

YOU'N'GOLD

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INTRO

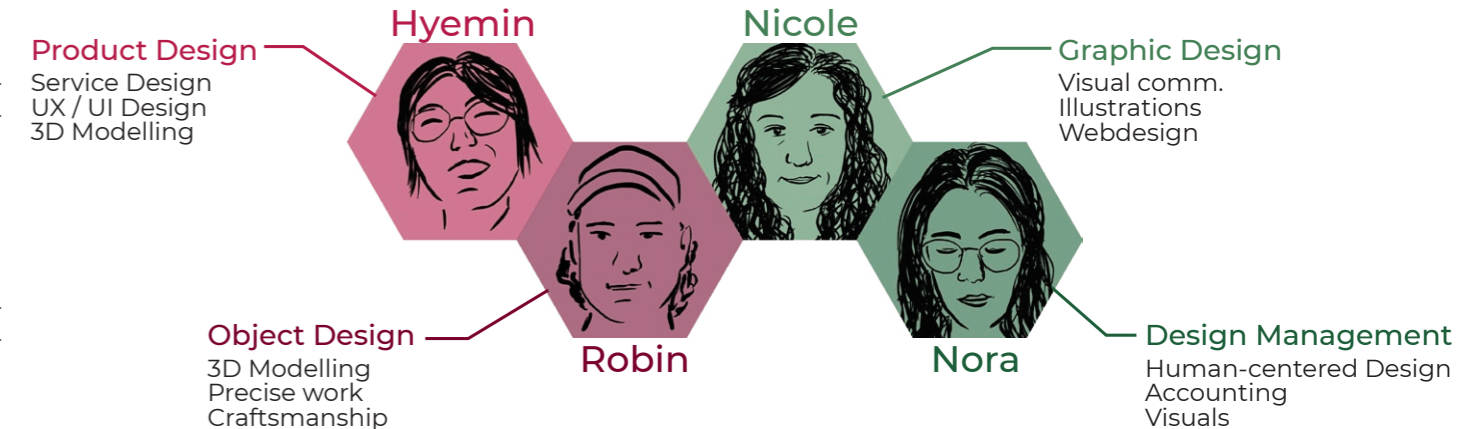
Our main focus during our interdisciplinary project were elderly people. When we met our teammates for the first time, we agreed that our society should take more care of the growing population of higher age. During our research we rapidly decided to focus on the problem of loneliness experienced by elderly people. We all felt sorry for elderly people who feel isolated and lonely. But how do we achieve our goal?

PROJECT

Loneliness is a widespread issue for elderly people, in Switzerland 36% of women and 21% of men above the age of 75, suffer from loneliness (OFS 2010). This is why we, as a group want to strengthen interactions between generations by bringing innovative changes in the elderly's daily life. Our team «YOU'N'GOLD», coming from the words «young» and «old», consists of elderly and younger people organising an intergenerational secondhand market to gather the generations. Our aim is to help building friendships by learning new skills during clothing related workshops, which are based on sustaina-

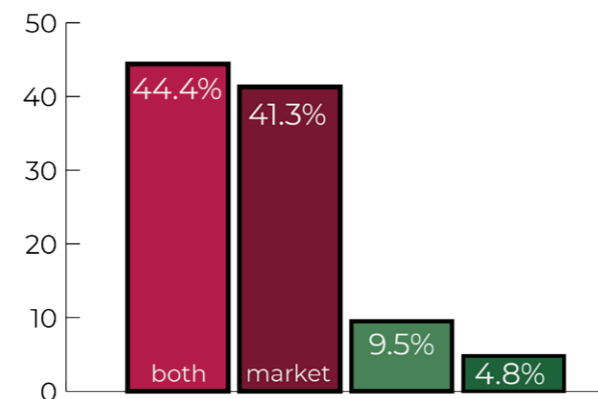
TEAM

We were lucky to have a team composed by people coming from different areas and even from different cultures. This diversity was a remarkable asset to our project and we were able to profit from the skills and knowledge of each of our team members. Hyemin contributed with her skills in axonometric drawing to visualise our event in a realistic way and to make you feel as if you experienced our customer journey. Robin built models and designed the fitting rooms and clothes racks for our secondhand market with brio. Nicole was essential to our communication part with her stunning visuals and graphic designs. Nora did an amazing job in planning and organising the overall group work, she was eager to work and had an important role in both communication and practical parts such as budget and workshop.

