

What are you going to be looking at during the next Milan Design Week?



Look Up!
Ooops!



Become a photo-reporter on sustainability! Come and join the image research on Sustainability that the DIS (Design and innovation for Sustainability) research Unit from Milan Polytechnic is launching: the Ups! (Useful images on Sustainability) look

Supported by fuorisalone.it, Ups! Up to sustainability!, (that's our slogan), had its kick off with an international group of 10 students, and is looking forward to get more "sustainable photo-reporters" involved.

Ups belongs to a wider group of people interested in looking at how the sustainability issue can be addressed in such a gigantic (and by definition unsustainable) event such as the Design Week. The wider group is called: Best up (www.bestup.it).

You are reading this because are cordially invited to give an aware look on the Design Week event, and award a public feed back on it at www.fuorisalone.it (blog) or www.bestup.it.

NOW, HOW DOES IT WORK? WHAT IS IT CONCRETELY?
WHAT IS IT OUT THERE WORTH TO BE PHOTOGRAPHED?... WHAT ACTUALLY IS ALL THIS ABOUT?

1. First of all you got to read our Manifesto (attached)

2. There are (at least) two ways to approach the issue of sustainability, just choose, pick up one, register, make the pictures and give feed-back on it. Your images will be part of the Milan collective imaginary and memory and further ahead a global legacy. Those two ways are:

A. The Intangible:

for those interested in finding out how around the Fuorisalone well being and sustainable behaviours are promoted. But.., what is and what does it mean a: sustainable behaviour?

For the Designers and their spaces during the DW, it means to promote welcoming atmospheres, saving of resources in physical terms and prompting generosity and happiness, also to be ready to chat (not just in strategic terms for selling or make business and contacts). For what regards visitors, it means to have cordial relationships with other visitors, to use innovative, not polluting transport means, to let oneself be grasped by the "bello", to reflect, to listen, to inspire, to smell, to listen, to play, in short: ...to chill out.

With this approach we are looking for images which prompt well being by means of:

- Chilling out spaces where visitors do not feel pressed by the time neither by the crowd.
- Places where, given the availability of space visitors have to adapt

- Innovative transportation means (also transport for children, goods, objects, shopping...)
- Gestures, solutions, ideas, intuitions that help to modify the usual behavioural paradigms
- Installations, solution, services that favour our surprising capacity towards what's good and important in life

B. the intangible

If what you are interested in is in making pictures on tangible things within the DW, things that involve the sustainability issue, meaning to go and make pictures of innovative objects, sustainable products... etc, have into account:

- The durability of the products
- The Hyper-efficiency
- The Lightness
- The Packaging
- The Renewal capacity and biocompatibility
- The non-toxic discourse

(taken from : attainable utopias UK)

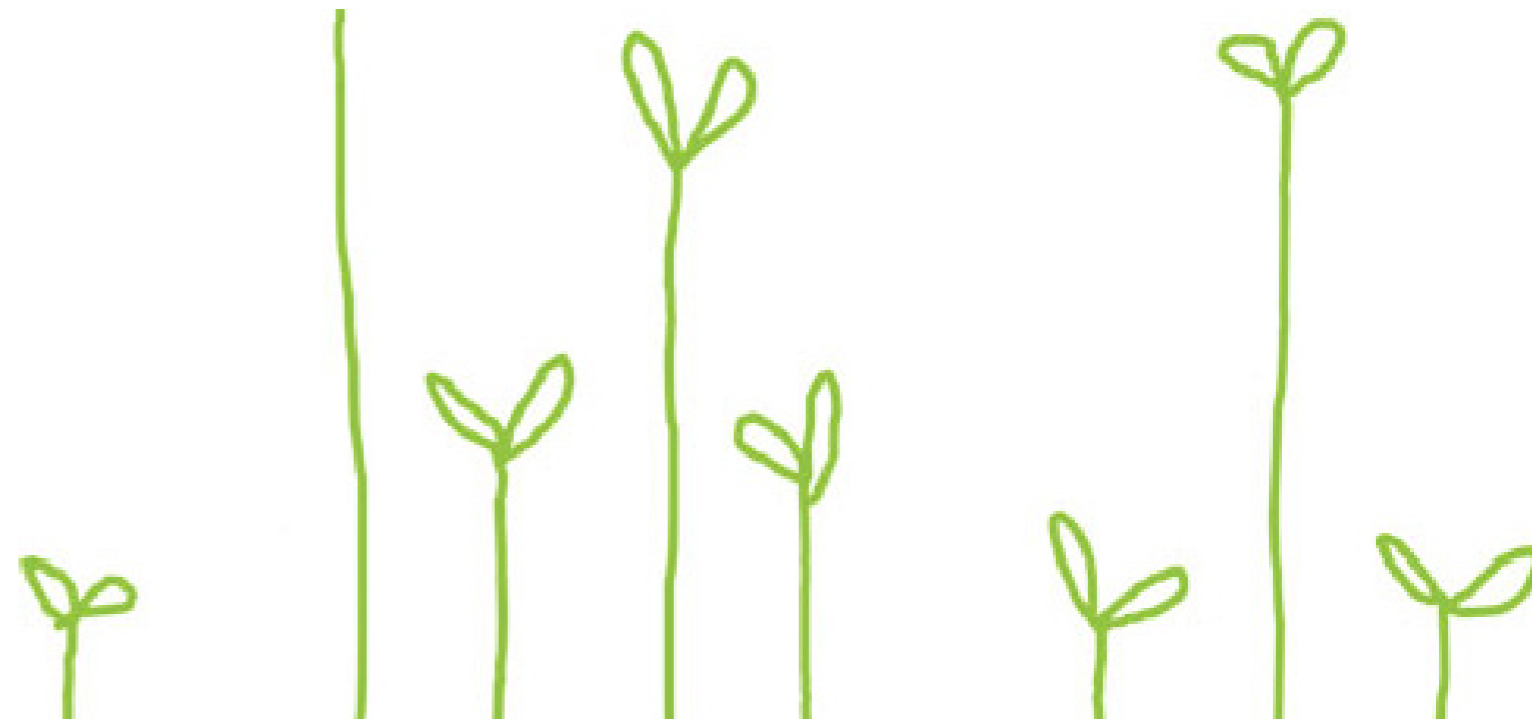
Whether tangible or intangible, we are focusing on a Design for Sustainability which is:

