

CRITICAL MASS

Sarah Temple &
Tara Hanrahan
of LCC/UAL

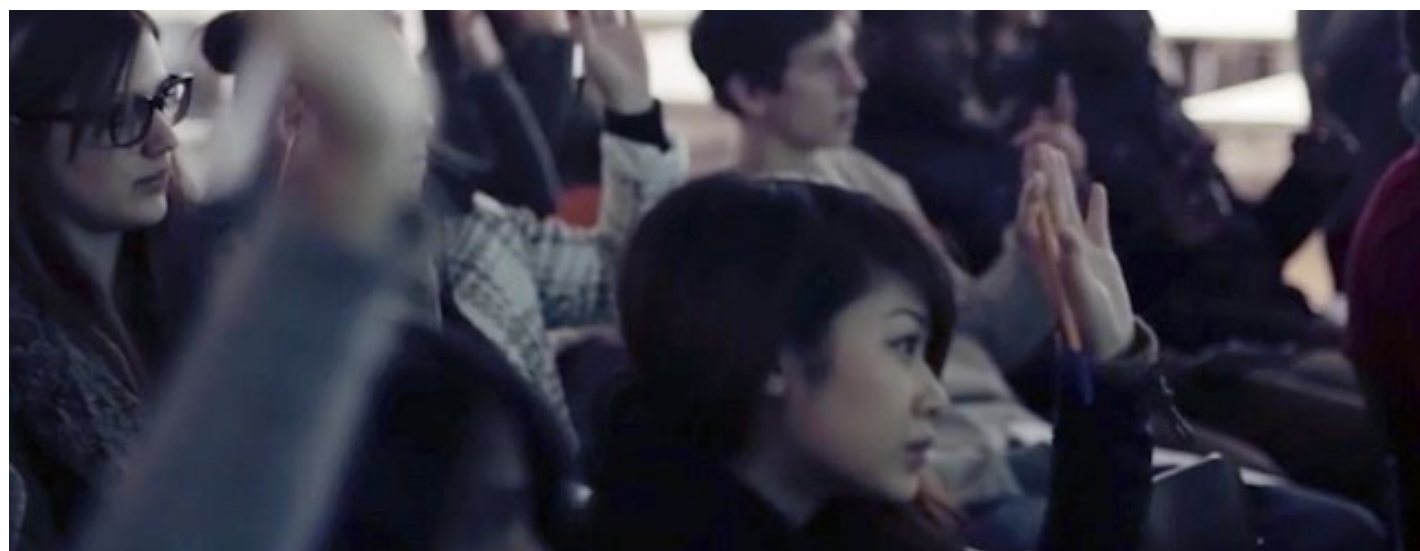


**A CREATIVE
CATALYST
FOR POSITIVE
CHANGE/**

IGNITE/

Briefing activities and debate.

Skylon (Save Southbank Skate Park), Bianca Elzenbaumer (Brave New Alps), Gulizar Cepoglu, Noel Douglas (Signs of Revolt), Djordje Balmaz (Skart Collective), Kevin Smith (Liberate Tate), Tzortzis Rallis (Occupied Times), Hannah Davey (Greenpeace), Fabiane Lee Perrella, Orsola de Castro (Fashion Revolution), Romain Renoux (Pants to Poverty), Martine Parry (Fairtrade).



EVOLVE/

Collaborative investigations,
testing and design development.



MOBILISE/

Diverse and informed projects extended their reach into the student and local community, as well as connecting with national and global campaigns...

