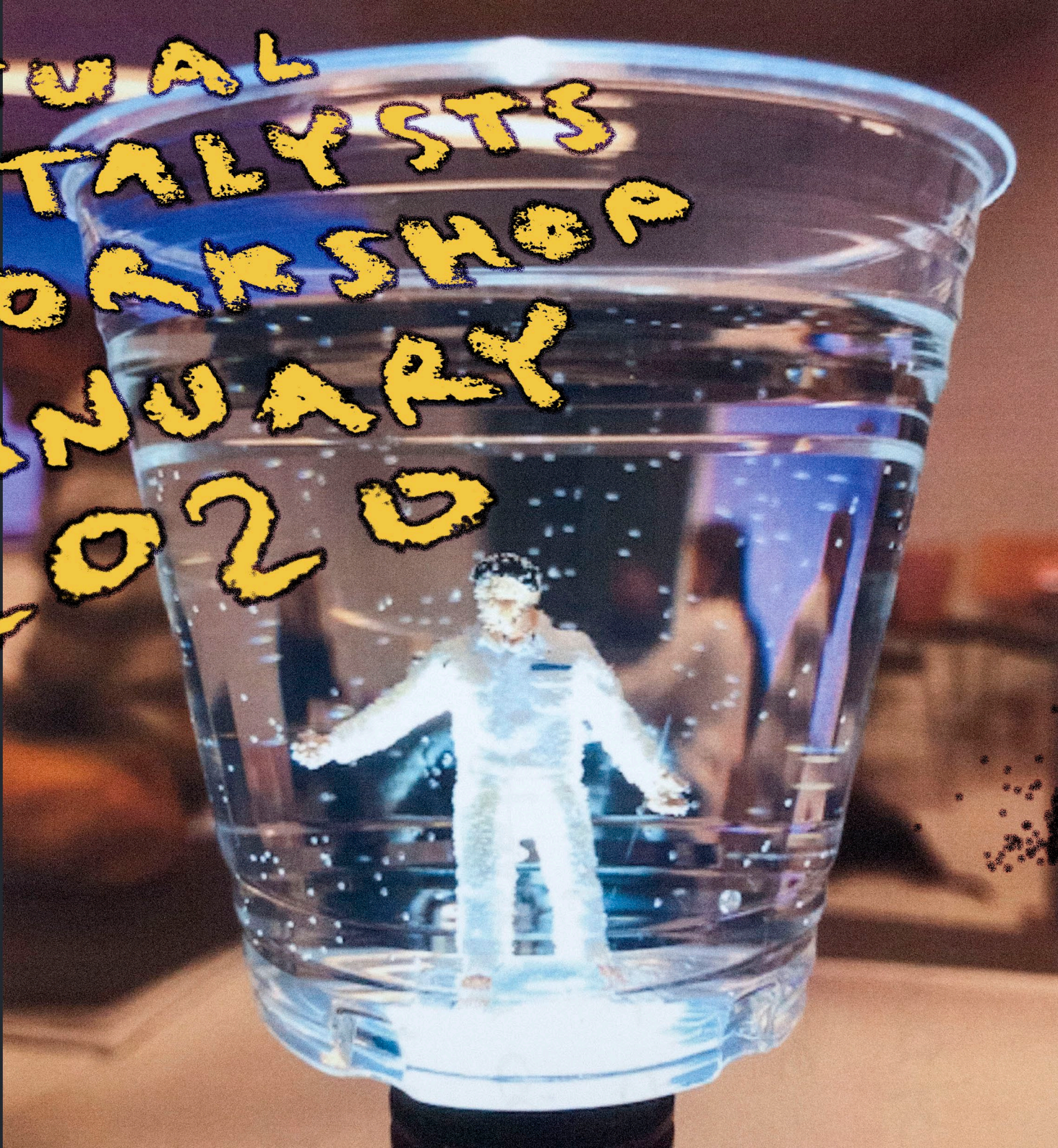


# VISUAL CATALYSTS WORKSHOP JANUARY 2020



WORKBOOK  
CICAT ➤ 2025



1) Art helps us to see differently

2) Art shows us how to be transformative

3) Art helps us to connect

Donna Ladkin

## **The task:**

In your groups of three and four, think about how we could re-articulate, both visually and verbally, the role of materialism in our everyday life.

from negative to positive.  
At the individual level, people need to start  
using durable commodities which they can  
relate with, use with care, and even love.

