

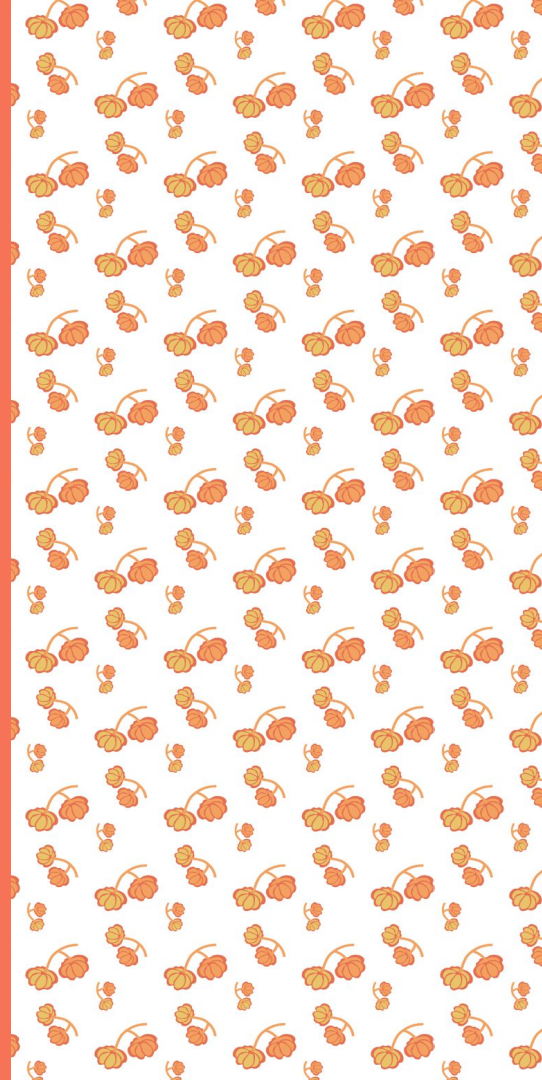


The Global Studio 2021  
Design Brief

From: Pitanga  
To: Design Peppers

# SUMMARY

1. Introduction
2. Holidays
3. Scenario
4. Important data
5. The elderly
6. Fashion Show
7. Design



# INTRODUCTION

## RIO GRANDE DO SUL

- Rio Grande do Sul is a State with a late colonization in comparison with the northern region, therefore, the native population (mostly Tapuia and Guarani tribes) took a longer participation in building the "gaúcha" culture, some regions in Rio Grande do Sul still have descendants of the original tribes.



## INTRODUCTION

- Although most of the native tribes were victims of the indigenous genocide promoted by the european colonization, a lot of tradicional aspects of southern cultures are actualy from the indigenous people like the traditional chimarrão (a hot drink very popular in Rio Grande do Sul) and "churrasco" (brazilian barbecue).

chimarrão



Guarani girl



## INTRODUCTION

- The south portion of Brazil wasn't the most attractive one for the portuguese colonizers in the XVI and XVII centuries, therefore, it remained as native forest, large rural properties with african slaves as workers and catholic missions for conversion of the native people for over 250 years.



Jesuit missions



## INTRODUCTION

- In the early XIX century the brazilian empire offered lands in the south region to european immigrants (mostly italians, germans and polish) so they could occupy the inner country and "whiten" the population (that was mainly black people due to the large use of african slaves in the farms).



Italian immigrants in Rio Grande do Sul





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Italian immigrants in Rio Grande do Sul



enslaved farm worker





## INTRODUCTION

- The Italian heritage is especially strong in the culture of Veranópolis region, which means that the families are usually bonded by the elderly, like the grandmothers and grandfathers, however there's a great mix between the European and African, Native American and also Lebanese cultures.



Monument in Veranópolis representing the immigrants

## INTRODUCTION

- On the religious aspects, Brazil has been a traditionally catholic country, but, especially with the elderly, influences of native and african religions are incorporated to christianism, such as beliefs and rituals.



brazilian religious syncretism



**HOLIDAYS**

## Farroupilha week

- Celebrated in the week of September 20th is a tribute to the Farroupilha Revolution that happened in Rio Grande do Sul, which was an independence movement against the Brazilian empire.
- It's only celebrated in Rio Grande do Sul and, usually, the other states of Brazil mock and joke about it because "they celebrate a war they didn't even win" since the revolution was shut down by the empire.
- Since it was a movement supported mostly by the rich farmers of RS, the Farroupilha may have a racist and xenophobic side.