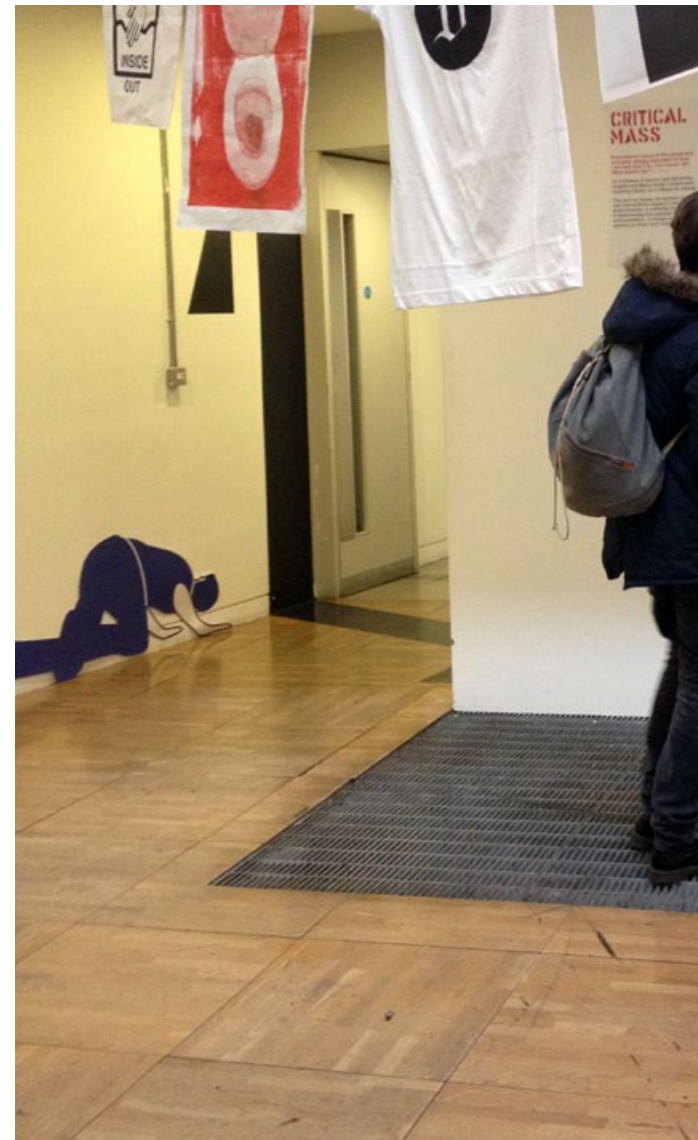
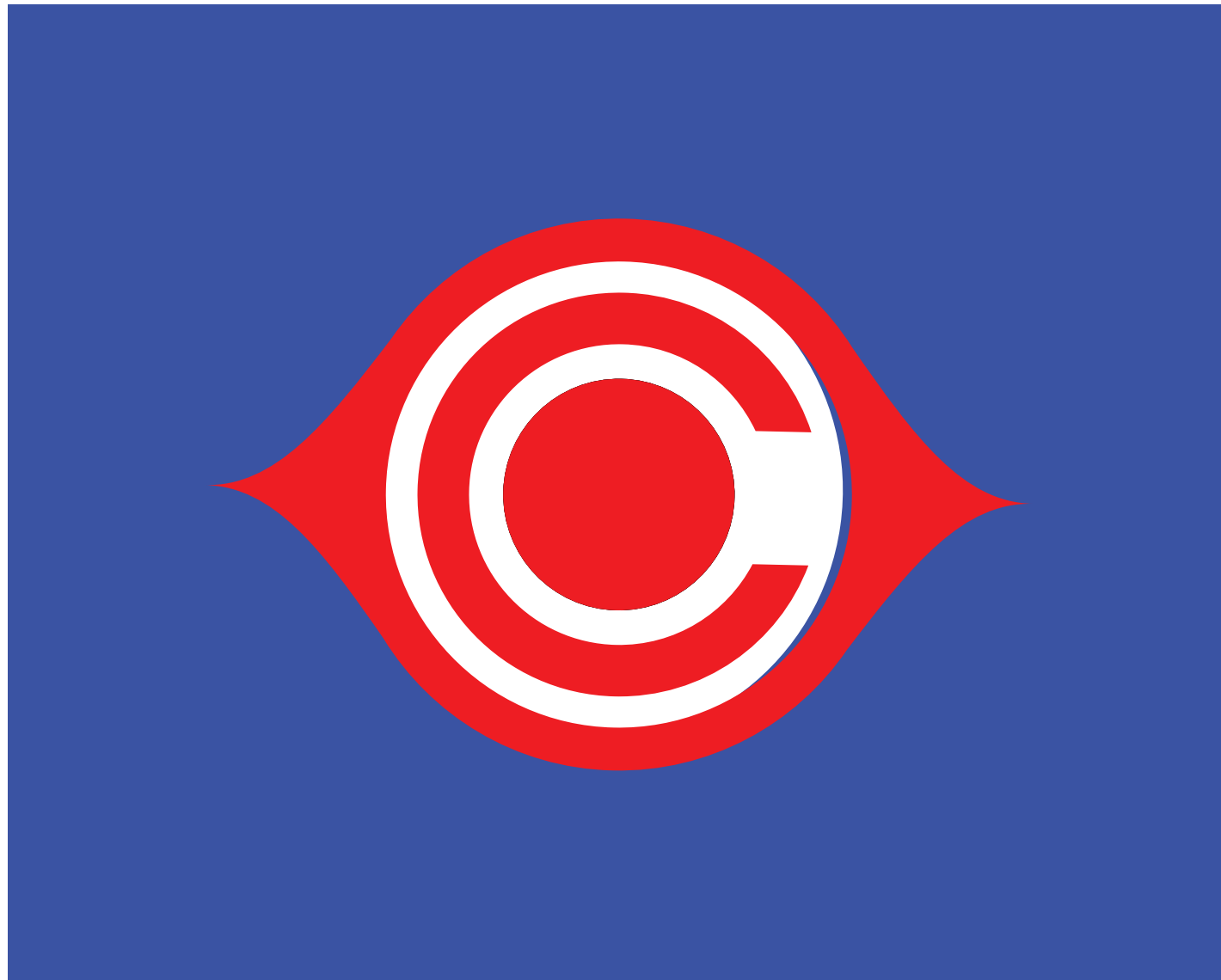
The Undercroft