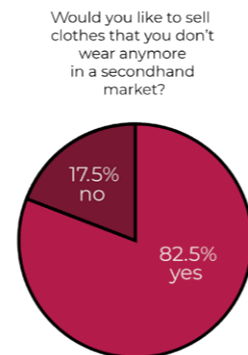
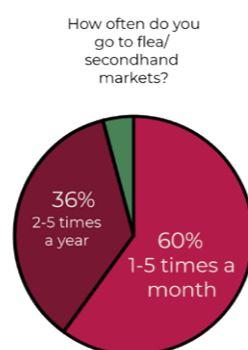
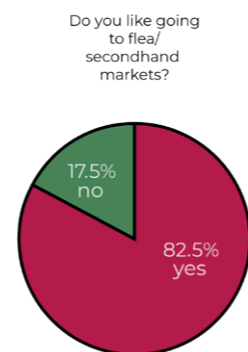


SURVEY

Evaluation
63 participants
84% are between 21 and 25



If there was a secondhand market in your region with the possibility of attending workshops (such as embroidery, knitting) would you be interested by ...?

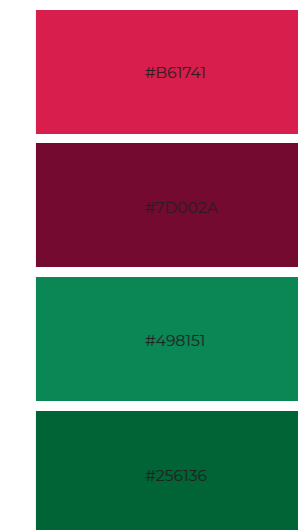


LOGO

The logo is based on a clothing hanger which is combined with the idea of the upcycling / recycling factor that we focus on. Furthermore, it has a relation to the ribbons made out of fabric.

Color psychology:
Green is the color of sustainability, nature, growth, progress and positivity. Red is activity, passion, youthful, exciting, dynamic, warmth and vitality.

As a font we chose Montserrat - a sans serif font which has a lot of font styles and is easy to read.