# Farroupilha week





# Farroupilha week



# Carnaval

- The week before the start of the catholic “quaresma”, probably the most “national” celebration, since it’s popular from south to north and it’s appealing to every age group and social classes.
- Even though Brazil is a mostly catholic country, carnaval isn’t exactly a religious celebration and actually tends to be quite eccentric and bold.
- The visual impact of carnaval parades and costumes is quite strong and makes the entire month of February very colorful.
- There is the Carnaval parades, which the samba schools construct a hole history with visual impact based on a previous concept, and there is also the Street Carnaval, when friends and families go to the streets with costumes and a lot of glitter





Holidays

# Carnaval parades



# Carnaval parades





# Street Carnival



Holidays

# Street Carnival



# New Year

- In Brazil there's a tradition of wearing white clothes which comes from african religions, but nowadays became a brazilian tradition, not related to religion at all.
- There's also the ritual of jumping 7 waves when you spend the New year on the beach, it's meant to connect with Yemanjá, an african divinity whose official day is 2nd of january. Even though is an Candomblé tradition, many chistians jump the waves for good luck.



**SCENARIO**



## Industrial Revolution

Values' changes, production potential and abilities for industrial work became more valuable than wisdom or life experience

## Society

Society's increasing apathy towards the elderly and their needs





## Harmful scenario

- elderly seen as a dead weight
- elderly seen as “outdated” or unable to connect to the modern life
- Body shaming
- Invisibilization of older people needs of entertainment

**Important data**

# A bit of demography

- The Age Pyramid is a graph that shows the distribution of the population of a given region according to age and sex.
- Through it we can observe the population dynamics with regard to indicators such as life expectancy, birth rate, and mortality.



# Age transformation

The phenomenon of the population maturing is a result of the fall in the number of children per woman in the country in the last decades, combined with the increasing longevity.

It is a global trend, but in Brazil it is happening in a more accelerated way than in rich nations that have already made this transition.

And in Rio Grande do Sul, at a faster pace than the national average.



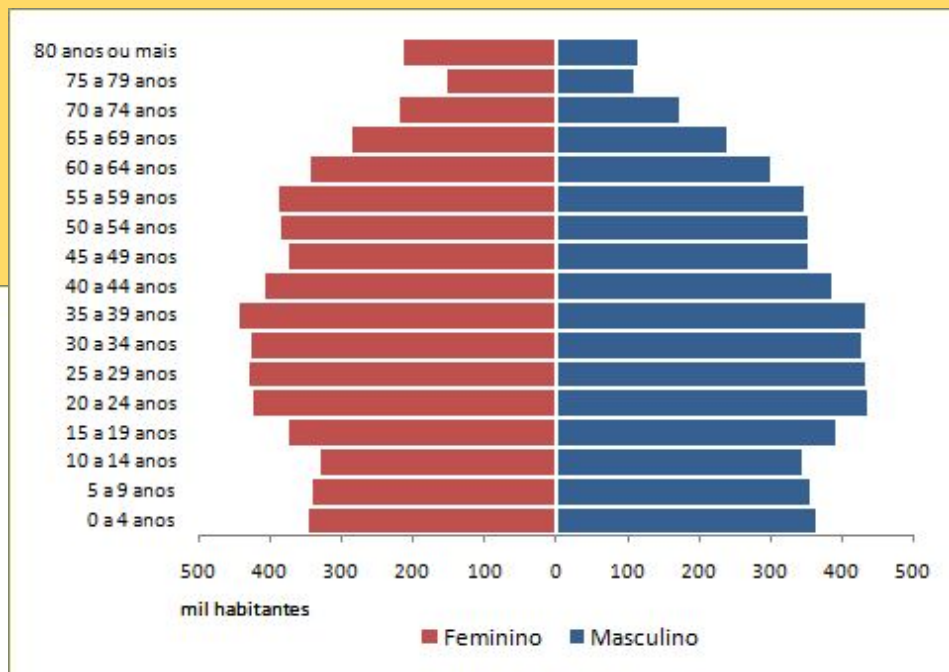
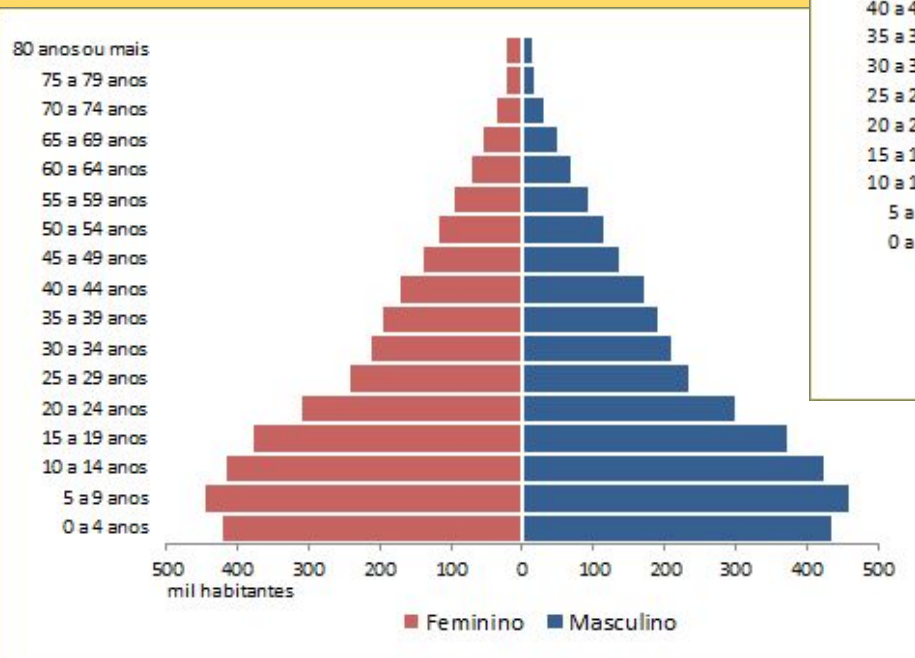
## So..

