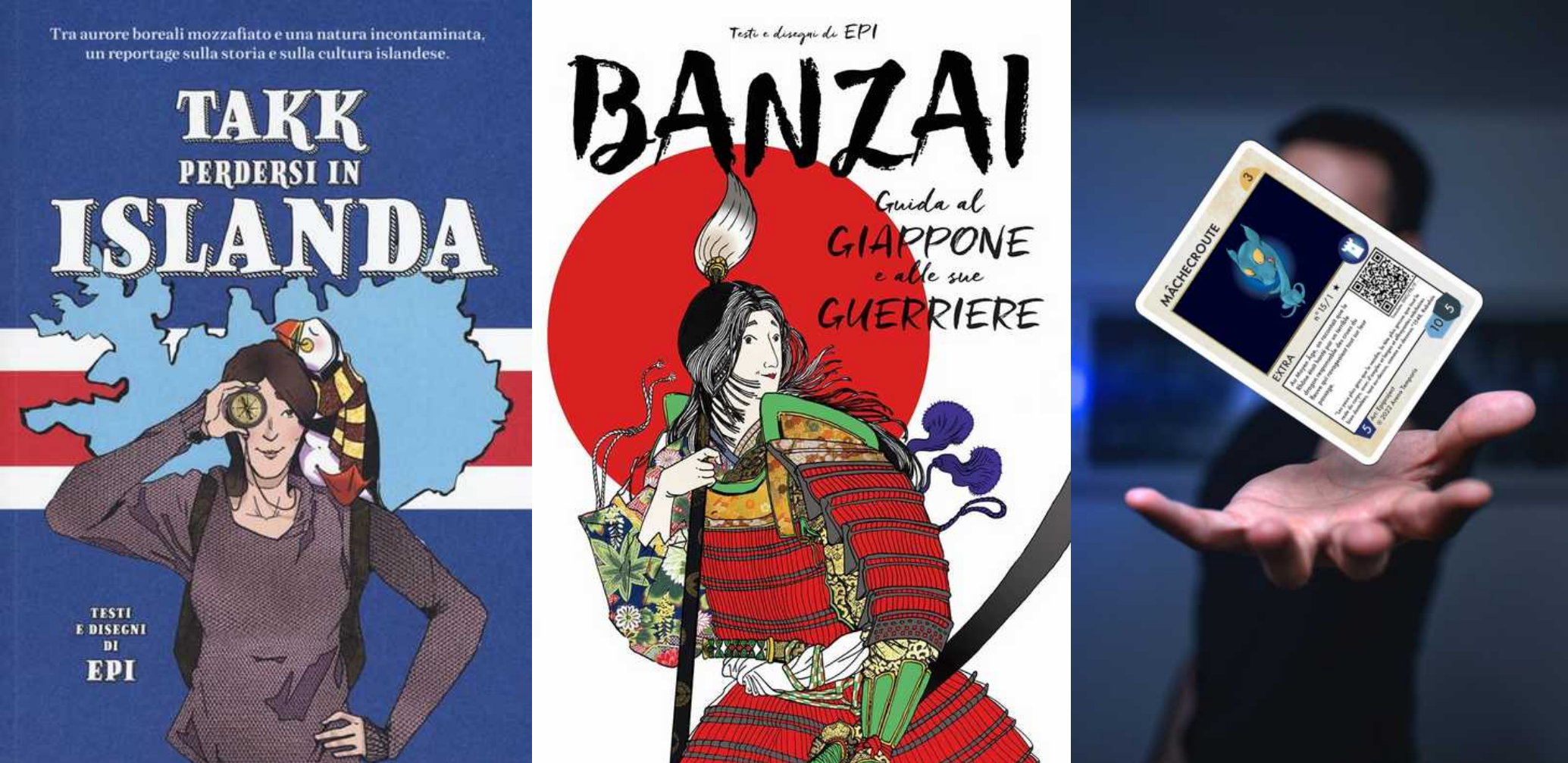


EPIX OSTANA

VISO A VISO COLLECTION



EPI

I'm a Multimedia Tourism Designer.