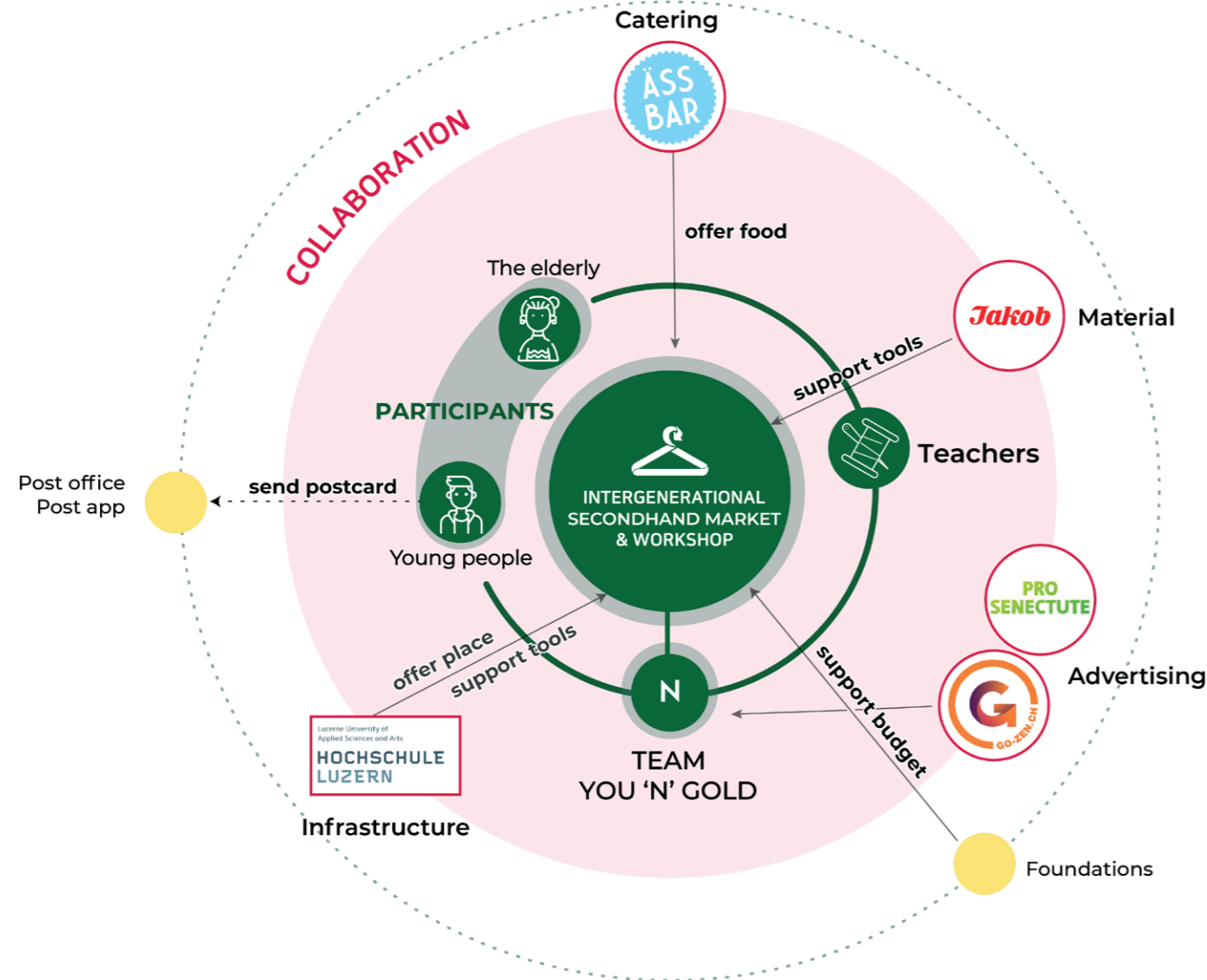


STAKEHOLDER MAP

This chart shows our project's stakeholders. It is divided into 3 parts (circles) depending on the closeness to our project. Our main stakeholders are the participants: old and young people. Team «YOU 'N' GOLD» operates and manages the whole event. Our team will include different generations to profit from intergenerational interactions. It consists of both young and old people, thus inside of the team our purpose of intergenerational interaction would be achieved. Teachers for workshops will share their skills and knowledge with participants.

We would hire «Äss-bar» for catering and sell their sandwiches on site at affordable price. «Jakob», a traditional Swiss company, who is specialised in sewing tools will support us with material for the workshops. Platforms such as «ProSenectute Arc Jurassien» and «Gozen» which support elderly people offered us to advert our event on their websites for free. Hochschule Luzern Design and Kunst offers the infrastructure to hold our event and would lend us sewing machines for our workshops.

The last circle includes indirect stakeholders such as the Post and Foundations. The «Post» and their «Postcard Creator App» will be used by the buyers of secondhand clothes to get in touch with the sellers and different foundations will help us for the funding of our project.



POSTER & FLYER

Flyers and Posters are based on the idea of the clothing tags, which everyone recognizes, and which are mostly connected to selling clothes or getting details on the clothes production. In our case they bring information about the workshops and the secondhand market. Their appearance (color and material) reminds us of sustainability and re/upcycling.



top: FLYER
company/brand tag
(fabric and silk print
111.5mm x 60mm)

bottom: FLYER
two versions of tags for
two different events
(recycled paper and ink print
130mm x 70mm)





top left: MAIN POSTER
main poster with all the information

bottom left: POSTER
brand (only if back and front possible)

top right: FLYER
workshops - how to tags
with the explanation of topics
(recycled paper and ink print
130mmx 70mm)

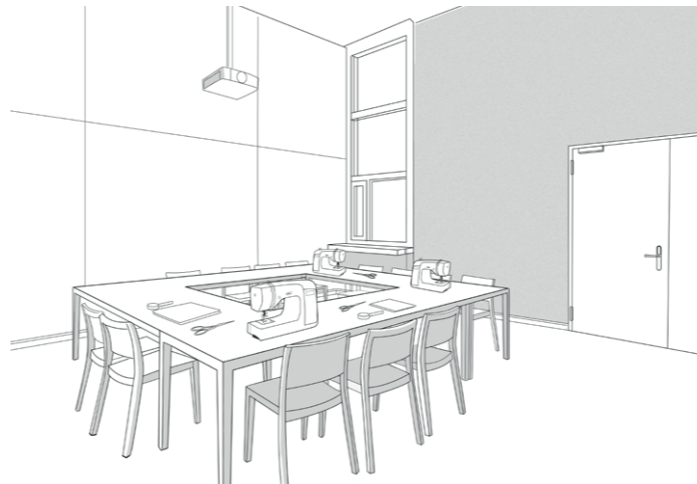
animation POSTER:
<https://vimeo.com/424752189>

