

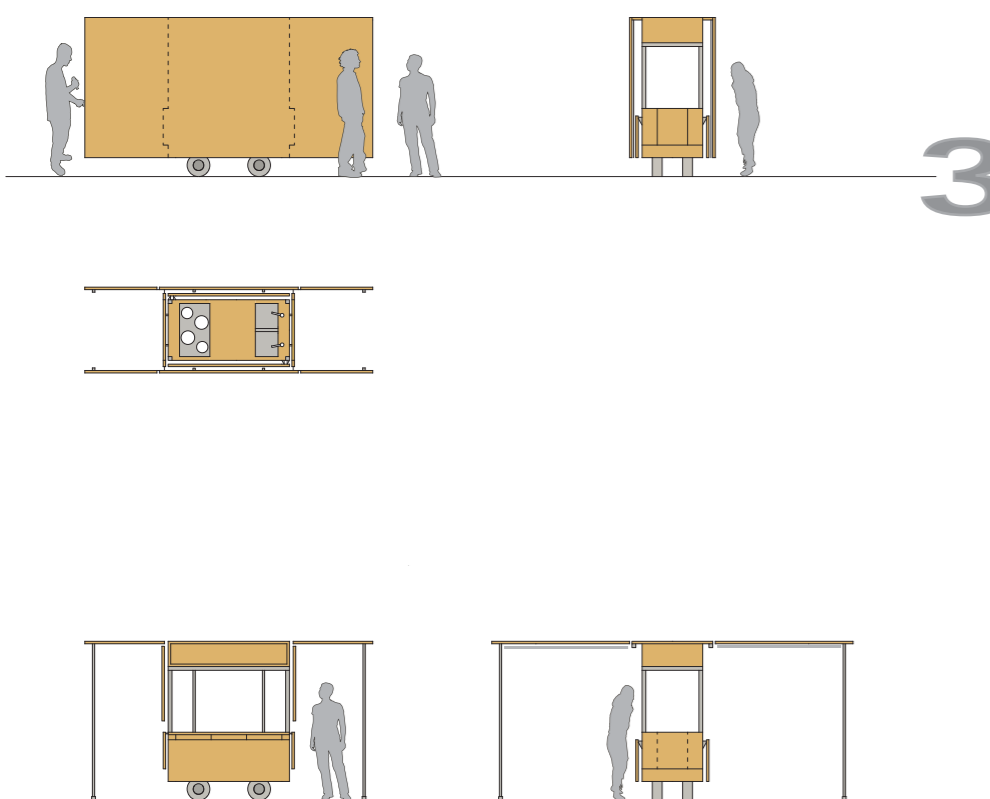
1

Original design brief / problem

When societies & cultures confront politicised global issue, can design rise to the challenge & become a catalyst for change? Identify an area of concern in society and devise a design led solution for social impact. Demonstrate how your social innovation solution is enabled by sustainable design & gets transferred in your future scenario to the mainstream.

Description of project, design solutions & sustainable thinking

'Multicultural food collective' is a design led social innovation which attempts to address issues of social isolation, lack of education, & unemployment that are invariably confronted by refugees in host country. It seeks to negate feelings of despair & frustration that compound refugees daily struggle to get acquainted with new language, infrastructure & culture. The collective operates in different formats. **An Educational Tool:** to create awareness & influence public perception towards refugees; **A social Enterprise:** to restore refugees sense of dignity, self esteem & confidence through employment & **Community Engagement Tool:** to foster solidarity & cohesion between refugees & host communities.

