

Diploma Apprentice's name: **Aleksandra Kudojare**

Project Title: **Stand Design for Climate Fair**

Design Number: **6 of 10**

Design started: **15/12/22**

Date Design Completed: **01/02/23**

Has the design been implemented? **YES**

Type of Design: **Non Land Based**

Design Category: **Education & Culture**

Name of Personal Tutor: **Looby Macnamara & Delvin Solkinson**

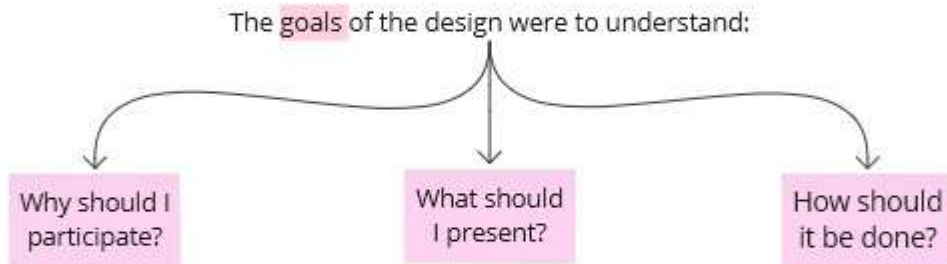
Ready for presentation: **Yes Ready**



Design Brief

This design is about designing a stand for a climate fair for my company "A&B Permaculture"

A friend invited me to participate in a climate fair with an own stand and an opportunity to carry out a workshop. I agreed instantly thinking it would be good to have some exposure. What I realized shortly after is that I both miss an in-depth motivation for this: why do I want to be a part of it, as well as that I am not sure what I should I present.



Spoiler: when I started I had no clue what a big stepping stone this experience would be. I am so grateful for the opportunity and that we didn't quit.

The design led to a deeper anchoring of my mission in me, better understanding of what I want to convey and how to do it. It gave plenty of learnings, allowed experiencing direct feedback and increased my confidence.

Background

This design started with an sms. Ruth Marie, my fellow co-aspirant, has invited me to participate in a climate fair in Vejle January 28th



There were two months until the event and without any in-depth thinking I have agreed.



Two weeks later when I was asked to confirm the participation and provide the list of required equipment, I had a hard time finding the motivation for this. I decided to make a proper design to give this the needed structure and thinking. I applied the **Go SADIMET** process framework.

Design goals

There are three questions that I need to be answered:

Why? Why should I participate?

Ruth Marie has mentioned that I can sell the books, promote permaculture garden concept, promote our company. The problem was that neither of these reasons make me want to spend the time and energy on finding out what shall be done and how. Therefore, the first goal is to understand: should I participate or not? This shall be answered prior to going further with the design.

What? What should I present?

In case, the reasoning is there, what shall be presented? This question is about defining and producing the contents of the exhibition.

How? How should it be done?

This question deals with finding an appropriate mode for presenting the contents and applying it.

Ethics

To answer the first question of why, I realized I have to look at the bigger picture, the ethics. Why are we doing all this: diploma, changing lifestyle, publishing books? What do we want to achieve? What is our mission?

The mission as formulated on our webpage is to contribute to transformation of more places to sustainable eco-systems by setting ourselves as an example. This forum is a perfect place to share what we have done and hopefully inspire others.



To transform traditional villa gardens and public spaces to high yielding sustainable eco-systems.

The *People care* principle deals with care for self, kin and community. The reason that I originally reached out to Ruth Marie and joined her diploma guild was that I admire her community involvement. She is involved in so many initiatives with kids, elderly, Vejle municipality, green organisations. This is something I would like to be better at and learn more from her. She has kindly invited me to her community, even though geographically I am based in a different municipality. Joining this event is a good way to observe how she is reaching out and interacting with her community. There will be opportunities to share the preparation with her, as well as the afterwards reflections.



This event gives plenty of opportunity to share our experiences, knowledge, learnings and mistakes. The event is free for both the exhibitors and the visitors. What activities we choose to do in our free time is directly related to the *Fair Share* ethic. I think this is a very good opportunity for us to share how having a forest garden in your back yard aids partial self-sufficiency and resilience and at the same time leaving one's land in a better condition for next generations.



Let's do it!

Survey

What do I know about the Climate Day event?

