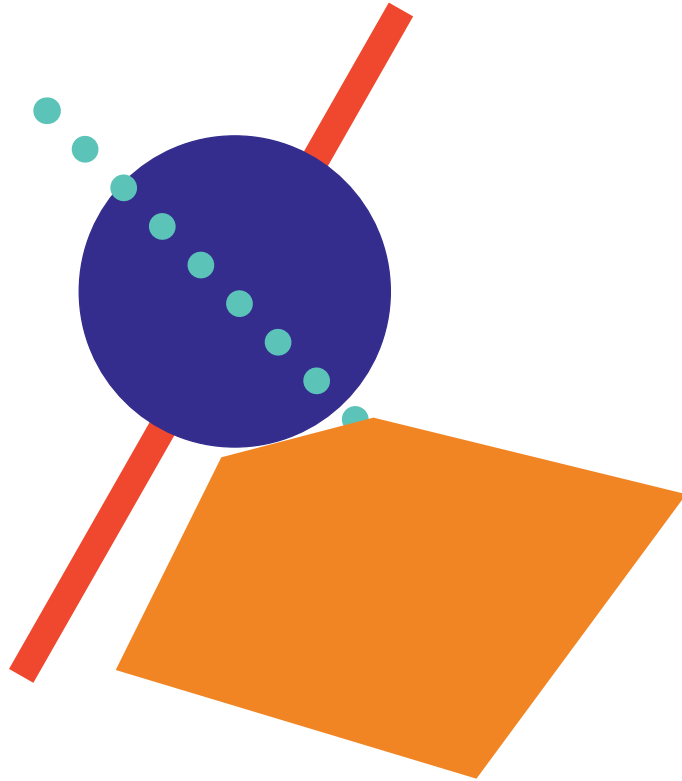


MA Eco-Social Design
Eating in University

UTOPIA.NOW

A platform for unibz-students
to realize their crative business ideas that
increase common well-being, diversity
and eco-social values

A project by
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ABSTRACT

As Students spend most of their time in the university and it is them to know what could be improved or what is missing to increase common well- being.

Therefore we create Utopia.Now, a platform that gives students the opportunity to get involved in the shaping of the university, to propose projects to satisfy their own demands and create their own work as an alternative to the 120h job offered by the unibz.

The aim of Utopia.Now is to be a playground for creative business ideas, experiments and encourage diversity in the unibz, while respecting eco-social values.

Students can apply for a semester licence to realize their mini-student-dream-work where they will be able to manage their own time.

This is a platform where Business ideas can be tested in a safe environment and if successful continued outside the university context.

In this booklet the work until now is shown, but many more ideas, like the website, the payment system and the local supplier network, have to be further developed.

SCENARIOS

These are some of the possible scenarios of Utopia.Now projects.



Mobile Mokka



Local Cocktail train



Palma Park

VISUAL IDENTITY

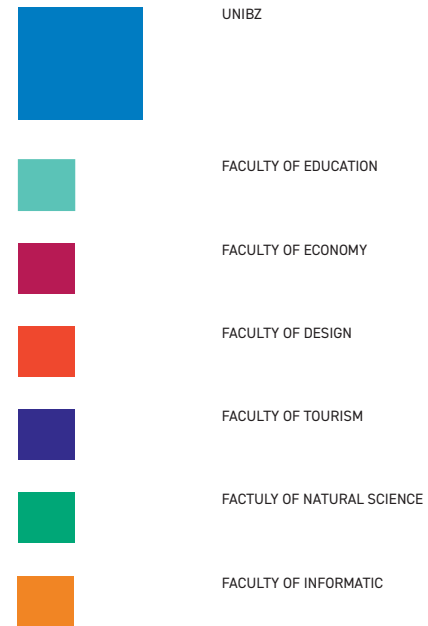
The Visual Identity was created putting together different elements in a balanced way. We use geometrical shapes, fixed colours, texts and collages.

We use four geometrical shapes:

The circle as a symbol for group, the line as a symbol for connection, the square as a symbol for the space occupied by projects and the dotted line that represent the released dynamic energy. WThese elements can be combined in infinite ways to form a graphical pattern with the colours of the unibz faculties. This modular logo reflects the core idea of Utopia.Now, which is in constantly evolution.



Graphic elements



Colour-scheme unibz



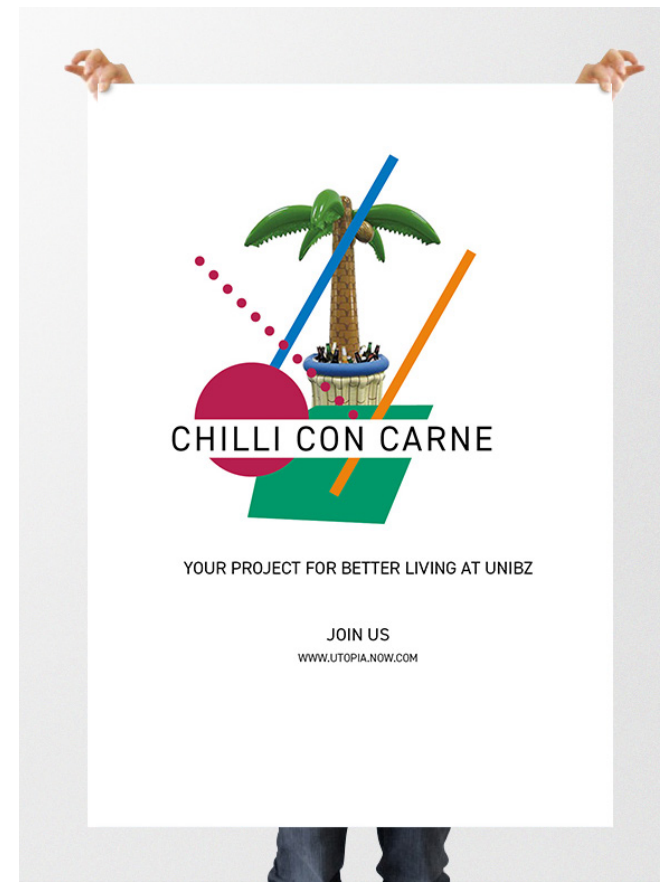
modular Logo example

OUTCOMES

The Visual Identity with a catching phrase become posters, postcards and web content for the communication of the project.



Example for Layout



Poster

HOW IT WORKS

If a student has a good idea he can apply with an application form that is available in the Utopia.Now office or as a download from the platform website. Once the submitted project is approved he will receive the good news, a semester licence, a codice fiduciario nr. and a special sticker on his uni card that allows him to work inside the unibz for one semester.

All payments are made through the Uni card, this creates a non monetary currency throughout the university.



Member student card

Application form

Keywords

Eating, Concrete Utopia, Scenario Design, Empowerment,
Capacity Building, Education, Local Food Supply

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