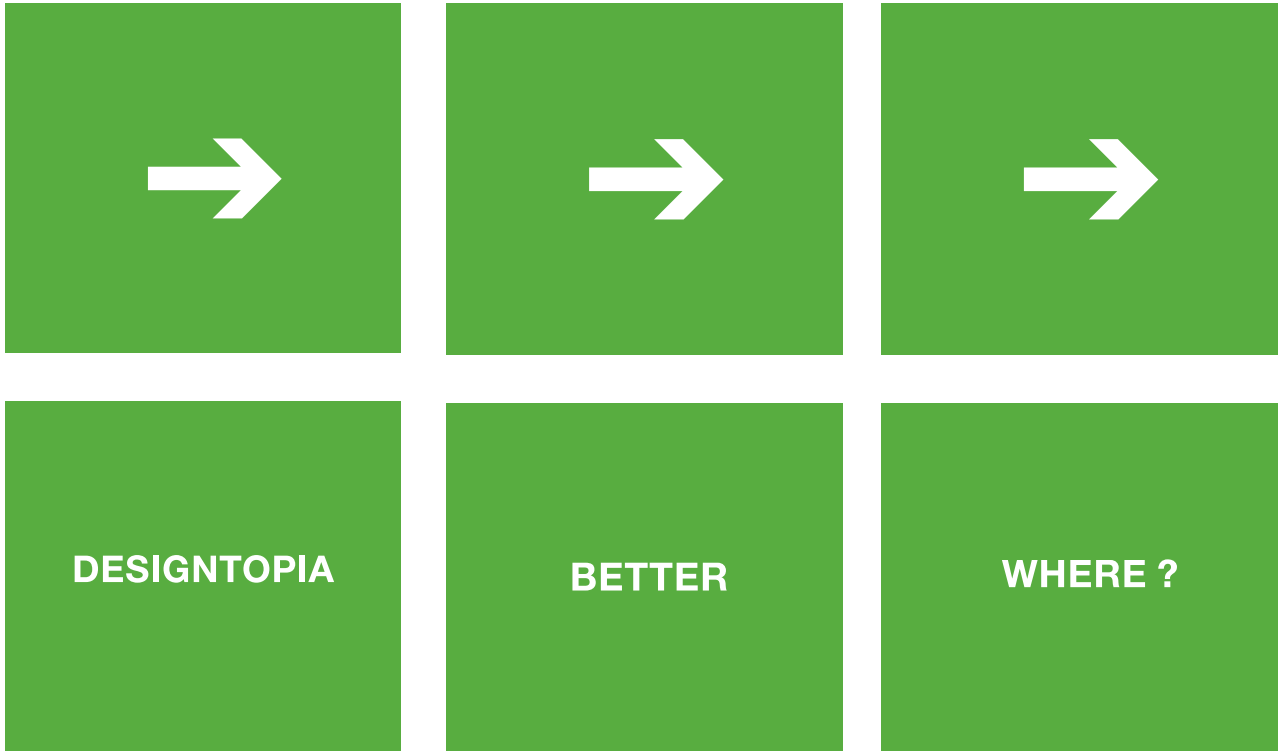


Designtopia
Stationery. Printed
on 100% recycled
paper.



Designtopia Identity Style Guidelines. Printed on 100% recycled paper. Convertible to a blank sketchbook.





Environmental Signage for the installation part of the exhibition.

Website

During the exhibition, a computer may be needed for the audience to access the information on the website and also engage in the online forum. The website of Designtopia is currently under construction. A fully functional website and forum will be up soon with lots of resources and interesting stuff. Please check www.designtopia.org

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