[From the information e-mail](#)

You can participate in two ways: have a stand and/or make an activity. The following facilities are available:

Stand

Stand size 2mx3m
incl. table 185 cmx75cm
Possibility to hang something on the back wall
Power outlet
Chairs

Activity

Workshop or activity can be at one's stand or in the workshop area.
Workshop timing best between 15.30-17.30 and not for a long time.
The activity can be staffed or not.
Tables, chairs, as per request
Power & screens available

The following program has also been shared:

PROGRAM

13:30 Ankomst og åbning af udstillinger
14:00 Officiel velkomst og introduktion
14:15 Klima-underholdning v Klimakysset
15:15 Introduktion til de 5 temaområder og workshops + aktiviteter
15:30 - Udstillinger i 5 temaområder + afvikling af workshops
17:30
17.30 BIRK Klimamonster kommer på besøg
16:00 Underholdning – Musikalsk indslag v. Vejle Musik
16:15 Uddeling af Klimaprisen
17:30 Klimadagen lukker
17:45 - 19:30 Dialogmiddag for tilmeldte gæster

HVOR

Hallen
Pakkeriet
Pakkeriet
Pakkeriet
Hallen
Hallen
Scene i Hallen
Scene i Hallen
Pakkeriet

Survey

From the website

[Klimadag i Vejle 28. januar 2023 - Vejle Kommune](#)

"Med klimadagens fem temaer får du indblik i, hvordan du kan tænke grønt, når du skal rejse, have strøm eller varme derhjemme, bygge eller renovere hus, købe ind, ordne haven og sikre dyreliv deri."

Climate day is meant to inspire people to live sustainably and responsibly. The idea is to provide inspiration and ideas, raise curiosity, help decision making, support and advise.

The activities and workshops are promoted as ENTERTAINING:

AKTIVITETER OG WORKSHOPS

Ud over udstillingerne er der masser af underholdning for hele familien – bl.a.

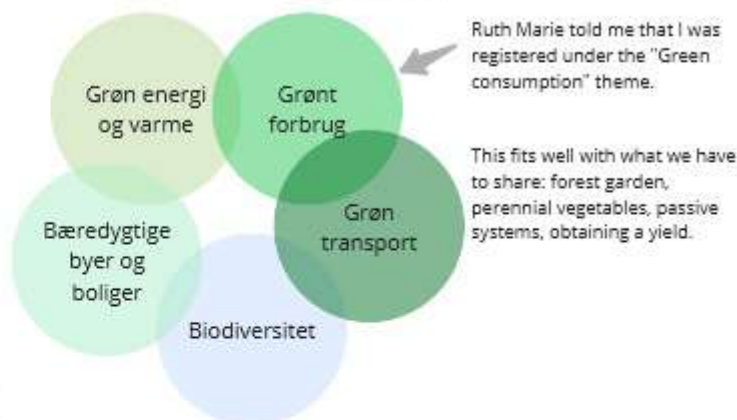
1. Følg klima-sporet - svar på klima-quizen og vind sjove præmier
2. Lav frøbomber, spil skraldebasket, lav skraldekunst, lav genbrugsmuleposer
3. Tegnekonkurrence - Tegn dit bud på fremtidens klimaby
4. Mød de små klima-monstre som læser højt
5. Byt dit aflagte tøj i vores tøjbyttebørs

1. quizzes
2. making seed bombs
3. drawing competitions
4. meet the climate monsters
5. used things exchange.

Reaction

I really have to think if a classic lecture (ppt + talk) is a good fit for such an event. In terms of format and content.

Five themes



The more I was reading about the event the more I wanted to join it, also as a visitor, to walk around and experience all the stands and activities, e.g. this could be really fun to see:

Teatertruppen Klimakysset underholder med et satire/fakta show om hverdagens klima-dilemmaer.

Idea

It could be a good idea to be two at the stand to be able to let each other wander around.

My first thought is Boris, but I could also ask Lise and/or Trine if they would like to try it too.

People Care

Survey

Interview Ruth Marie, January 3rd

Here is the summary of the talk:

- Confirmation that I was signed up
- Confirmation that I will have my own stand and that I am registered under the "Green Consumption" theme.
- Ruth Marie has never tried participating in such an event, either.
- From the descriptions on the website, she agrees that this doesn't seem to be a forum for "classic" lecture-style presentations (different from PØ festival, where people were entering small classrooms to listen about the topics of their interest). The focus is more on practical fun activities.
- Ruth Marie thinks I should register for dinner as well and get to know some of the people from the municipality.
- Ruth Marie shared what she is preparing, I include it here because it is an inspiration for me, but could also be for anyone who is reading it. I hope Ruth Marie will reflect it in the design and I can link to it.
 - "Jeg arbejder på produktrejsen og et dialogværktøj <https://www.youtube.com/watch?v=klsxnmdrSwE&t=6s> ❤️
 - "For Kastanjely skal vi have et slideshow og så er 2 andre producenter der."

Outcomes

- * Cancel the formal activity, participation only with the stand
- * Sign up for dialogue dinner
- * Think about an informal activity at the stand

Analysis

In the analysis section I would like to dig deeper and understand **WHAT** could be displayed and strengthen the sense of **WHY** I am displaying this. I am applying **permaculture principles** to aid the analysis.