/ Culturally preserving the Southbank skateboard park (skateboard interactive, film, newspaper, online petition).



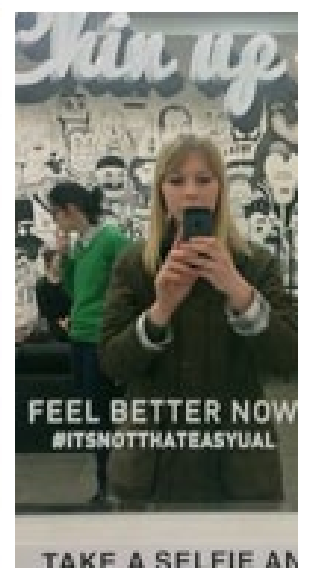
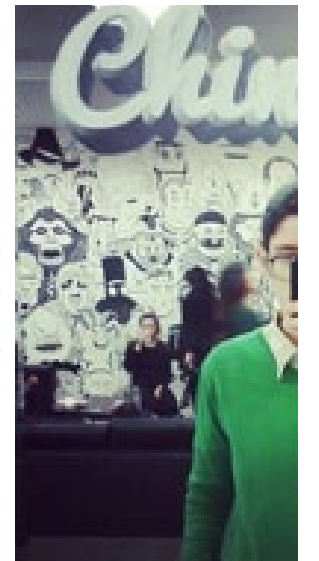
Hide & Seek

/ Education/warning on digital security and online privacy (graphic interventions).