At the group level, ~~when the old status symbols are replaced by new~~ this means  
that old status symbols are replaced by new



# Can we give up on destructive nostalgia?

How to sustainably use the energy that we already have? Hurdle of destructive nostalgia. We have to overcome ourselves to meet the challenges of the future. Materiality - gets used and it contains memories. 100 year old houses are perceived as good. 100 year old companies producing oil as bad. Keep up the true conversation between generations. Good versus bad. Legos from the 1980's and 2010's fit perfectly together. Functional design, durability, cross generations.





EMOIONS







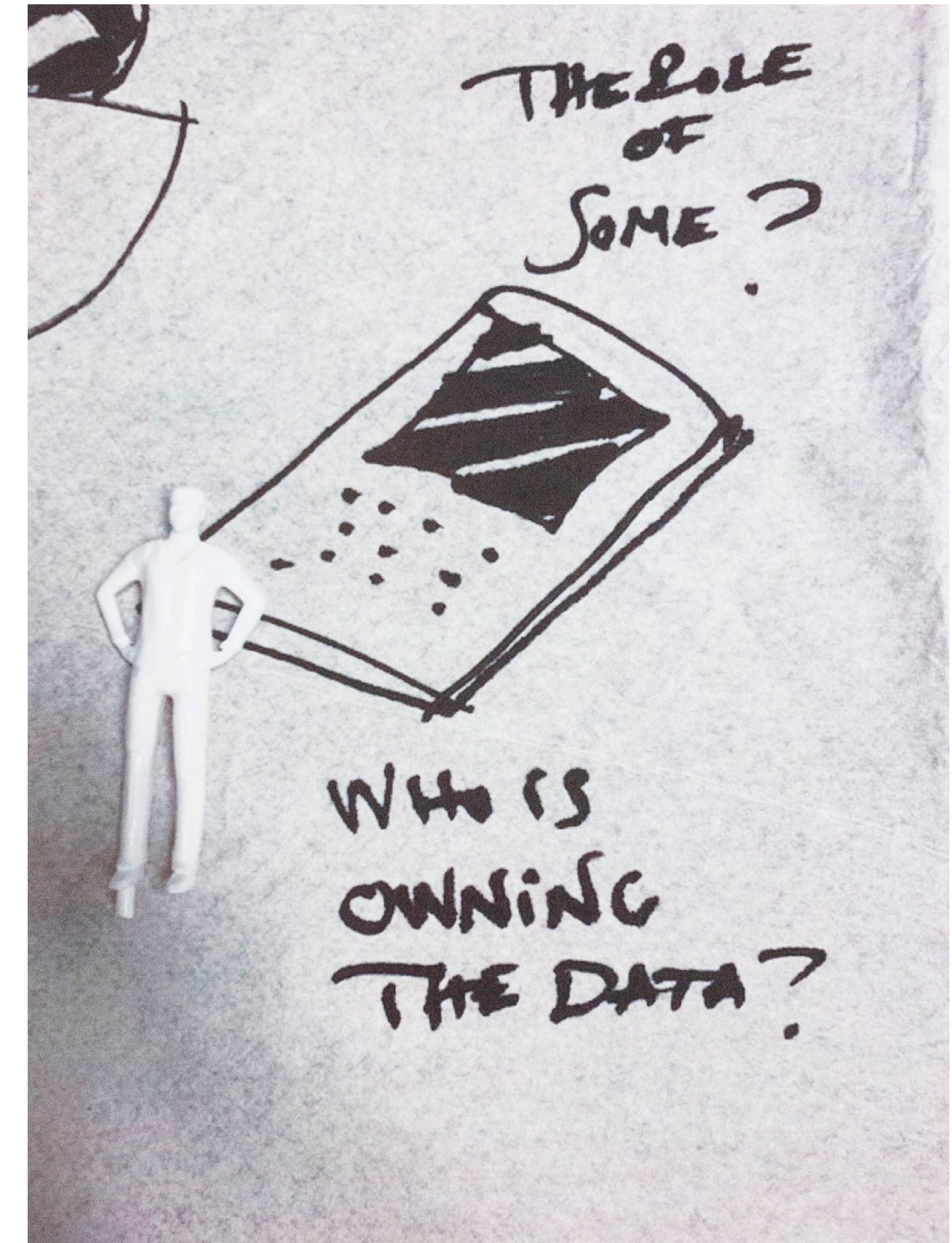
its a slippery slope ↑  
won't be easy



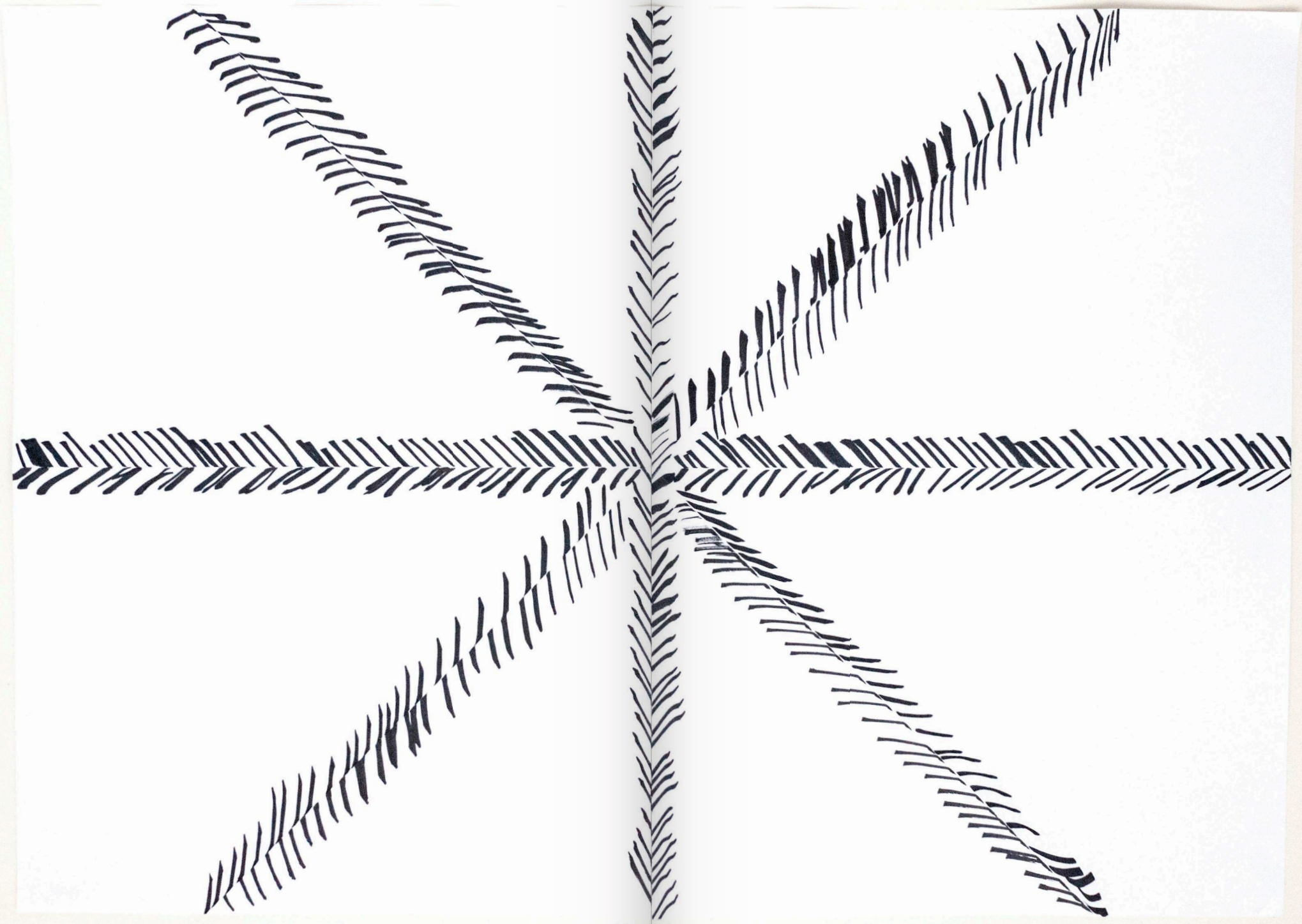




Do we really need so many things around us? Demand > production. Balance between natural resources and planet earth is needed. How to make an impact? Social media - who owns the data, has the power. Has the power to make an impact. **WHEN WORKING WITH VISUAL CATALYSTS, YOU HAVE TO UNDERSTAND HOW SOCIAL MEDIA WORKS**, to understand algorithms. Influence and lobbying. Big oil companies spend a lot of money. Art and creativity at the individual level can help us to work across silos and imagine the future.