"I design imaginary worlds for let you know the real one".

For make this I use: illustrations, comics, graphics, podcasts.

OSTANA

- 60 permanents inhabitants.
- In a National Park

Cool, but...

- Turin, that is the first main cultural center on the area is 2h by car (Seoul 20 hours by plane).





THE MAIN CHALLENGES

The local young community **feel far from the main Cultural Center** and Cultural Services.

Results: conflicted relationships. With:

- the area (sense of isolation and less importance)
- themselves (less cool of their friends from the city).



OBJECTIVES:

- Higher self esteem
- Revaluation of the area where they live.
- Lower sense of isolation from the cultural production center.
- Make them feel listened and important.



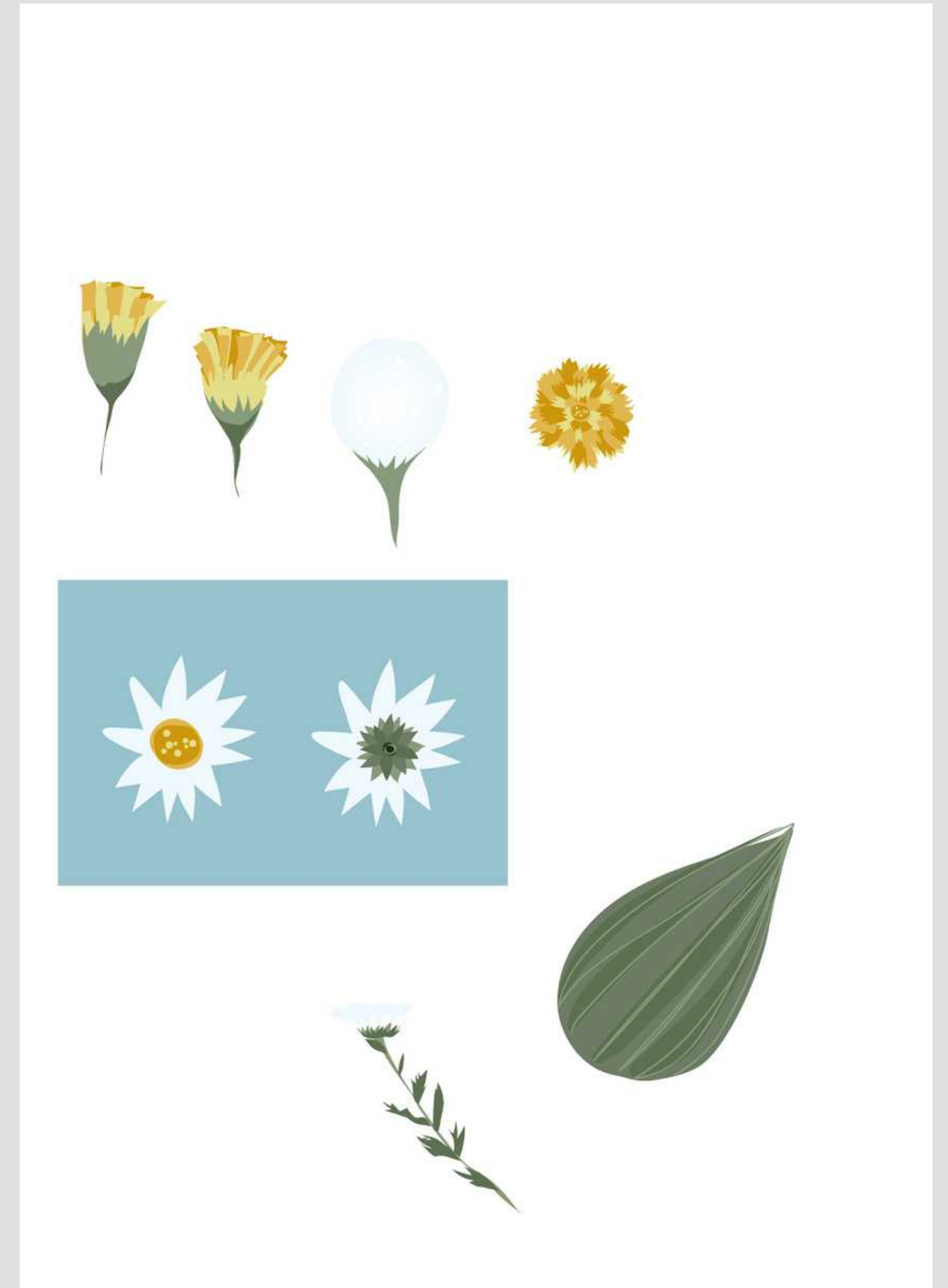
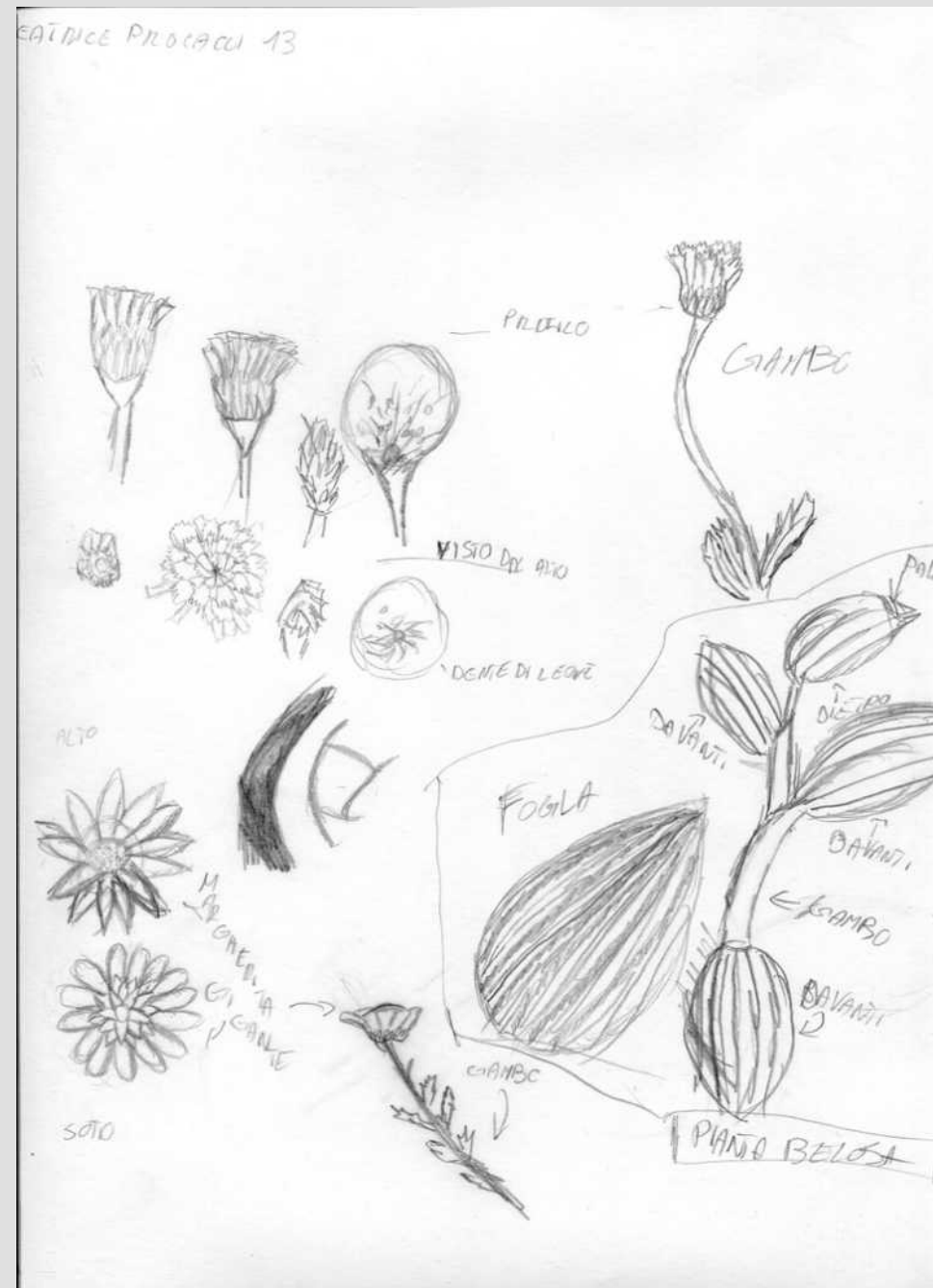
Make a creative solution to a creative problem.