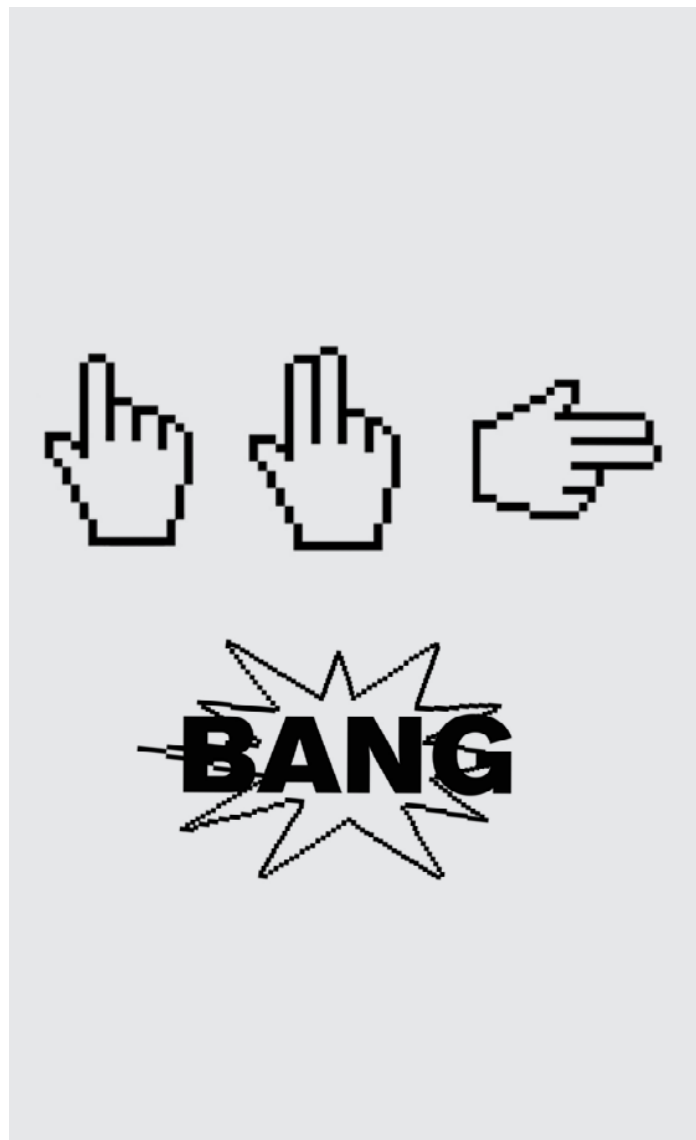
What not to say

- Creating a better understanding of how to confront depression in young people (selfie interactive, social media campaign, film).



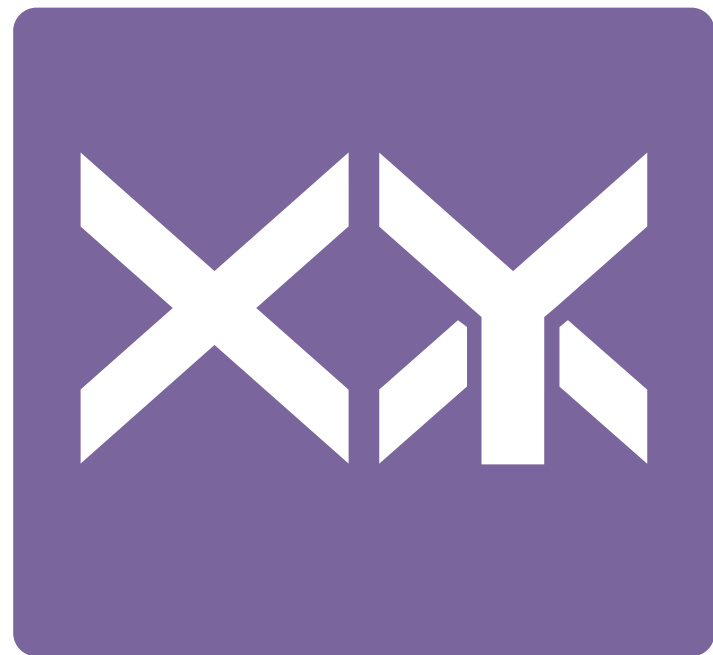
Click, Print, Bang

/ Exposing the serious issues surrounding lack of legislation in 3D printing (animated building projections, online campaign).



Gender ID

/ Educating the public on transgender communities and combating discrimination (print, posters, bags, street campaigning). Linked with MA photographer.



GENDER]id

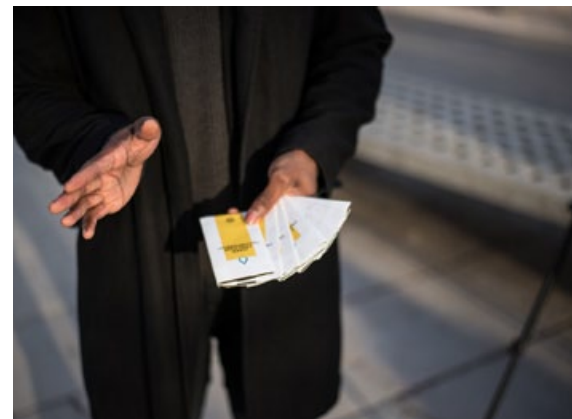


Make Fracking Transparent

/ Clarifying issues around fracking for gas
(water taste testing, street campaigning, leaflets).