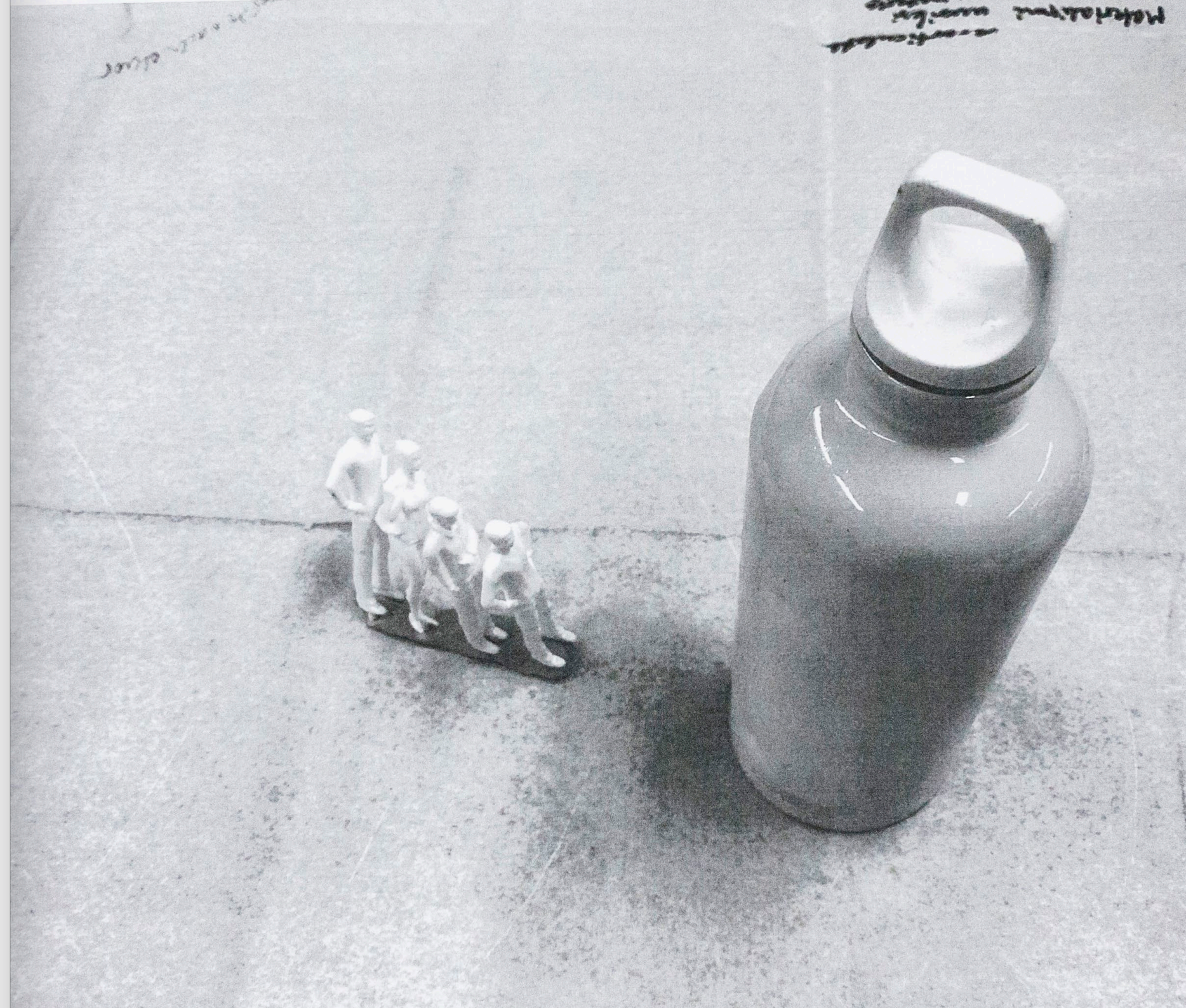








Challenging the concepts + thinking  
Imagination materialism minimalism  
Life cycles





the workshop:  
people  
groups  
talking  
trying  
making  
looking

starting something new in 2020

CICAT  2025