WEBSITE

Our website is intuitive and based on our identity colors scheme. It should be really simple to understand and to navigate on the page itself. But simple doesn't mean boring, it hides it's charm in the details. And because of the big contrasts and the rather big typography it is easy to read for our elderly public.
<https://vimeo.com/423604994>

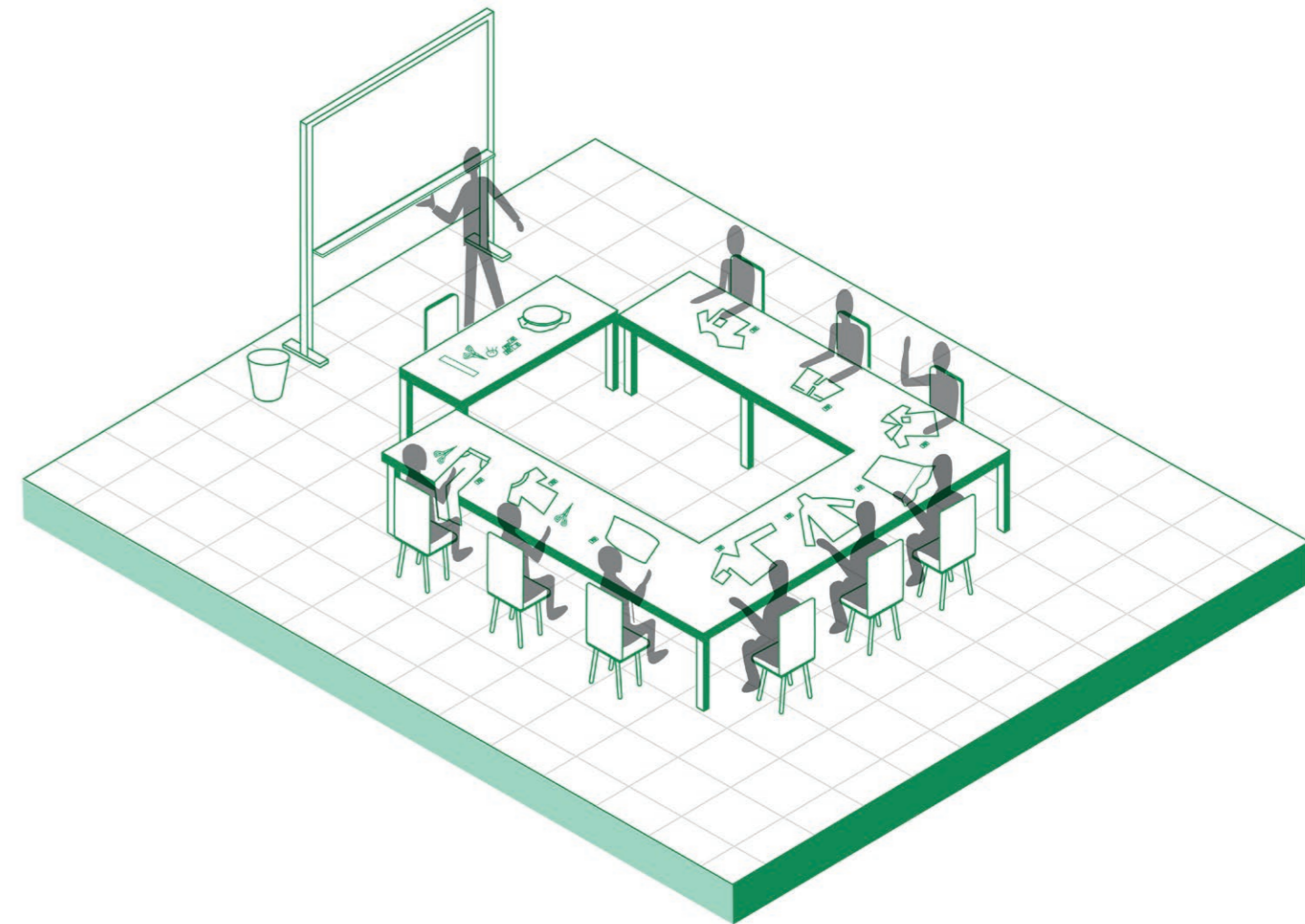
CALENDAR

| PLACE | LUCERNE 2020 | |
|-----------|--------------|-----|
| LUCERNE | JULY | 11. |
| LAUSANN | AUGUST | 8. |
| FRIBOURG | SEPTEMBER | 12. |
| BERNE | NOVEMBER | 10. |
| GENEVA | MAY | 9. |
| NEUCHATEL | JUNE | 13. |
| | OCOTBER | 14. |
| | DECEMBER | 12. |



