

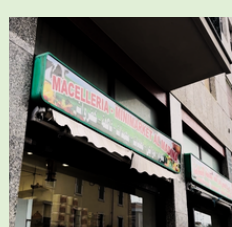
LOST IN TRANSLATION

in a neighbourhood where we can't communicate with inhabitants using words



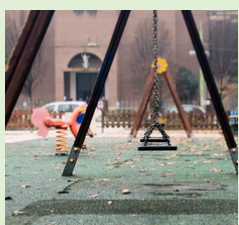
Religious centres

The churches and religious centres in the area reminded us of the diverse community a religion can create where no cultural boundaries exist.



International restaurants and stores

Walking around we noticed endless amounts of mini-markets and restaurants from all around the world, which really emphasised how multicultural Corvetto is.



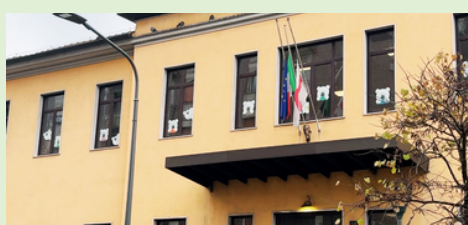
Playgrounds

Playgrounds, ping-pong tables and sports fields scattered around the neighbourhood reflect the presence of kids.



"Self Expression" art or graffiti

Most of the buildings in the neighbourhood are decorated with some sort of graffiti or art - in different languages and forms.



Schools

Locating an elementary school and a kindergarten (as well as the youth centre) was important for us seeing as the target group for the project is children.

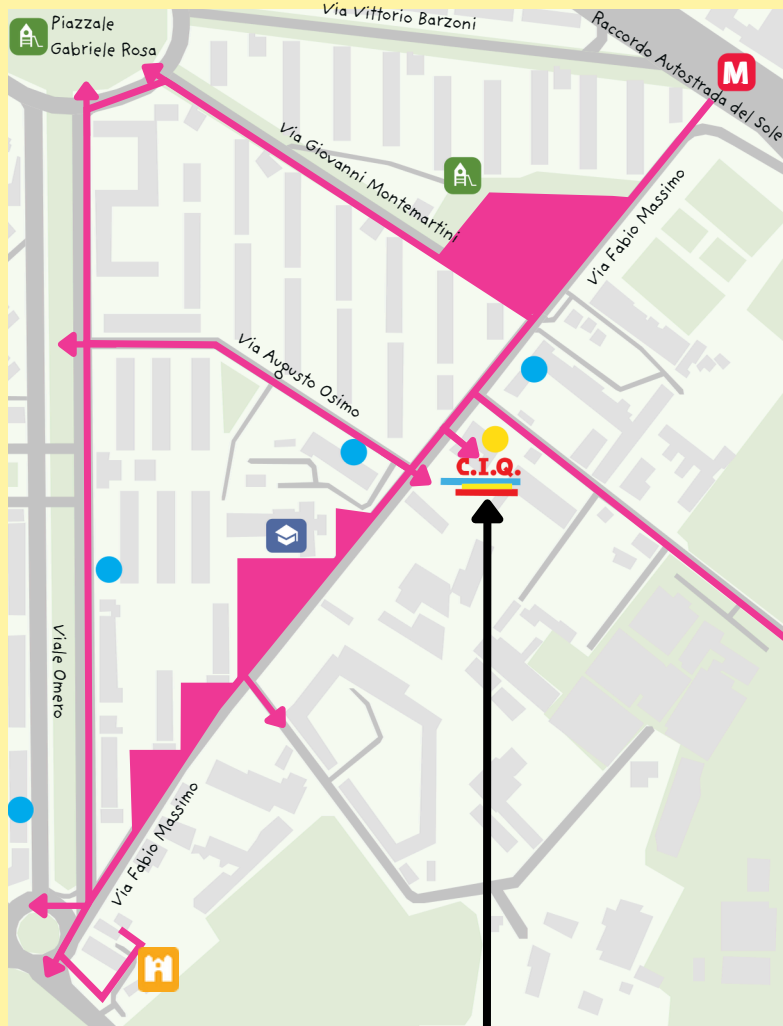


Some organisations in the neighbourhood (that are for the neighbourhood) we visited to gain some insight into how they operate and what Corvetto needs.