Choose **a simple action**, that they can reach (no huge plans) = recreate a visual world that represent them and Ostana, that can destroy the image of the mountain as a place good just for the old men and women.

HOW?

Make the children of the local community become active designers in the process of creating the merchandising of the city (in a pop style).

Beatrice, 13 years old "Daisy"



1. Rewrite the game rules.

From 0, destroy every classical teaching scheme.

- **I don't teach**, we are both there for learn something from each other. Make it clear from the start.

- **Listening attitude**. If I have to learn from you, I have to listen you.

- For listen them, **I Relocated me from the central point of the process and put them.**



2. Discover the local talents.

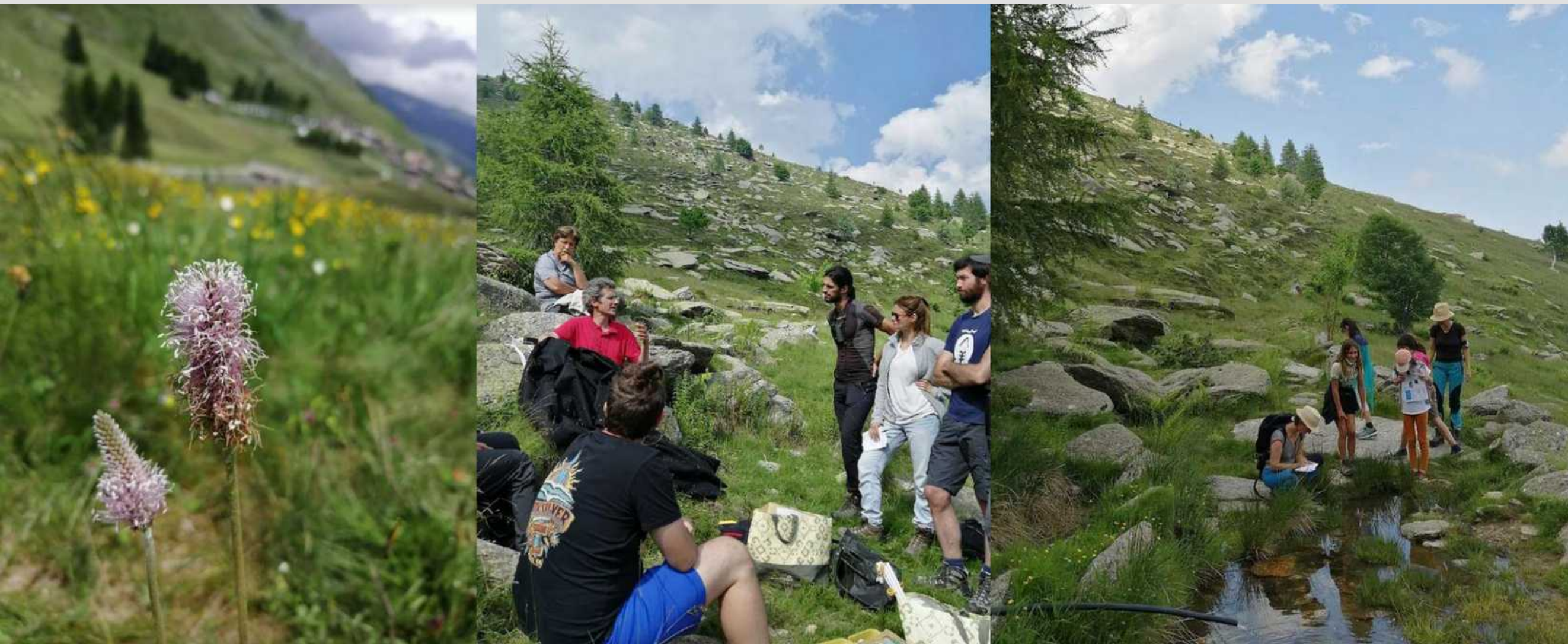
Each young man and girl have **specific qualities** that you can use in the project, and it is your duty to identify them and put them at service of the project.