WORKSHOPS

The topic of sustainability is very important and we are aware that it is crucial to do our best to live an eco-friendly life and this can start by stopping fast-fashion consumption. The fast-fashion industry is one of the major polluting industries in the world and this is why we organise a secondhand market to avoid contributing to this unhealthy consumption of clothes. Although, we know that it is not always easy to find exactly what we need, in our size and in good condition when buying secondhand. This is why we will offer 3 kind of clothing related workshops such as embroidery, up-cycling and open workshops. The embroidery and up-cycling workshops will be happening at the same time once during the morning and once during the afternoon. The open workshop will happen only once during the afternoon.



Since it is not unusual to find a piece of clothe with holes or stains when thrifting, people will learn how to hide holes or stains with embroidery or how to customise their clothes.

Our up-cycling workshops will offer different courses to learn how to turn old clothes into useful daily life objects. For instance they will learn how to recycle old socks to make a reusable sponge to wash the dishes or how to use old pieces or fabric to replace disposable cellophane to conserve food.

The open workshop has no special topic so people can come with their clothes that they want to repair or customise and the teachers will be there to help them and share their tips and skills.

Several teachers (elderly and younger people) will be teaching different ways of up-cycling old clothes. Since elderly people have much more experience in sewing than our generation they will be sharing their skills with younger teachers who can share their knowledge about the current trends. The different generations will be working together to learn and share about different ways of living a more sustainable life.

At the beginning of the workshops the participants and teachers will have enough time to present themselves to others in order to learn about others and about their common interests.

Participating in workshops will be a nice way to meet, share and be creative in a friendly atmosphere.

The application for the workshops can be done via our website or by phone call before the event with a participation fees of 15 CHF. If the workshop is not full, people will also have the possibility to apply for the workshops at our info desk on the day of the event. The payment will be made just before the workshop in cash or by TWINT.

We will collaborate with Swiss companies such as Jakob and the HSLU for the materials. We would borrow the sewing machines from the school. For the tools, Jakob will, in return, have a stand where they can sell the tools used during the workshops so that participants can buy what they need to redo what they learnt at home.



EMBROIDERY WORKSHOPS

10-12 am / 2-4pm



Hide holes / stains



Customization

UPCYCLING WORKSHOPS

10-12 am / 2-4pm



Tote bags

Tawashis



Wax wraps

Cotton pads

OPEN WORKSHOP

3.30-5pm





SECONDHAND MARKET



The secondhand market will be held outside if the weather is appropriate. There are 20 clothes racks and hangers that participants who want to sell their clothes can rent at affordable prices. However, stands (tables and chairs) are free to rent and they are offered by the university. Two fitting rooms are placed on the side of secondhand market so that people can try the clothes on. Some mirrors will be available all over the place. There would also be some stands for the selling of the pillowcases and for the tools of the workshops (Jakob). An info desk will also be set to help participants if they have any question and to apply for the workshops spontaneously. After the secondhand market, people can donate their unsold clothes and we will sell or up-cycle them to sew the cushion cases for the next event.

EATING PLACE

It is very important to us that the elderly people feel comfortable, can sit down and take a rest at any time. The different generations should also be able to exchange ideas, connect to each other and enjoy a good time together. Therefore, it makes sense to serve drinks and offer something to eat at the event. It also helps us to earn some money so we're able to implement our project.

At the HSLU D&K we could rent the cafeteria to make coffee and keep other drinks like cola and fruit juices cold. The cafeteria also has enough dishes, so we don't have to use disposable cups. Volunteers from our team would take turns for selling the drinks.

To provide food for our team and guests, we would partner with Äss-Bar for catering. They collect sandwiches and pastries from bakeries that were not sold the previous day and sell them at low prices. This supports sustainability and the sandwiches are affordable for students.