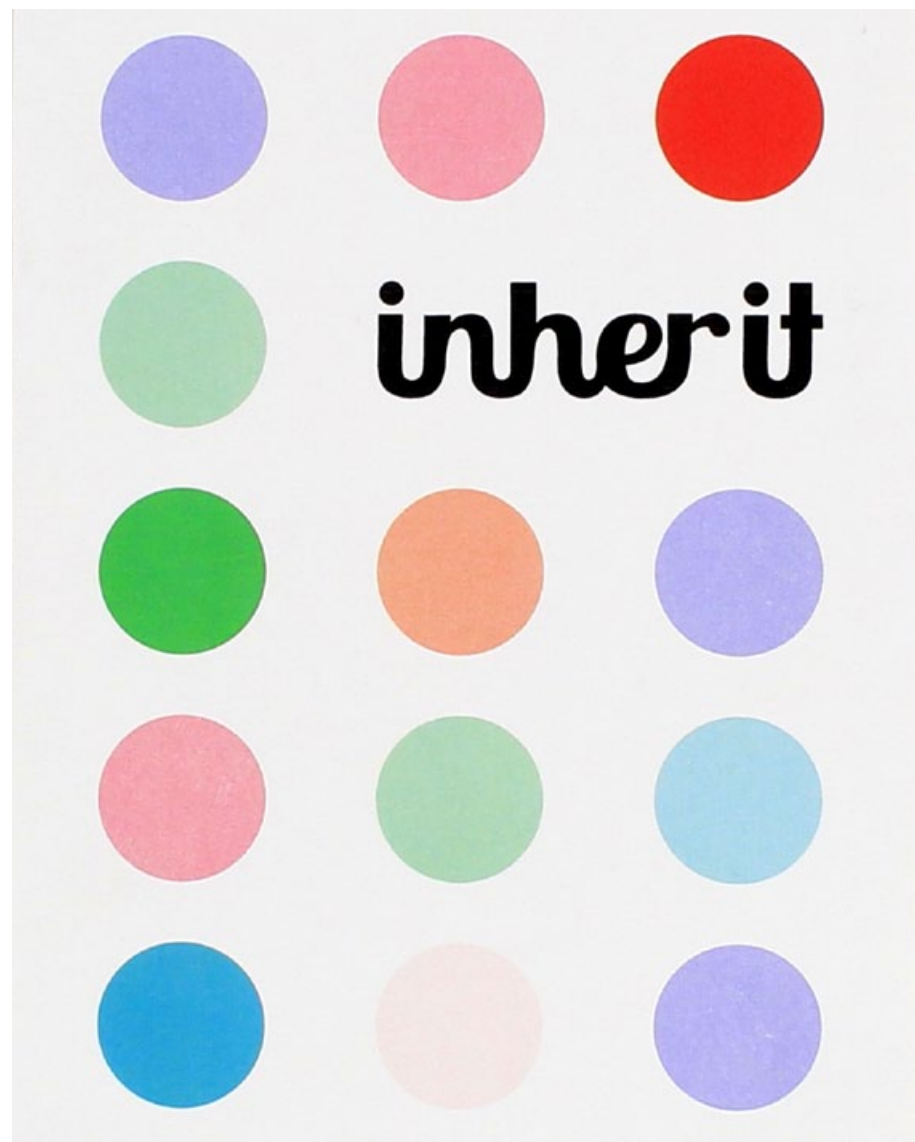


**MAKE
FRACKING
TRANSPARENT!**



Inherit

/ Inter-generational understanding and community building (craft,skills-swap activities)