3. Mind the gap.

Try to understand **what you can do for help them** to arrive at the final goal.

4. Local exploration

First step: **bring them on the area** for reconnect with them and link the experience to dopamine. This souvenir linked at the dopamine will cover other passed negative experiences or feelings linked to the area.

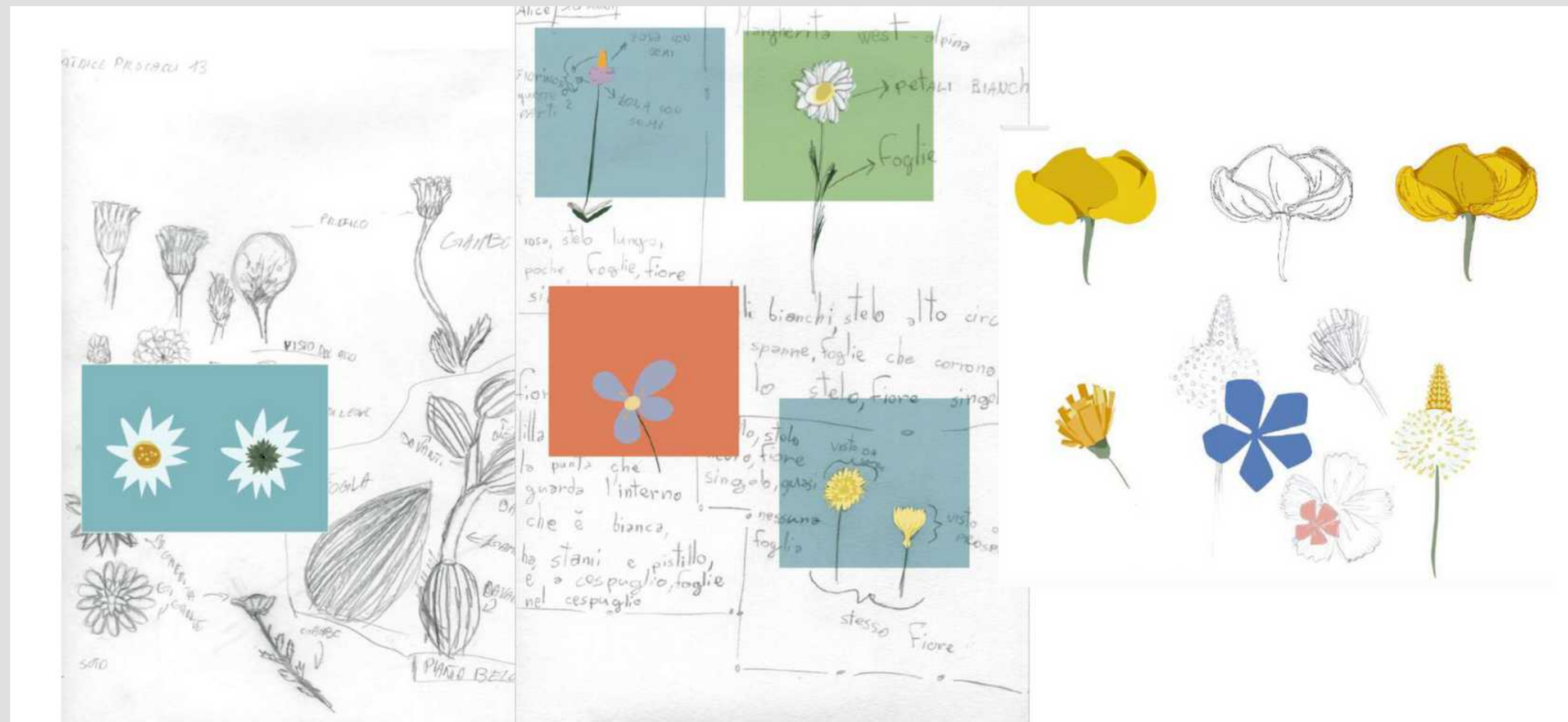


5. Make them feel actor and not spectator.

Let them create in their style, and let them coming to you when they were in doubt. Giving some suggestion at the start, but **not build a cage around them**, let them a certain freedom of actions and choice.

6. Value their artworks.