"ENVISIONING A NEW KIND OF META DESIGN THAT INTEGRATES WHATEVER MAKES PEOPLE HAPPY"
WITH PROCESSES THAT ALSO NURTURE THE ENVIRONMENT"

3. Aesthetic treatment:

The base concept of this pictures is that should be B/W portraits.
B/W why?

Because there are so many coloured images which already saturate the different ambiances and Ups is aiming at emphasise that sustainability has to do with being sober and balanced. B/W pictures in front of other images sets a tonal and sensorial difference. Colour to this pictures is given through gestures, things and "immortalized" people's behaviours.
Vogliamo dare il "colore" a queste immagini tramite i gesti, le cose ed i soggetti immortalati.





Up to sustainability!

MANIFESTO

Ups - Useful Pictures on Sustainability
Utili e Positivi Sguardi Sulla Sostenibilità
DIS Design and Innovation for Sustainability – Research Unit
Milan Polytechnic as part of the enlarged project: Best Up

LET US START WITH A DEFINITION,
a position in front of a too much defined topic:

In the field of Design, Ups considers Design for Sustainability as:
“Envisioning a new kind of Meta design that integrates whatever makes people ‘happy’ with processes that also nurture the environment”.
(attainable utopias UK)

For Ups, Sustainability is the capacity to enjoy quality, quality of life and, if possible, share it, share well being, or at least not to worsen the existing environmental/social/natural quality.
This quality can and should be reached on everyday life basis throughout our daily behaviours as “citizens not only OF but FOR the world” (Charles Landry).

Our aim at Ups is helping people to get rid off heavy things/thoughts/mental burdens/bad behaviours, and whatever triggers discomfort on daily basis, showing visitors, participants, citizens, by means of pictures that there is people who are already getting rid of what’s unnecessary (material and immaterial) in daily lives. By this, Ups would like to help people admitting “bizarre”, paradoxical and at times absurd, behaviours that although “weird” and against the consumerist main stream are sustainable and prompt well being.

Our endeavour at Ups is, by means of pictures, to prompt people making a “review” of their lives, their insights, their rush, their perceptions, sensations, consumerist obsessions and to realize that MAYBE there are other ways to draw the story board of life... we are asking them to roll out smoothly..., to get lighter of events, figures, facts and things that do not help them to improve their life quality on daily basis, not now, not in the near future and not for future generations... We are asking people to consider the other side, the positive things, the positive and possible!, stating that we are not just focussing on dark side.

Our aim is to prompt: sharing, detachment, single responsibility, common positive new views... in short integrated positive visions towards more sustainable ways of being and doing.

Integration by means of shared images and imaginaries... how and, why this?
“If a person feels aloof from the world around them, there is no motivation to think or act in sustainable

ways, because they do not see or understand “the big picture”, much less realize that they are an integral part of it. If people can realize that everything around them is as relevant, then their sense of social responsibility increases. It’s impossible to advocate sustainability without first advocating this sense of responsibility and connectedness” (Dela Kumahor).

the idea behind Ups is related to making people feel more connected to the world around them, starting with the strangers that populate that world, who they navigate every day without interaction, or give much of a second thought to.

The idea is to give people an insight into the lives of the strangers that they see every day, so that the next time they walk down the street, they might wonder what interesting behaviours/stories regarding sustainability the people they see have to tell.

In short to making people feel more connected to the people around them, we use photography to make people feel more aware of the things that are around them. Good photos of seemingly mundane activities like people eating, walking, biking, commuting, abstract photos of buildings and architecture, and generally things that in the course of a day would go unnoticed can make people feel more aware of their surroundings.

Now, what does “sustainable behaviours” mean? (for us)

Are the ways of being and doing performed by people who have decide to behave in a rather different way that the one the main stream assumes... but how is to behave ac cordingly to the main stream?

To go with the main stream herd means to fed up unnecessarily at the aperitivos; to receive all sorts of useless materials in big quantities (flyers, brochures, advertising, etc.); to promote discomfort in people by means of bad attitudes, words or even apathy; to smoke in public spaces; not to listen; and... so many others...

Hereunder, some “criteria” useful for our endeavor. At Ups, we are looking for:

- _chilling out spaces where visitors do not feel pressed by time, meaning, spaces prompting a downshifting mood in people
- _events where people have to mediate and cooperate because there are certain limits (regarding space, food, resources etc).
- _innovative/sustainable ways of transportation
- _gestures, solutions, ideas which help breaking steady paradigms
- _installations, ideas, solutions which raises our capacity to still (like children) get surprised

ALL THIS AND MORE;

to be photographed and positively uploaded on the mind of people for a long term run...!

That’s our endeavour!,
DO YOU WANT TO JOIN US?

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