Produce no waste

When producing content and material it is of uber importance to me not to produce waste - in the sense that the time, the energy and the resources shall not be generated and discarded after this one time.

RE-USE Key word

See what is already available and use it!

Any permaculture art from Boris?

Any PKDK materials that are able to share?

Any physical structures that can be used at the fair?

Creating from scratch

CONTENT Whatever is generated shall be useful for other settings / sessions, shall support our mission and other projects and initiatives that we are working on, e.g. used in teaching.

David Holmgren introduces not only notions of efficiency and no waste, but of **usefulness and useful work.**

MATERIALS Whatever is produced shall be re-used afterwards. If we make printouts, investigate if they can be laminated. Think how the quality of a material can be strengthened to allow for repeated use.

Strive to make everything ourselves, rather than order from outside. **REFUSE**

Analysis



Integrate rather than segregate

Capitalize on how things work together.

What do I have access to? Is it only own knowledge and experience I can share?

What topics would I like to get out? What would be valuable for the visitors?

Permaculture

It is central to what we do, why and how.

- Selection of Permaculture books
- PKDK magazine (I heard there is a surplus of that)

A&B permaculture (our company)

- Information about us
- What we do and how we can help

TOPIC 1

To transform traditional villa gardens
and public spaces to high yielding
sustainable eco-systems.

New demonstration concept "Permaculture garden"

New demonstration concept is not released yet.

Ruth Marie is very interested, and this is also reason to why we were invited.

The only thing I can share at the moment is Boris' poster; this is what has been available on Facebook. It's a very good teaser.

Our forest garden & perennial vegetables

- Pictures of our garden
- Lawn transformation process
- Picture of perennial vegetables (especially the one that people already have, like hosta and sankthansurt)
- Picture of cooked vegetables

Analysis



Integrate rather than segregate (continued)

Now one more specific topic that we attempt to work around and communicate is PESTS in the garden and the importance of accepting this. I think it's an important message to get through.

Our book about Dræbersnegle



TOPIC 2

Acceptance of pest animals & plants
Focus on pig picture, connections, wholistic approach
"The problem is the solution"

Something else

- I always wanted to do some more illustrative material on this topic
- To find another example that people don't like but that has more understandable benefits, than dræbersnegle, which would surprise people.
- I am thinking of some kind of weed: dandelion, horsetail, ground elder

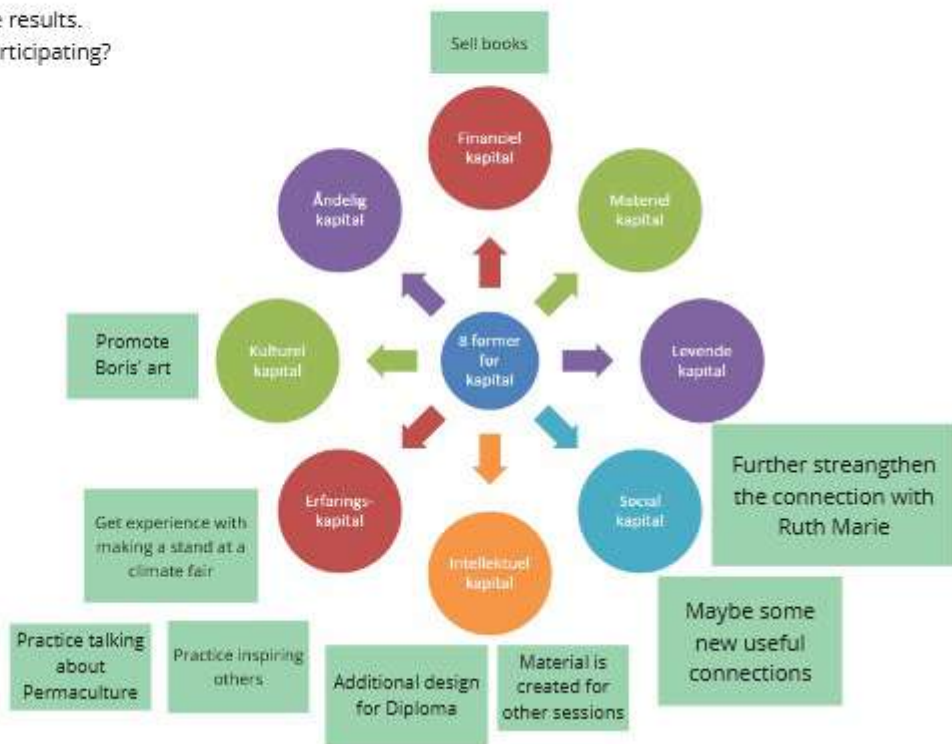
Analysis



Obtain a yield

Make sure you get valuable results.
What yield do I get from participating?