FURNITURE

To avoid that people who sell their clothes have to bring their own clothes racks to the event, they can rent one from us. We plan to build 30 clothes racks that our craft group would screw together before the event. Two changing rooms would also be set up.

An important criterion for the design of the clothes racks and changing rooms is that it can be transported and stored in a space-saving manner. The elderly people should be able to assemble the furniture easily as well. We chose a rather rustic and rough look for the clothes racks and fitting rooms to appeal to our building team who might be less interested in fine work such as sewing and embroidery.



Both clothes racks and fitting rooms are made of wooden constructions that are screwed together with large screws. The clothes racks are made of spruce roof slats. The crossbar that supports the clothes is made of harder douglas-fir wood so that it does not bend due to the weight of the clothes. The changing rooms are made of spruce boards, which are approx. 3 cm thick and 10 cm wide. The boards are screwed to metal connection pieces. The fabric of the changing rooms is made of old towels or bed covers on which we would add our logo. Metal hooks and rubber bands will be used to attach the fabric to the wooden constructions.



CUSHION

For a comfortable seat for elderly people we would provide additional cushions on the university chairs. The idea behind this is to ask elderly people to sew those cushions between the events so that they do not just have something to do when the event takes place and it would provide them another meaningful job. They can sew pillowcases out of the leftover clothing from the secondhand market either alone at home or in groups to grow together as a team. If necessary, we would help them to get in touch for sewing these pillowcases together. We would sell them during the next event to earn some money for our project. To ensure that all the cushions have the same identity we agreed that each of them would be made out of two different fabrics with our label on them.



POSTCARD

To increase the exchange and contact between the generations and among the community, we would like to launch a postcard competition. The idea is that when someone buys a piece of clothing they can take the address (which would be on the stand's table) and send a picture of them wearing that piece of clothing to the seller for free with the Postcard creator App. We would organise a contest in which people can also post the picture on their social media and tag us to receive a price such as a voucher for a workshop. This would also be a way for us to advertise.