FOUND IN TRANSLATION

in the multiculturality of Corvetto where kids can play and express themselves without using words

LOCATION



We plan to collaborate with C.I.Q. to organize this summer school together. Given their extensive experience with various cultural activities in Corvetto, we believe this would be a fantastic opportunity for our summer program.

When getting to know the neighbourhood we discovered **Via Fabio Massimo**. A long street leading to the highway, with little to no space for pedestrians, even though it is an area full of residential buildings. We wanted to make an impact on the neighbourhood by giving the street (or at least a part of it) back to the people of Corvetto.

The idea is to expand the sidewalk, making it more accessible to pedestrians. Leading to a space with a gated and unused yard area that the residential buildings look out to.

EXPERIENCE
VIA FABIO
MASSIMO

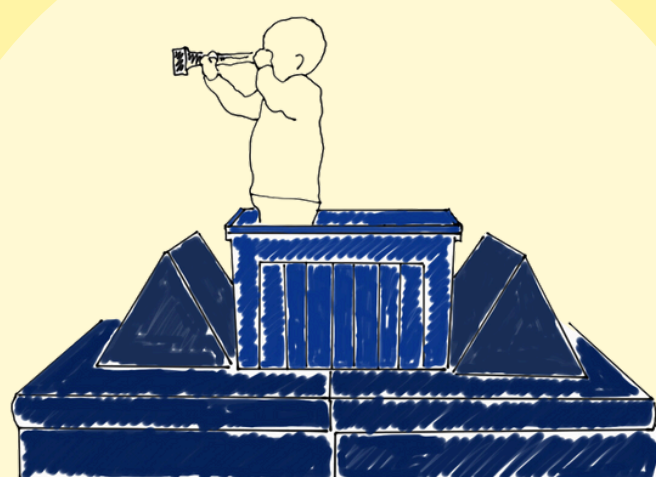
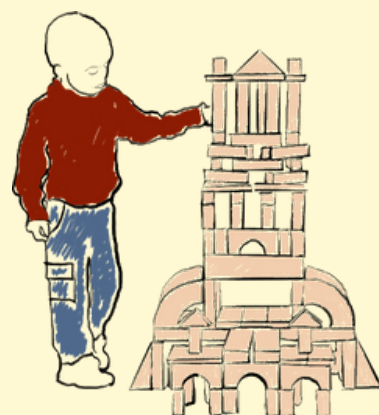
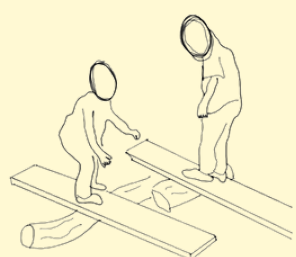


USER INSIGHTS

An interviewing approach which was an important part of the process. We asked people around the neighbourhood to draw for us something that they would draw as children. The outcome inspired our choice of activity for the summer school.

ACTIVITIES

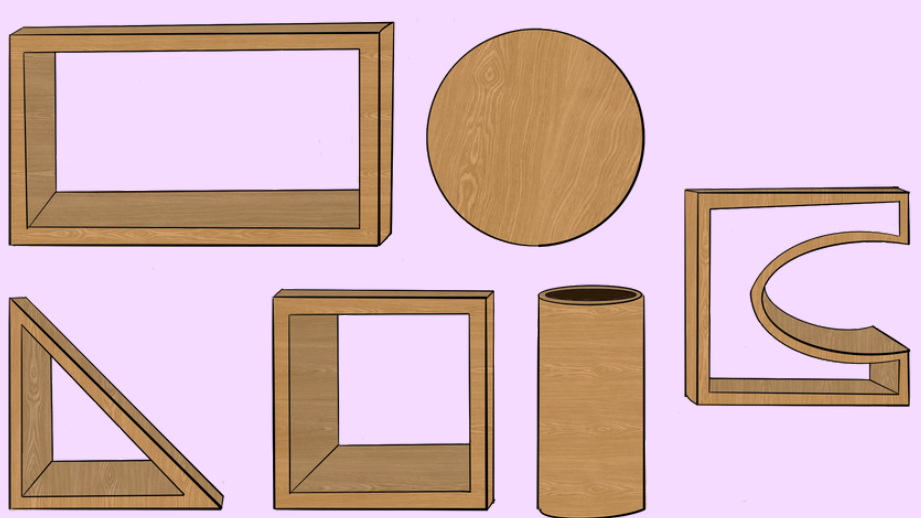
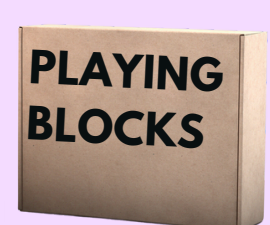
When deciding how to make use of the space we were inspired by all the different ways in which children communicate without speaking, as well as peoples drawings in the video above (which all had a similar theme).