8 FORMS OF CAPITAL



Analysis



Use small & slow solutions

This is the first time I participate in such an event. That means that everything is new and many things are created for the first time. It is therefore of vital importance to be mindful of this principle. Start small! See what is already available. Don't overdo it.

Good for now, safe enough to try!



There were a few instances where I felt like cancelling my participation, because i felt that i don't have time to prepare perfectly. Therefore a personal challenge and place for growth is to find out how to accomodate such an invitation and provide a decent quality but not overwork oneself. I think the answer is...

Start small

Analysis



Fair
share

"Central to an Earth culture and the fair shares ethic is the idea of abundance... One of the ways to develop an abundance mentality is to practice giving things away. **Sharing surpluses.**"

Looby Macnamara

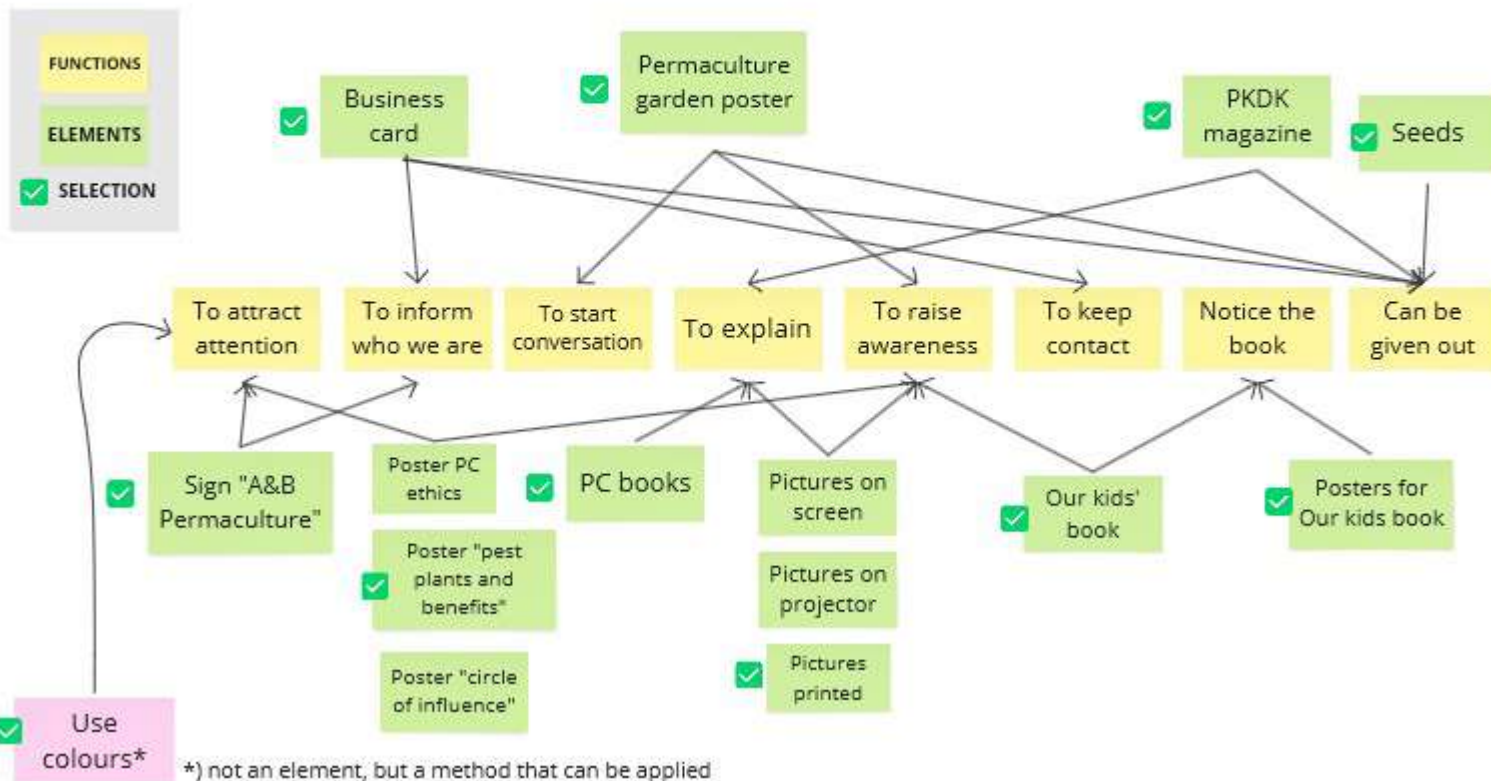
Besides sharing our knowledge and experiences, I would like to share some material things.

For example I have a surplus of seeds from our garden.

I would like to find a way to integrate this into our stand as well.