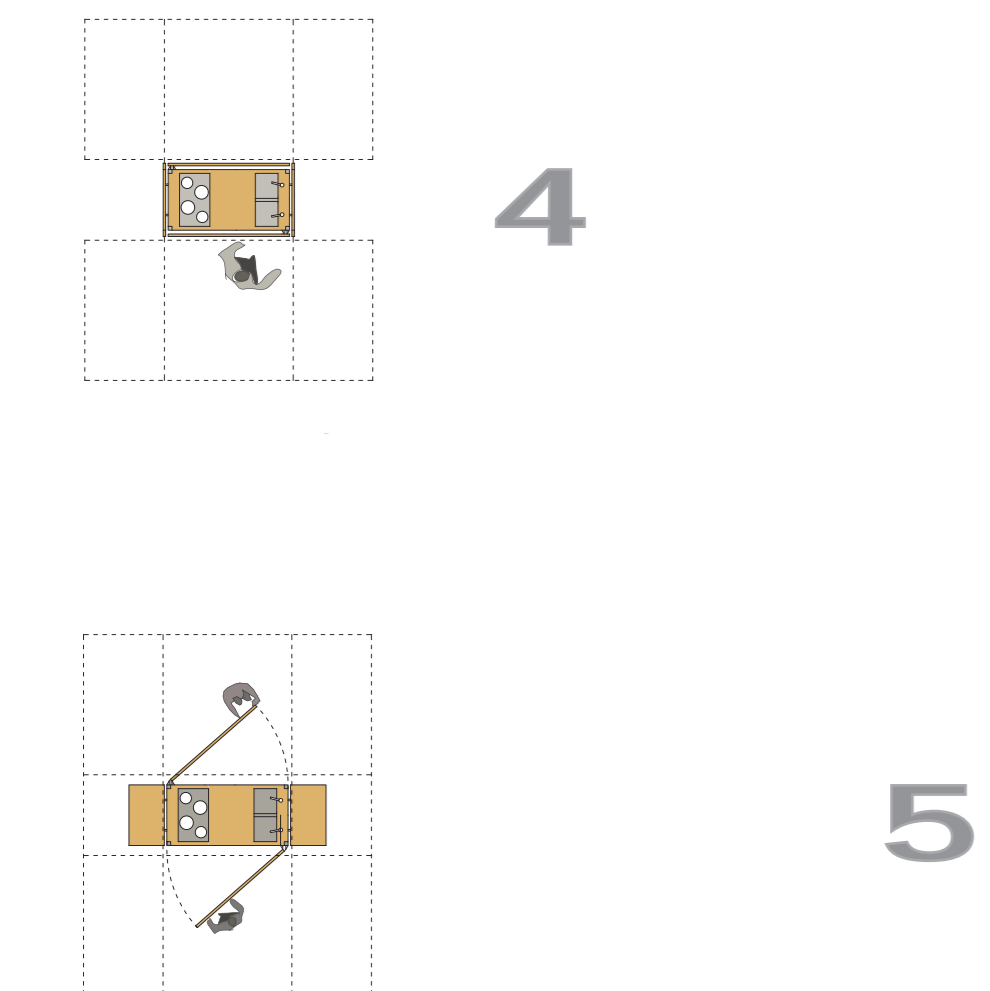


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Educational Tool



An 'Educational tool' facilitates small collaborative cooking sessions in schools, universities & local councils to facilitate informal conversation about food, culture & traditions of refugees home country. The activity helps develop cross cultural understanding amongst participants; gain better understanding of the challenges, barriers and aspirations of refugees in a host country & builds refugees confidence through group activity. A 'Social Enterprise' operates as a food stall in markets & public events. Its offers employment opportunity & economic benefit; provides hands on experience in hospitality, accounting & logistics; develops entrepreneurial & organizational management skills. A 'Community Engagement Tool' facilitates excursions arranged by & for multicultural communities in public spaces. It encourages isolated members of society to socialise & builds informal network vital for employment or collaboration for a potential venture.