- In the 70's, Rio Grande do Sul had an age distribution of 5,8% of its population over 60 years old.
- In 2020, according to data of “Projeção da População”, the percentage of gaúchos (people from Rio Grande do Sul) over 60 years old was over 18,8% of the total population.



# RESULTS

## 1970



## 2020

**THE ELDERLY**



ELDERLY



ELDERLY

SELF ESTEEM  HAPPINESS

# FASHION SHOW

ELDERLY

SELF ESTEEM  HAPPINESS

# FASHION SHOW

EMPOWERMENT

- to the ones that walk the runway
- on the backstage, to the ones that create the clothes

## TEREZA FASHION WEEK

- Tereza is a very common name for elderly ladies;
- It aims to revert the old people devaluation culture and contribute to the elderly empowerment
  - self esteem revitalization
  - self body and particularities acceptance
  - feeling of belonging and self importance inside a sistem



## TEREZA FASHION WEEK

- Where: Igreja Matriz square, Veranópolis, Rio Grande do Sul, Brazil
  - brazilian longevity capital
- When: October 28th, 29th and 30th
  - it includes nacional government employee day off
- Target audience: no restrictions, but especially elderly (about +50)
- Who participates: elderly of both sexes, either walking the runway and creating and producing the clothes (in this case, especially women)



## TEREZA FASHION WEEK

- How much: 15 reais (about 186 russian rubles or 3 dollars) + 1kg non-perishable food
  - the food will be donated to a retirement house
- Extra:
  - there will be some small stores at the event
  - seamstress' stores: embroidery, tablecloth, dish towels, clothes made by hand, crochet etc
  - there also will be some sponsors' stores, which are Petrobras and BNDES



**DESIGN**



## REQUIREMENTS

- It must embrace a large public: both elderly and young people
- It must be attractive, independent of the age of the user
- It must have an accessible reading, nothing too long or too difficult, for example
- It must keep loyal to both spheres of the event: fashion and elderly

## RESTRICTIONS

- It must not have socio economic distinctions of any kind
- It must not make allusion to any kind of beauty or estetic pattern

- VISUAL IDENTITY\*: represent the event according to the requirements and restrictions, it must be used on the rest of the designs
- TICKETS: it's used to allow the entrance on the event, and it must contain the main informations of the fashion show, such as date, local etc
- INSTAGRAM TEMPLATE: 3 or 4 Instagram templates (lorem ipsum), it will be used later to post photos, informations of the event, of the contributors and sponsors, and also about the participants. It must be very visual and contain as less text as possible

- DIVULGATION IMAGES: instead of flyers, the divulgation will occur by good morning Whatsapp images, a very famous kind of images among brazilian elderly. 2 or 3 of them
- ELDERLY VALORIZATION MATERIAL\*\* (you can choose 1 of them): thinking about the elderly devaluation culture in Brazil, we want to revert it during the event, so we would like (depending on the time, you can choose only one)
  - A poster, used to divulgue both the event and the elderly valorization, specially between the youth
  - An Instagram filter, with the same purpose

- \* About the visual identity: It consists in the graphic elements that will be used in the event materials, such as color palette, illustrations, typography, etc. It should be registered in a type of manual for its application, the actual components of the visual identity are free for the Design Peppers to decide what they are going to have in it.
- \*\* The elderly valorization material is basically graphic pieces (in this case either an instagram filter or a poster) that aim to inform about the Tereza Fashion week, therefore contains the visual identity and schedule of the fashion week, but they also must promote the valorization of the elderly by younger people, so it must appeal to them.

Examples of popular media of Whatsapp