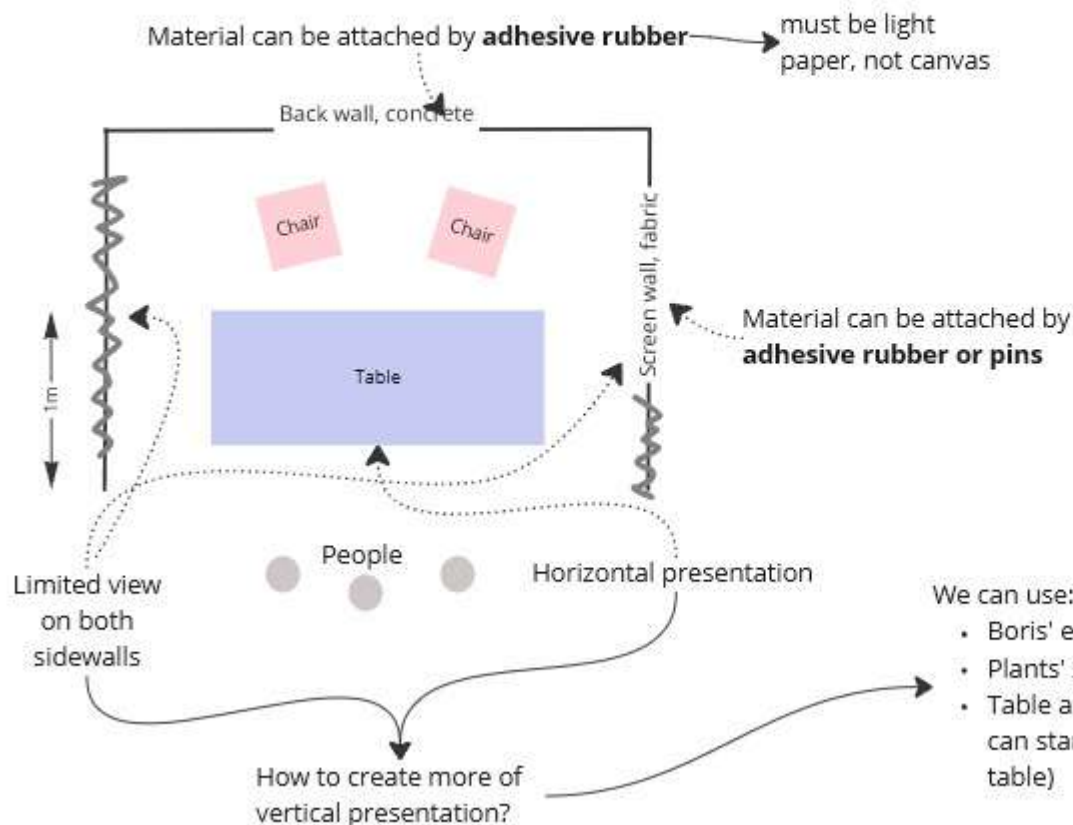
Analysis

At first I brainstormed what functions should elements perform, what functions are needed from the stand at the fair. Then what elements could meet these requirements. The selection regarding what to proceed with is based on what is simplest and fastest to make (to bring, to use) and what is directly supporting the two topics: villa garden transformation and pest acceptance.



ANALYSIS moving towards DESIGN

The stand
(view from top)



We can use:

- Boris' easel
- Plants' stand (three storey)
- Table as support structure (something can stand on the floor and lean on the table)

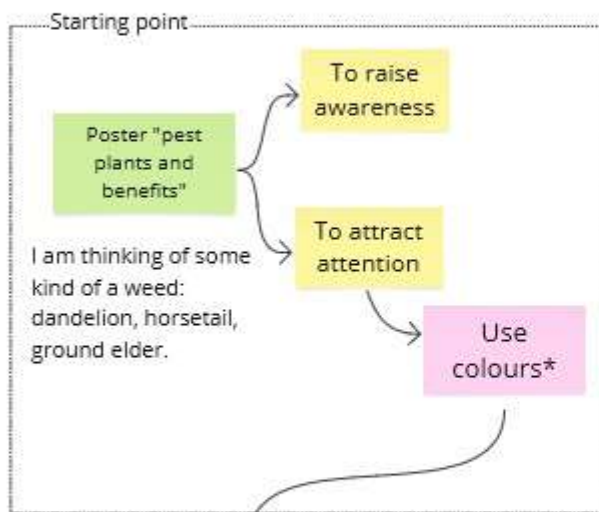


RE-USE

Design

Design stage began with meeting with Boris and sharing my ideas, so far: important not to stress out, keep to the minimum, reuse, yet produce visual aids of decent quality.

Designing the back wall posters



The most colorful is Dandelion
Boris also felt good and inspired by Dandelion

Functions

were provided to Boris...