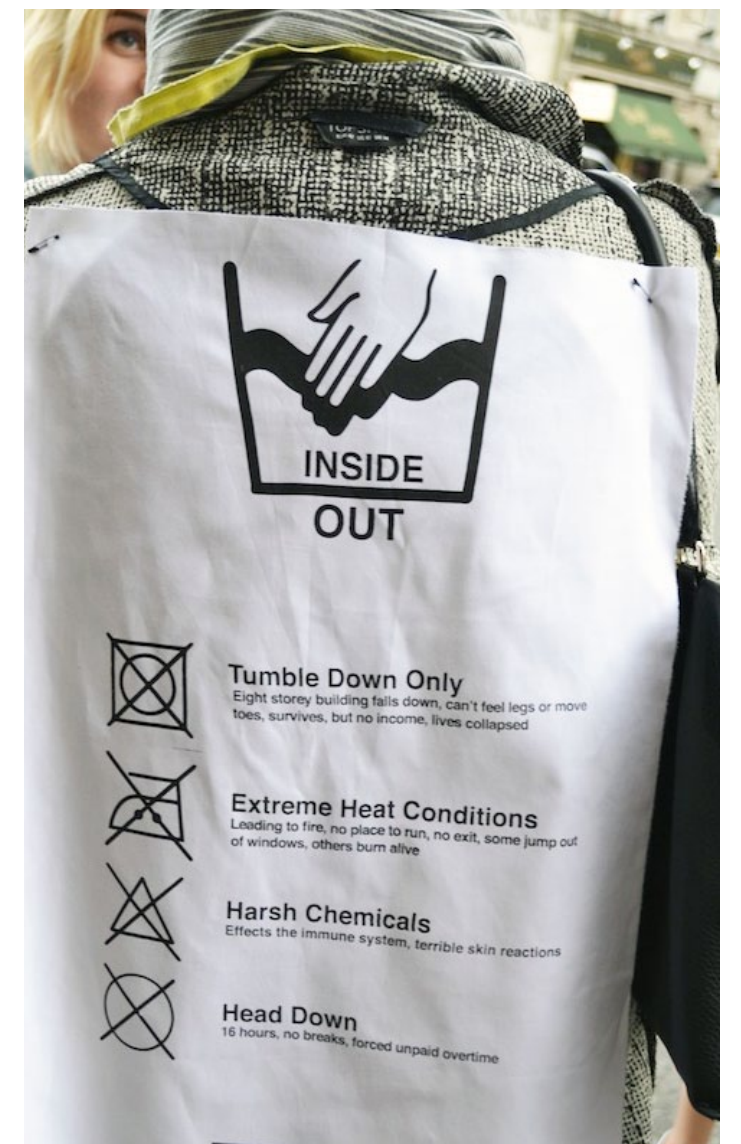


growit
craftit
fixit
saveit
findit
cookit



Case Study – Inside Out

- / Raising awareness of the provenance of the clothes we buy.
- / A multimedia, cross-university campaign on sweatshop labour and the reality of High Street Fashion (viral films, promotional print, oversized graphic labels, student march of 60+ LCC/LCF campaigners and public 'happening' which asked people on Oxford St to turn their clothes inside out and question their origin).



/ Inside Out effectively connected with and complimented the live global campaign 'Fashion Revolution Day' taking place on the First anniversary of the collapse of the Rana Plaza building in Bangladesh (which killed 1134 people).

It successfully shared insight and gathered support both locally and nationally (via UAL/LCC blogs, related social media, press and international news coverage).



Turning clothes #InsideOut mark Rana Plaza deaths
One year after Bangladesh factory workers killed, Twitter users call for 'fashion revolution'.
1 Comments 752 Shares



Previous Blog how

'Who made your clothes?' students shoppers on Oxford Street

Students and university tutors wear inside-out oversized washing labels to draw attention to u



Students form a "fashmob" on Oxford Street on Fashion Rev
Sarah Louise Bingley

Who made your clothes? That's the question that L
Fashion students and their tutors asked on Oxford