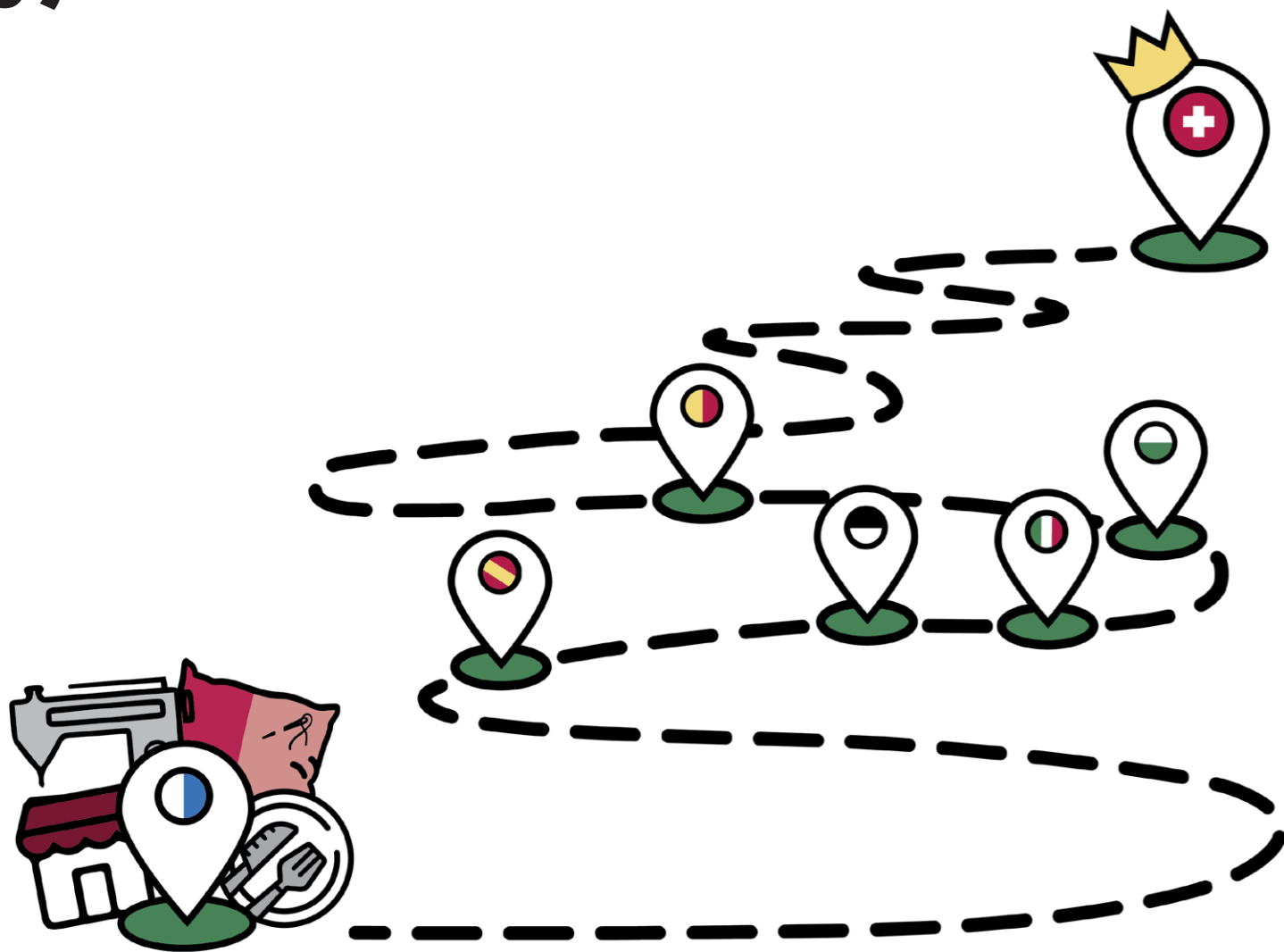
BUDGET

We established our budget considering 150-200 participants coming to our event. The communication part includes the printing of our posters and flyers, the fees of the city to expose them and the adverts on the local newspapers, Instagram and Facebook. The workshop expenses include the material and tools needed such as scissors, textile pens, embroidery hoops, etc. The workshops income considers 15 participants for each workshop paying a fee of 15 CHF. For the drinks we calculated the costs of purchase and the benefits we would make by selling them at an affordable price for the students. We calculated the income of the stand renting on a basis of 20 stands for 15 CHF and 20 clothes racks for 5 CHF.

The object design part includes the costs for the material to built two fitting rooms and 30 clothes racks and the costs of the hangers. We considered that we would sell 30 pillow cases for a price of 20 CHF. To thank the volunteers for helping us on this project we would organise a diner and we counted 15 people including us. To provide food during our event we would hire a catering service and we decided to sell the sandwiches with a margin of 1 CHF so the price is affordable for everybody. To carry out our project we would need to raise funds and the ideal would be to get 4'000 CHF.

| Category | Income | Expense | Balance |
|-----------------|--------------|--------------|--------------|
| Communication | - | 1'070 | -1'070 |
| Stand renting | 400 | - | 400 |
| Object design | - | 930 | -930 |
| Catering | 1'300 | 1'400 | -100 |
| Drinks | 1'140 | 655 | 485 |
| Workshops | 1'125 | 334 | 791 |
| Pillow cases | 600 | - | 600 |
| Volunteer diner | - | 900 | -900 |
| Funds | 4'000 | - | 4'00 |
| Total | 8'565 | 5'289 | 3'276 |

STEPS



1

SECONDHAND MARKET AND WORKSHOPS
Collaboration for food serving
One place (HSLU D&K Lucerne)
Borrow sewing machines
Team of young & old people
Cushions and postcards

2

LOCATION EXPANSION (CH)
Movable with the van
Team enlargement
New language
Buy sewing machines
New workshops

3

EVENT SIZE EXPANSION
Art Talks
Clothes stories
Exhibitions
Invite fashion labels
Catwalk/ Fashion-show
Invite local artists for music
Photo shooting
Local food/wine/beer tasting
Pick up service

CONCLUSION

«It's a pity we weren't able to visit the elderly people in the retirement home because of the corona situation. It would have been interesting to find out what is helpful for their everyday life and what kind of support they need in conversations with the target group.»

- ROBIN

«Seeing our project growing and taking on shape on a theoretical base made me feel sad that we weren't able to bring it to life.»

- NICOLE

«I consider myself lucky of having such a nice team to work on this interesting project and it would have been great to make it happen but we never know what the future holds.»

- NORA

«Meaningful team project. It is a shame that we researched and communicated without meeting in person. I hope that we could do further field research if we once have the chance to develop this project.»

- HYEMIN