- Dandelion as dynamic accumulator
- As an insect plant
- As nutritious superfood
- Dandelion honey (syrup)
- Medicinal
- The beauty (the seeds stage, the wreaths)



With this the final idea was born

Design

Designing the Sign and the business cards



Material decision

Wooden plank

For a long time we wanted to burn out the sign on a wooden plank. It was a very fast and easy decision.

Thick paper

I convinced Boris that there is no point to order Business cards outside. It is really unnecessary. The most important is the information - not how glossy the paper looks. We can print them and use the cutting board.

What do we actually do?

This is really a funny one. When you are new, you can always ask again, but what is it that we do? Because "A&B Permaculture" is not self-explanatory for anyone.

So, one keyword for us is: villa gardens (*villahaver*).

The second was:
Sustainable
OR
Regenerative

I have done some thinking about it. It is said (also e.g., by Looby) that we (people) have done so much harm by now that it's not enough "just" to be sustainable, i.e., leaving no negative impact on the planet. We need to make positive impact.

I think implementing permaculture principles in villa gardens enables positive impact: improved soil conditions while using it (increasing humus percentage, higher diversity in plants, insects, etc., hopefully regenerative mental effect on humans connected to the garden).

So, in English we would say "regenerative villa gardening".

But as our sign is already in English, I think it's good to add a description in Danish. That's how it became "Regenerative villahaver".

On the business card we also include the activities that we are gradually starting with
"Lectures, courses, garden tours, design"

Results



Design

Designing the Permaculture Garden poster

Starting point

Permaculture
garden poster

To inform
who we are

Can be
given out

To raise
awareness

RE-USE

Boris' poster
that was released on Facebook.

- The official description of "Permaculture garden" is neither released nor finalized.
- However, we should provide something resembling a description, an image alone is not enough.
- I decided to throw in some key words. And here is the result.

Finished poster

PERMAKULTUR HAVE



MANGFOLDIGHED SUMMENDE LIV
 ENERGIEFFEKTIV NATUREN SOM LÆREMESTER
 SUPERFOOD PRODUCTION LEVENDE JORD
 REGENERATIV LUKKET KREDSLØB ØKOSYSTEM
 CO2 LAGRING VEDVARENDE RESSOURCER
 FLERÅRIGE GRØNTSAGER SANKEPARADIS
 OVERFLOD

Design

Designing the Posters around the book

Starting point

Posters for
Our kids book

Notice the
book

- The only purpose of these posters is to attract some attention to the book.
- By now we have received some good reviews and got five stars on Saxo, so my idea was to capitalize on that.



Design

Designing the pictures from the garden

Starting point

Pictures
printed

To explain

To raise
awareness

The idea is to show the complete value chain.
From "useless" grass lawn to a delicious meal.

We have a good variety of pictures from the forest garden that I selected from.
The simplest was to use transparent paper folders, in a hardcover folder.



Design

Designing the plant stand - books and seeds

Starting point

PC books

To explain

Selecting my favourite permaculture books to take with us

Seeds

Can be given out

Sharing surpluses

I have checked what I have and selected three varieties:

- Moskus katost
- Sødskærm
- And rød havemælde

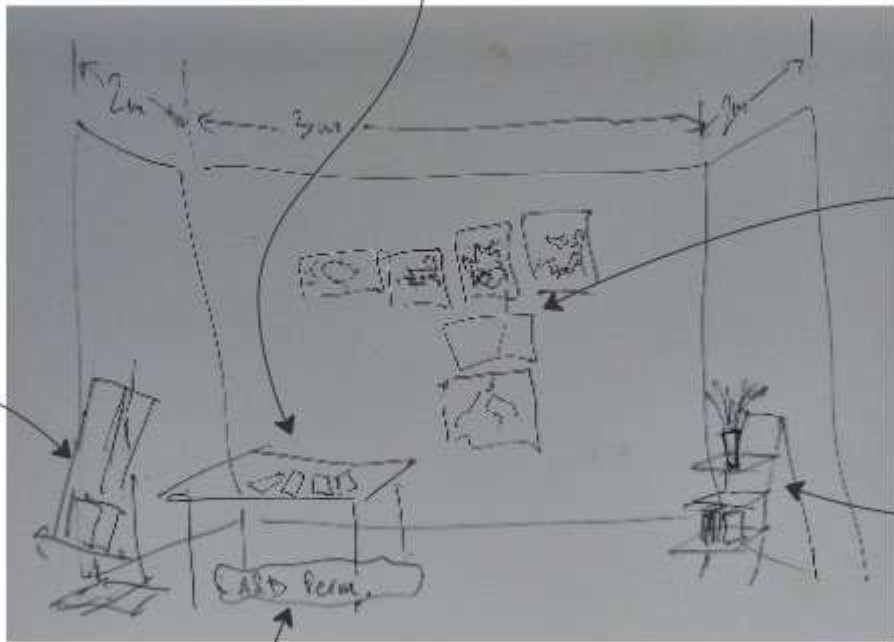
I also intended to print out pictures of these plants and write their names, but I didn't get to it.