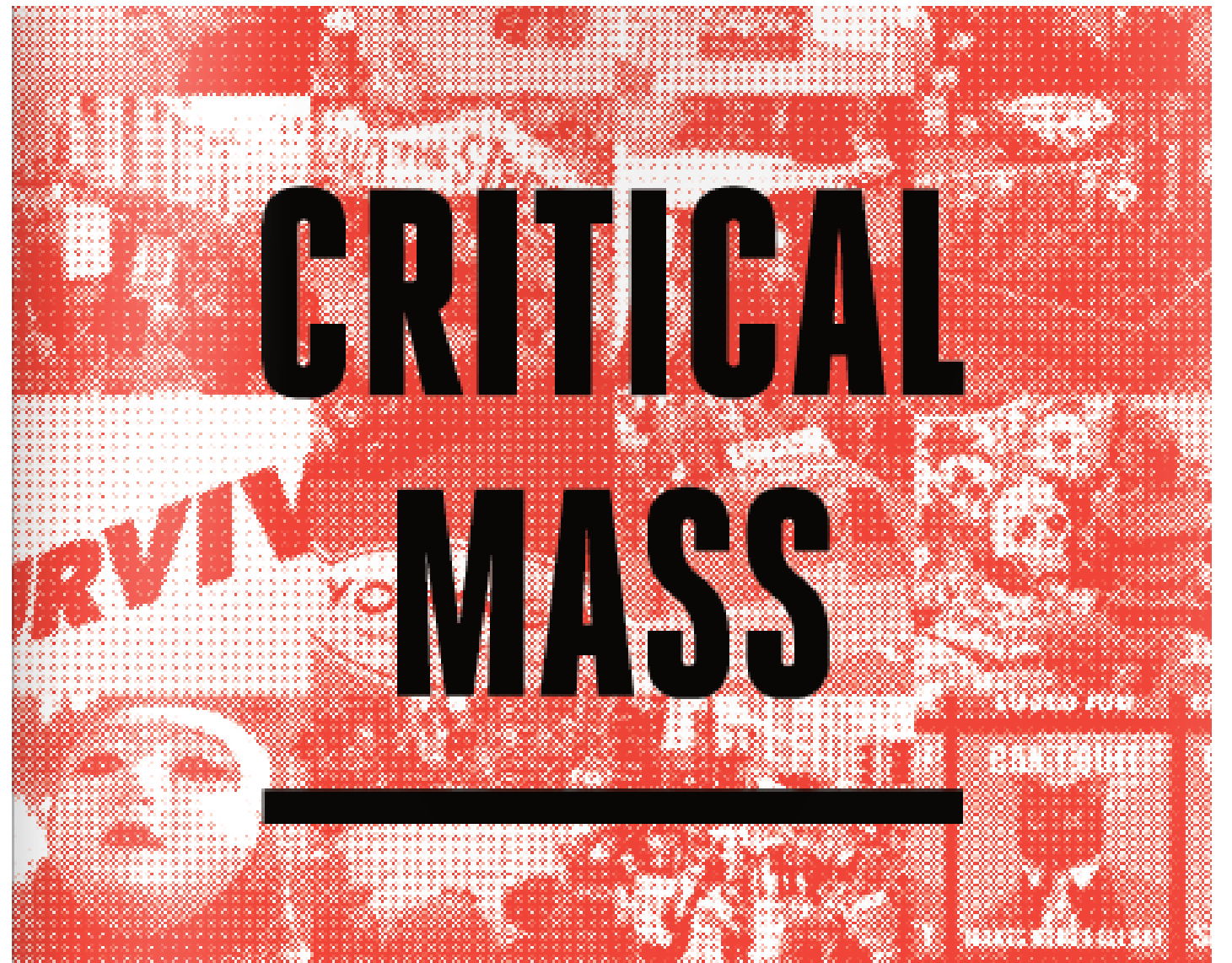
SHARE/

Group exhibition during Green Week.



CATALYSE/

Content and passion to trigger creation of an Arts London News special edition.



EMPOWER/

A 'how to' teaching resource – a short documentary film and report of the project (set out in clear phases) is to be available for all UAL staff online and via a screening at LCC next academic year.

RESULTS/

30+ public interventions.

350+ students engaged in creative activism.

UAL-wide involvement spanning 8+ under-graduate and post-graduate courses.

A Green Week exhibition.

Arts London News 'Critical Mass' special edition.

A teaching resource.

// Deborah Szebeko,
Founder of Social Design Agency ThinkPublic

As designers we need to learn the skills and mind-set of co-design... to enable us to understand a range of complex social issues and to design sustainably ... These approaches involve communities in learning and create positive lasting change both locally and globally."

// Hannah Davey,
Art Director / Campaigner for Liberate Tate / Greenpeace

It gives me great hope that the next generation of creatives will consider transforming industry and challenging the status quo from the outset of their careers. This is how change happens."

// Alice Bodgener,
2nd Year BA (Hons) Pattern Cutting, LCF

The most rewarding aspect of our Inside Out event was the chance to see so many students coming together, from different colleges across UAL... There is a growing network of people now that want to find alternative sustainable solutions – I feel excited to be a part of that!”

// Jess Baines ,
Course Leaders BA (Hons) Design Cultures, LCC

A collaboratively produced newspaper gets the students to the heart of some key challenges... but also crucially, how collective consciousness and responsibility might begin to be developed ‘bottom up.’”

CONCLUSION/

A curriculum-embedded project, which demonstrates the potential of participatory communication, critical thinking, co-design and creative activism.

Ethical/social knowledge and subject empathy/understanding were achieved.

Extensive and successful internal and external collaboration was demonstrated.



ual: university
of the arts
london
london college
of communication