Once the activity is done, **collect**, never throw. This will make them feel important. **Transform their artwork in something else.**



The logo

A FRESH, MODERN AND ESSENTIAL
DESIGN INSPIRED BY THE MOUNTAIN
CLOTHING LABELS AND THE MODERN
STREET WEAR.

THE NAME OF
THE DESIGNER

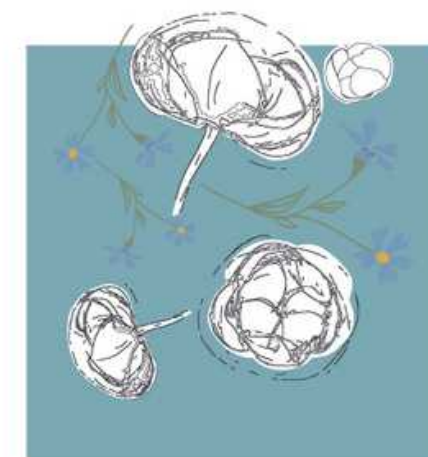
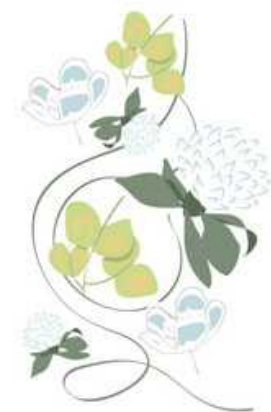
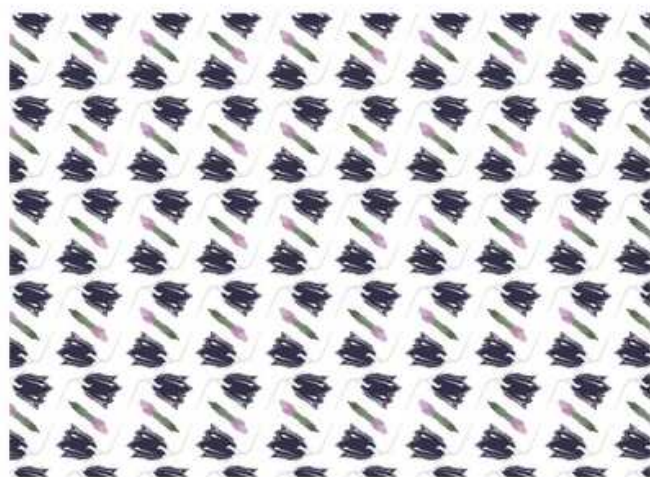
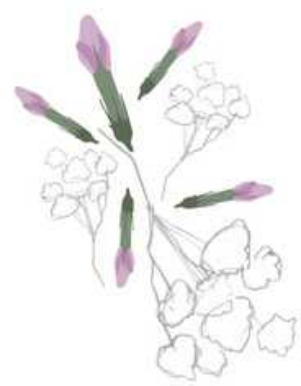
THE NAME
OF THE CHILD

THE NAME
OF THE
COLLECTION "VISO
A VISO
COLLECTION",

A SQUARE THAT REMIND OF MONVISO
THE MAIN LOCAL MOUNTAIN.



THE PATTERNS:



THE FINAL RESULTS:





THE OBJECTS:



Thank you



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