Design

Final stand setup

PKDK magazines,
PC garden posters,
business cards,
Folder with A4 pictures



Easel: kids' book
and posters

The Dandelion

Plant stand:
seeds and PC books

The sign

Implementation / Make

New table

	What	Who	Pack on the day (Aleksandra)
Sign	Buy wood plank (Bauhaus) / Use burner	Boris & Aleksandra	<ul style="list-style-type: none">• Sign
Dandelion	Buy paper and new oil chalks / Draw	Boris	<ul style="list-style-type: none">• Dandelion posters
Our book	Make two posters (design, print, laminate)	Aleksandra	<ul style="list-style-type: none">• Staffelli• Books• Poster• Mobile pay sticker
Easel			<ul style="list-style-type: none">• Books• Seeds• Stativ
A4 Pictures	Select and print pictures Find folder & assemble	Aleksandra	<ul style="list-style-type: none">• Folder
Business card	Buy appropriate paper / make, print, cut	Boris	<ul style="list-style-type: none">• Business cards
PKDK magazine	Ask PKDK for the magazines	Aleksandra	<ul style="list-style-type: none">• PKDK Magazines
PC Garden Poster	Make & print	Aleksandra	<ul style="list-style-type: none">• Posters
Lise / Trine	Check w. Lise and Trine if they want to join	Aleksandra	
other			<ul style="list-style-type: none">• Sticky gum• Tape• Scissors• Toolbox• Pen & pencils• Drawing toolkit



Monitoring

The exhibition

First surprise and setting up the stand

The place looks so different. Big space, no screen walls!! Just three tables. (Good I didn't plan for hanging on the side walls!) And a big black wall (the poster will look good on it!)

Ruth Marie is already here. Nice stand she is putting together. I like how she uses vertical space at the table. And she has some of the same books, that's wonderful. We carry things in, start putting everything together. It goes so smooth. We know what is going where. There are some pillars in front of our table. But we can work around it, both vertical stands are placed on the left side.

Our big beautiful heavy sign. Shall we place it in front of the table as planned? The table looks quite empty, too flat and too white (white tablecloth, white books, white posters, white business cards, only PKDK magazine stands out). We are trying to place it on the table. Our toolbox comes in handy. Oh, this is so much better! The stand is ready.



Monitoring

The exhibition



Monitoring

The real work begins

People start to come, passing by, glancing.... oh... now the hard part - engaging ...what do I tell them?

I see Ruth Marie saying hi to everyone and talking to everyone who is passing by. Does she know all these people? No, I don't think so... I hear "Hi! Do you grow veggies?" Aha... a simple inviting question...

- "Hi! Do you have a garden?"

- "Yes!"

- "We actually work with transforming traditional lawns to food forrests ..." reach out to the A4 folder with pictures "The concept is called permaculture garden..." reach out to the poster.

Suddenly 6 people are standing around me. Now we're in business!! The camera guy shows up, hard to focus on what I am saying (please leave, I am not at all ready for that)!

People are very curious, some are amazed on the lawn transformation, some are surprised about edible hostas and orpines, some are tired of mowing. They take pictures of the books, take our contacts, take posters, take the magazine. I am busy!



Monitoring

The flow

With my side vision I am noticing people stopping and gazing at The Dandelion for a bit, I see parents explaining it to kids.

The activity around the easel with our books and the new poster is somewhat the usual, people want to share their experience, their frustration with slugs, as well as caterpillars and ants, while at it. The acceptance, the big picture, balancing the garden, robust perennial plants doesn't seem to convince them. From time to time I see an old lady looking through the book and giggling. This makes me happy.

I forget about the seeds, they are placed a bit far from the table. Closer to the end, two ladies are hanging by the seeds. I ask if they would like some. Grab the book, show the moskus katos and sødskærm, explain how to use them and how to plant them. More people gather around us. Now we are distributing the seeds. The books are very pleasant to look at, a bit of home atmosphere, and at the same time some grounding energy. I pick out Tycho's and Karoline's book often, also Martin Crawford's, I encourage people to learn more, they take pictures of these books.

A4 pictures - I use them all the time. Again and again, repeating the same, meeting the same interest and concentration. People really want to understand what is happening in the picture, they ask MANY questions.

New Magazine from Permakultur Danmark is in high demand and gone in the first half of the fair... Permaculture Garden poster, also a great way to start a dialogue. The poster works well, it conveys what was intended. The business cards are also being snapped.

Feet are tired... next time sneakers! Major headache, the colour of my face is burgundy. But all in all, I feel pretty good.

