

PROTEBElive



JOINT social design

PROJECT PROPOSAL

foto © Kateřina Troušilová SPŠKŠ Maršovy Vary

STARTING POSITION

Porcelain is still the same noble material, but the world has changed since the times when porcelain factories carelessly manufactured products for a market which was not globally connected and there was no phenomena as cheap mass production from China. We are living in a world which is running out of sources. The president of the Shell corporation says that we will run out of oil in ten years. What will happen next will probably be the energy crisis, followed by the economic one. The lack of resources inevitably results in social movements, migration and social unrest. This is true both for oil and water. The difference between these two strategic sources is that if we run out of oil, humanity will survive, unlike in the case of water.

We, who are living in civilized and performing Europe, do not realize what problems arise from lack of drinking water. Current design cannot ignore – as opposed to past times – what is going on right now and what determines the character and spirit of our time. We are confronted with the fact that there is a whole generation of people who want to buy nice dishes with current and functional design but have nowhere to buy it. The only refuge they eventually find is the Ikea store which is the only place where they can buy financially acceptable household items. Besides, people are more and more interested in corporate social responsibility of products they buy, they want to know the way they were produced and their origin. This is an irreversible trend in customer behavior who thus represent a new target group. It is likely that this target group will further grow. It needs to be addressed.

PRECAUTION

Connection of the producer, humanitarian organisation and design authors. Presentation and PR of this project is completely new, comprehensive and elaborative system of interdisciplinary cooperation of professional design – fundrasing and NGOs. The product is not only the porcelain set but also specific support for specific people in need. Formulation of individual marketing strategy for this product and its business plan.



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VALUE PROPOSITION

**1. HELP AND AWARENESS,
 DONE IN EXCEPTIONAL FORM**

Helping people who suffer from any shortage, stimulus for thoughts and a call to action for people living in abundance. Specific help to people suffering from a lack of drinking water. Reminding a current problem which gives important proportions of perception of what is essential in the lives of the rich.

**2. THE BENEFICIARY AND USE
 OF GRANT FUNDS, SOURCE OF
 INFORMATION ABOUT THE PROBLEM:
 HUMANITARIAN ORGANIZATION**

Part of the money from the product sale goes to construction of water pumps in localities without water, eventually to other methods which would support obtaining drinking water resources in these areas.

3. PRODUCT

Porcelain set for tea/coffee in elegant and favourably assessed design both by public and by Czech Academy of Design (nominated for the Czech Grand Design 2008 with relevant publicity). Information brochure on the issue of shortage of drinking water in the world is a part of the packaging production. Beautiful and functional product with an ethic appeal to users and charity importance, a new way of design perception.

4. PRODUCER AND DISTRIBUTOR

Interesting and original product design, suitable for creating an impressive corporation PR and CSR, source of income, a tool to promote corporate prestige.

5. DESIGNERS

The opportunity to involve the product/design to charity framework, giving meaning to the product, the realization of the idea of social design in cooperation with a humanitarian NGO. Applying design vision which is responding to current global problems.