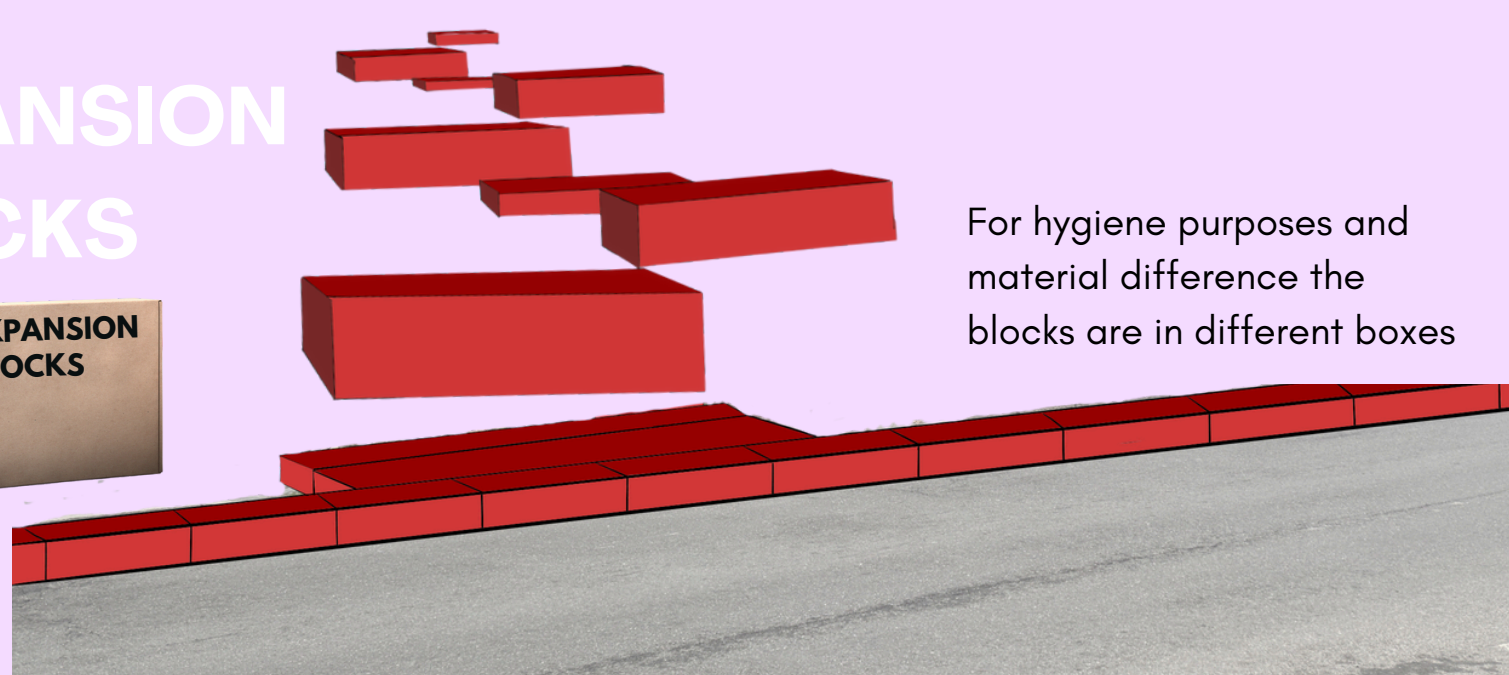
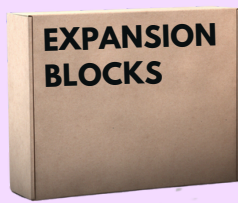
BUILD YOUR OWN PLAYGROUND

The summer school program that we would like to propose is a “build your own playground” initiative where modular building blocks and some paint are provided along with a set of visual instructions that show various outcomes. The blocks can then be disassembled and reassembled however many times to build different things and then the kids will be able to paint them however they want.