Evaluate

Evaluate design effectiveness and goals achieved, what worked and what didn't.

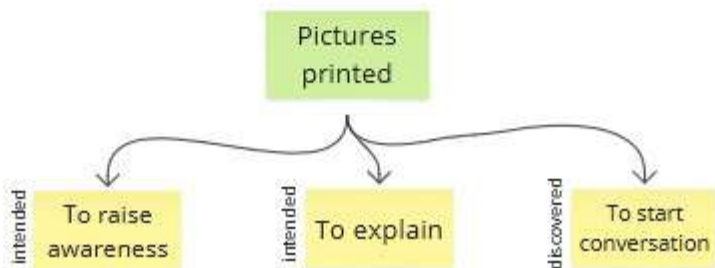
I am pleased with the design, it was effective and helpful in achieving the goals.

Finding motivation for participation in permaculture ethics was a deep meaningful connection.

What worked particularly well?

The developed materials performed very well, some even better than expected. The most enjoyable and helpful was how the **developed materials complemented each other** allowing the flow while sharing. This integration of several elements to support one topic also compensated in those areas where i was a bit underprepared. e.g. I didn't have time to prepare pictures and explanations for the seeds, but it was so natural to open Thyco and Karoline's book "Food with perennial vegetables" and show the pictures and descriptions, that i would argue this was equally good.

One element, **printed A4 pictures assembled in a folder, outperformed the others** and could be nominated as the winner. It performed besides the functions it was intended for. The picture folder was excellent to start conversations as well as to explain the transformation process and raise awareness. So glad we made it.



Evaluate

What could have been done better?

I must say the design covered reasoning for joining and production of materials. What it **didn't consider** was **engaging with visitors, the communication**. At some point I gave it an attempt, but I had a hard time imagining the setup, the place. We have also passed on offering any activity primarily due to time, but also due to difficulty to imagine what it will be like at the fair. Observing what the other stands offered, I am now much more confident to create and try something out myself.

Next time I shall **ask for overall plan earlier** and i shall also **actually look at it**. Because it was possible to see that there



were limitations, such as a narrow passing-by area. Also a misunderstanding with screen walls could have been avoided.

If possible, the venue shall be checked beforehand, it will be worth the effort.

Evaluate

Reflect on the process, framework, principles and tools, strategies and lessons learnt

I am very happy that we agreed to participate - because the **growth happens when there is a moderate challenge** (the edge between known (in our case the subject) and new (the environment).

And I am very happy that I applied a design framework - because this allowed tackling the preparation step by step, brought consistency and structure as well as new perspectives. Overall **GoSADIMET suited even better than I thought**. I was in doubt about the monitoring part (as I am mainly used to monitor a garden over a period of time), but I believe I did a nice job monitoring the performance of the elements during the fair. I also **enjoyed observing an overlap between the phases of the framework**, ideas merging with analysis, analysis merging with design (meaning when I design I keep analysing, when I brainstorm ideas, I start analyzing)

There were really some **gains to my professional development. Much more than I could have hoped for**. The 8 capital tool was helpful to anticipate potential gains, i.e. experience, training, practice, but it's the direct experience and interaction that was so powerful in realising the yields. There also **unexpected benefits**, such **sharpening the understanding to what we actually do** and what we want to convey. As well as **getting immediate feedback** - what has the interest, what is received well, what do people respond to, what is harder to convey - this was priceless. This gained knowledge and experience will definitely be applied when designing the next course.

Small, slow solution, was a very **important strategy** to maintain the energy. The timescale was tight and got even tighter. I got sick and was out for almost 7 days. We got additional activity: interview with Danish Vegetarian society, where I had to prepare a lot (because that was also for the first time). Nevertheless, we managed. And even though we were working until midnight the day before, printing the last bits and pieces, I was not stressing out. This is very important for me. **Practicing resilience**.

Tweaking and Next Steps

I intend to apply gained knowledge two-folds:

- For designing future courses, the one in March in particular. Because it gave me a very clear understanding of what people look for and what their objectives for attending the course could be. Also, I gained a better understanding of the level at which I shall communicate about permaculture.
- For future fairs (nothing is planned at the moment):
 - I would be willing to try out some activities.
 - In terms of tweaking, I will have more self-explaining text supplementing the elements. E.g. I would make a small poster "Give-away seeds" or " Dandelion - an all-purpose vegetable") or the like. That, to enable a bit more self-regulation among visitors.
 - Ideally, more people at the stand (this time it was me alone the whole time).
 - Also, I still have to laminate the Dandelion to preserve it both for education and demonstration purposes.

Overall, this experience was another milestone on my way towards sharing my knowledge and experiences with permaculture and applying its principles to have a more resilient and fulfilled life in harmony with oneself, people and the Universe.