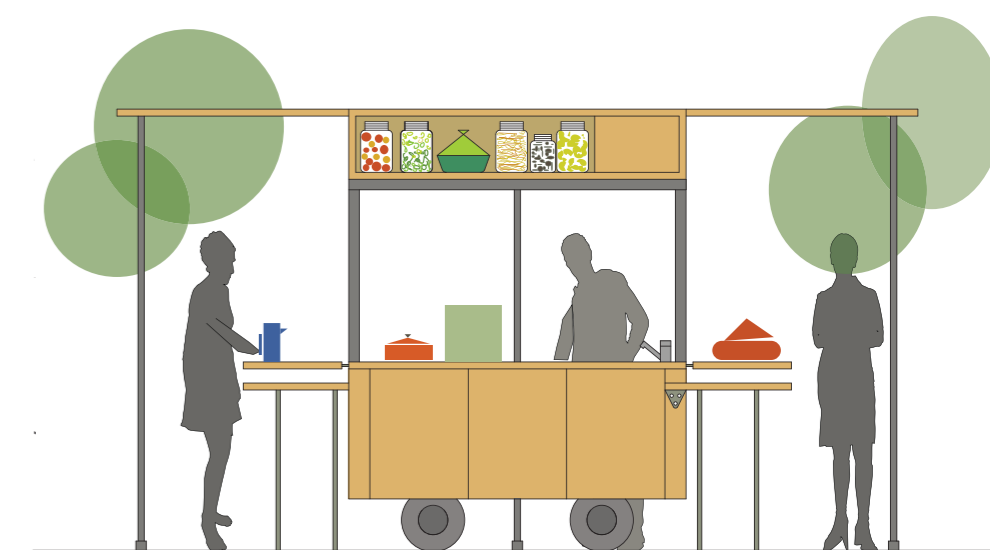
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Environmental Credentials

The collective is a light weight, compact unit which can be manually unfolded in few easy steps. It is flexible to attach to the medium duty vehicle for long distance travel. It borrows public spaces to minimise material and infrastructure use for operation and administration. It is made of environmentally friendly material such as recycled steel and zero formaldehyde plywood. It is modular & designed to disassemble if required. All components are attached with hardware to avoid use of toxic adhesive. The unit is manufactured locally using existing fabrication facility and technology.

5

Social Enterprise



ELEVATION A

Why Food ?

The collective explores food as a medium to transcend the barriers of language, skills & qualification. It responds to ones interest and curiosity to learn more about culture & food practices of people around the world. Food has a tremendous potential to form connection between individuals and communities.

Future Scenario



Why Mobile?

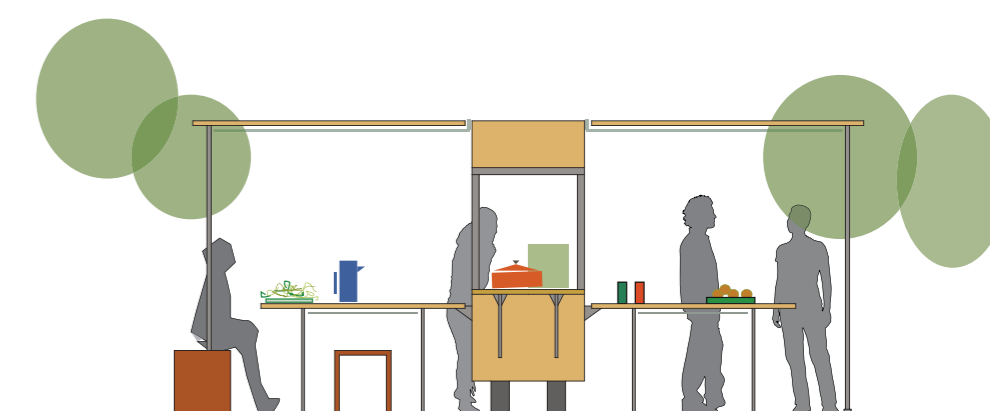
The collective employs mobility as a central characteristic to reach out to the wider community. It makes a collective dynamic, noticeable and intriguing to facilitate a constant dialogue not only about cultures & food practices, but also about the concerns and aspirations of refugees to the broader community.



PLAN



Community Engagement tool



ELEVATION B