PLAYING BLOCKS

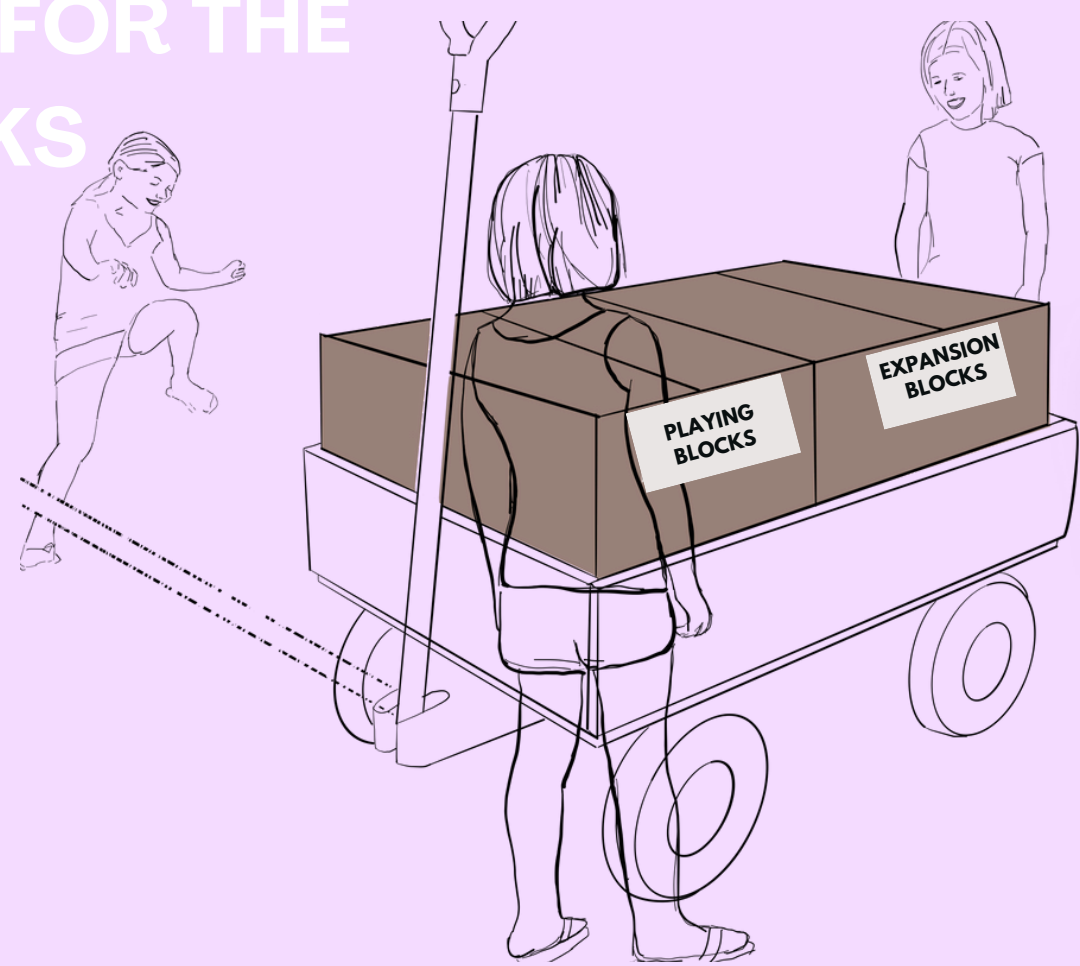


EXPANSION BLOCKS

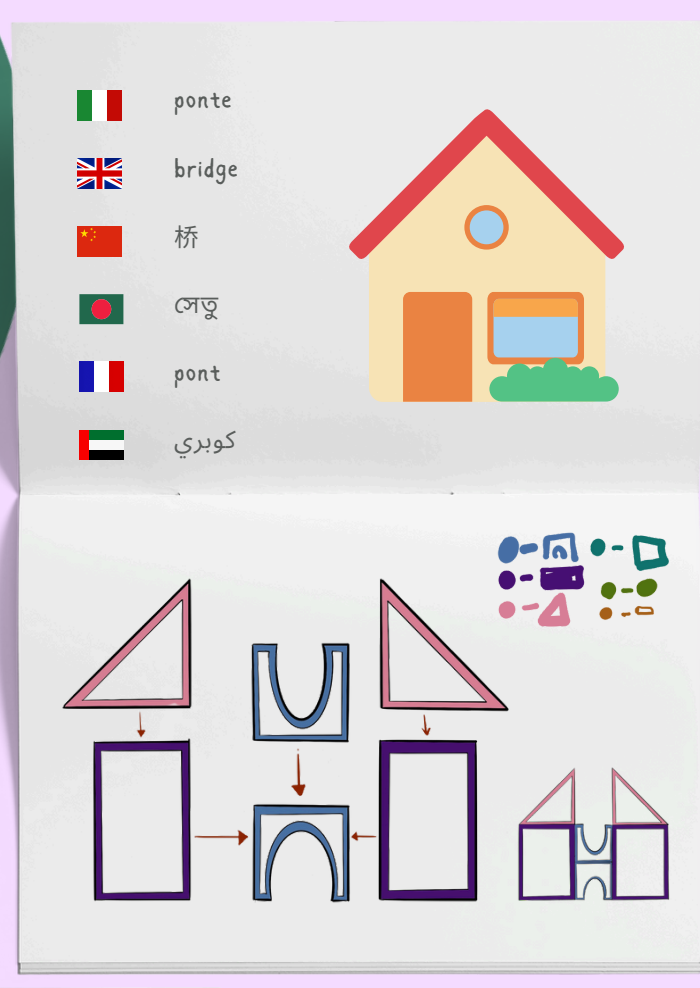
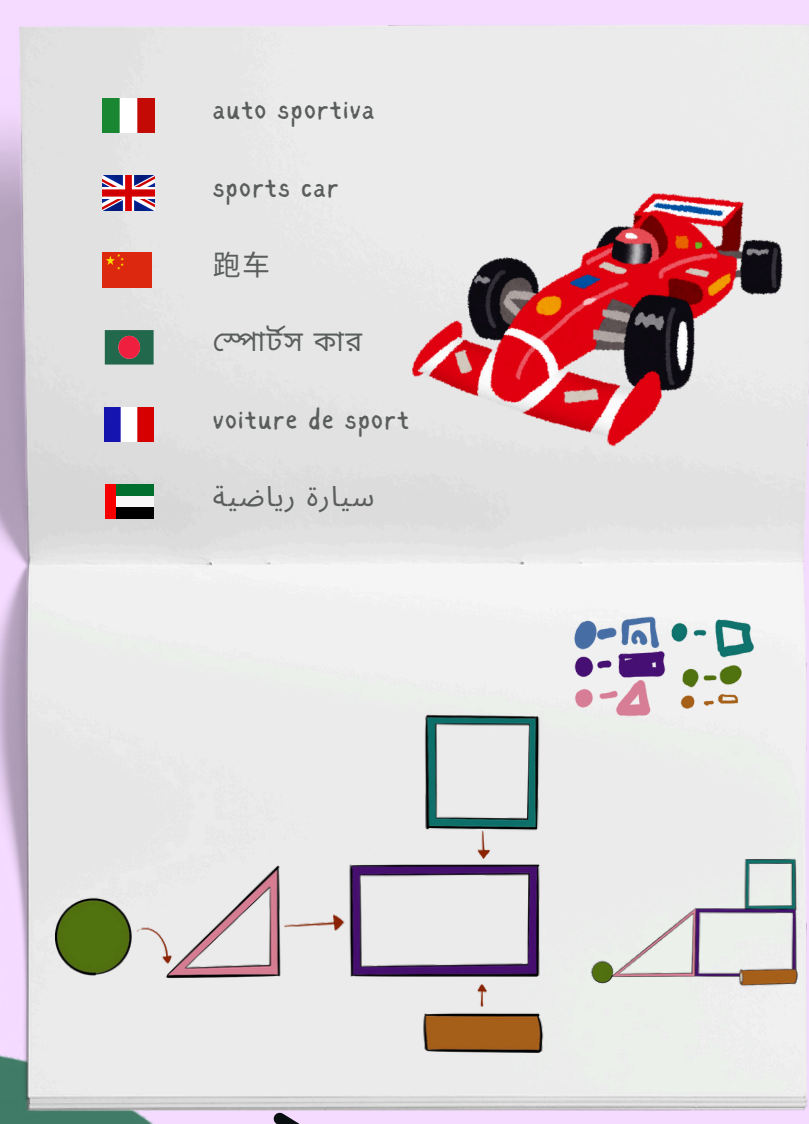
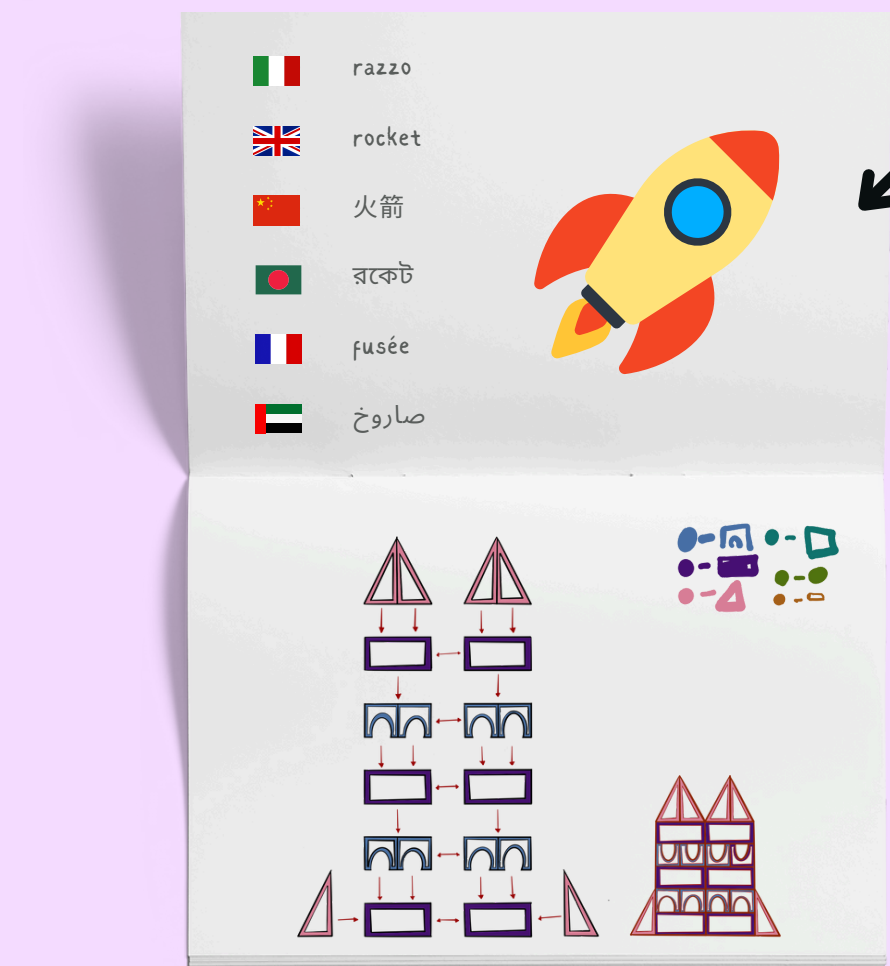
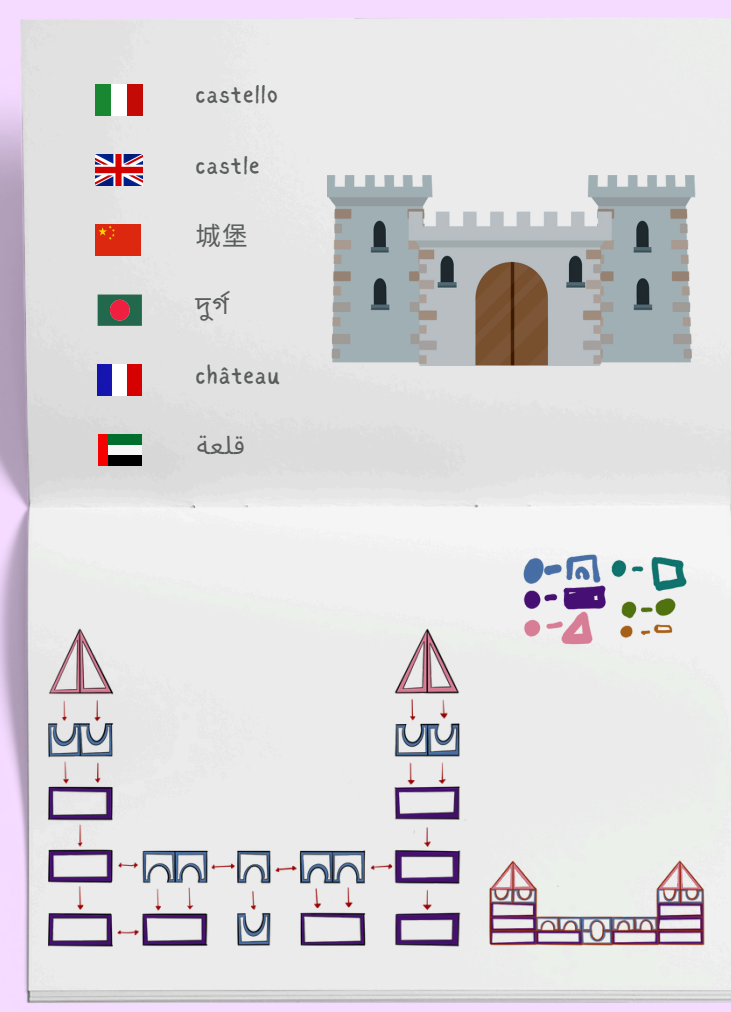
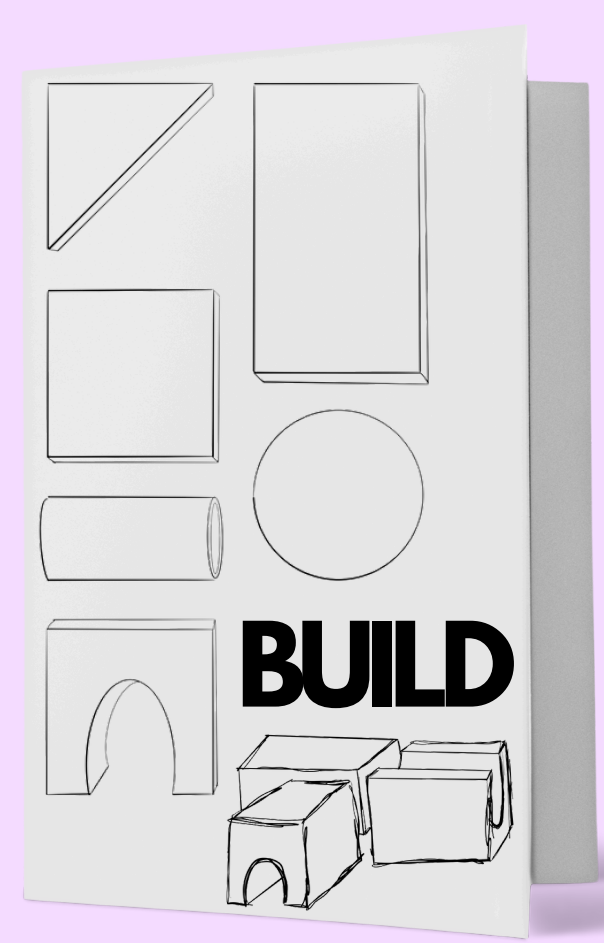


For hygiene purposes and material difference the blocks are in different boxes

CART FOR THE BLOCKS



Visual instruction manual



Empty pages where kids can make their own designs.

FOUND IN TRANSLATION



BREAKING BARRIERS THROUGH PLAY

A summerschool in
Corvetto.
Designed to bring
children from
diverse cultures
together through
simple, creative
play.

Create your own
playground. Come
and join us to build,
play and create
together!

01-20
JUNE

Via Fabio Massimo 31
FIT@GMAIL.COM
FIT.COM

POSTER

A poster with information and **graphics** to intrigue and trigger curiosity. The poster is meant to be a way to market the summer school both inside of the C.I.Q but also around Corvetto and Milano. It will work as a flyer to be given out but also as a poster to hang up in both public and private spaces.

INSTAGRAM



A social media page is key to **reaching diverse cultures** and languages. An Instagram page will share project details in multiple languages, with an easy "click to translate" function.

Also a way for **parents** to take part of the process of the summer school and the building of the playground.

BANDS

Giving out rubber bands will market the summer school and its agenda. Furthermore it's another way to communicate without knowing the same language. Finding that another kid has the same band can spark a conversation. A conversation that can be carried out **through words or play**.

Which makes the marketing aligned and a part of the project.

