

Concept, Playlab

Working title: ACTA

1. Defining purpose:

To create awareness for the ACTA bill (Anti-Counterfeiting Trade Agreement), that's being put through Europarlement in secrecy.

2. Outcome visioning:

Activating the masses to become aware of this bill, what it will mean for them, and the urge to take action against it.

3. Brainstorming:

a; Through the use of optical illusions, showing the double edged sword of this treaty.

b; Using the language of governmental warnings and signs to convey a warning about this treaty.

4. Research/Inspiration:

BBC News - Thousands march in Poland over Acta internet treaty

<http://www.bbc.co.uk/news/world-europe-16735219>

Ireland and EU to sign controversial ACTA treaty tomorrow · TheJournal.ie

<http://www.thejournal.ie/ireland-and-eu-to-sign-controversial-acta-treaty-tomorrow-336764Jan2012/>

Dutch parliament refuses ACTA secrecy

<http://acta.ffii.org/?p=924>

Say NO to ACTA - YouTube

<http://youtu.be/citzRjwk-sQ>

Will Mankind Destroy Itself? - YouTube

<http://youtu.be/7NPC47qMJVg>

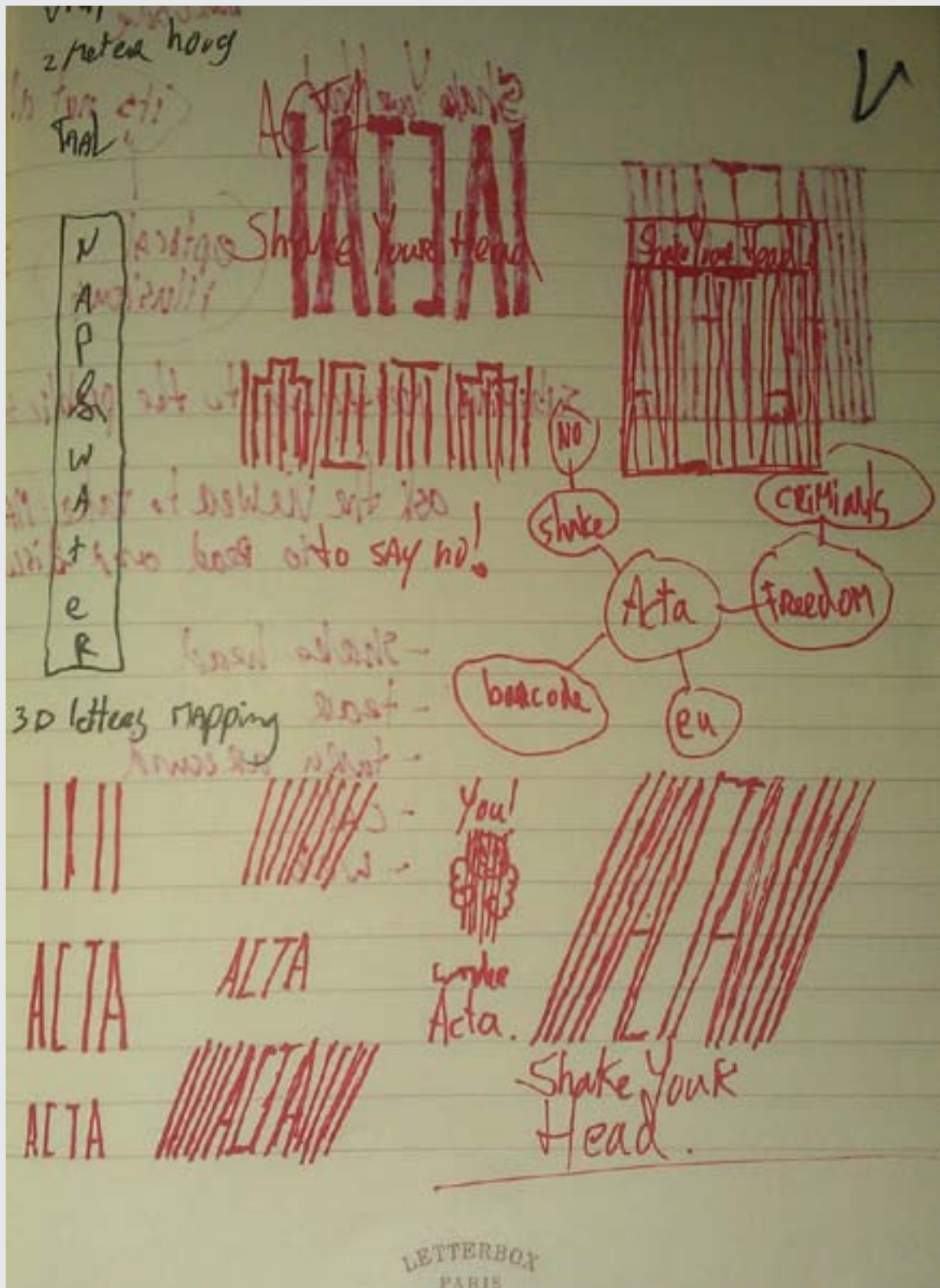
Hacking the highway traffic signs -Youtube

<http://youtu.be/32JgSJYpL8o>

(Yes, I couldn't figure out how to hyperlink in indesign..)

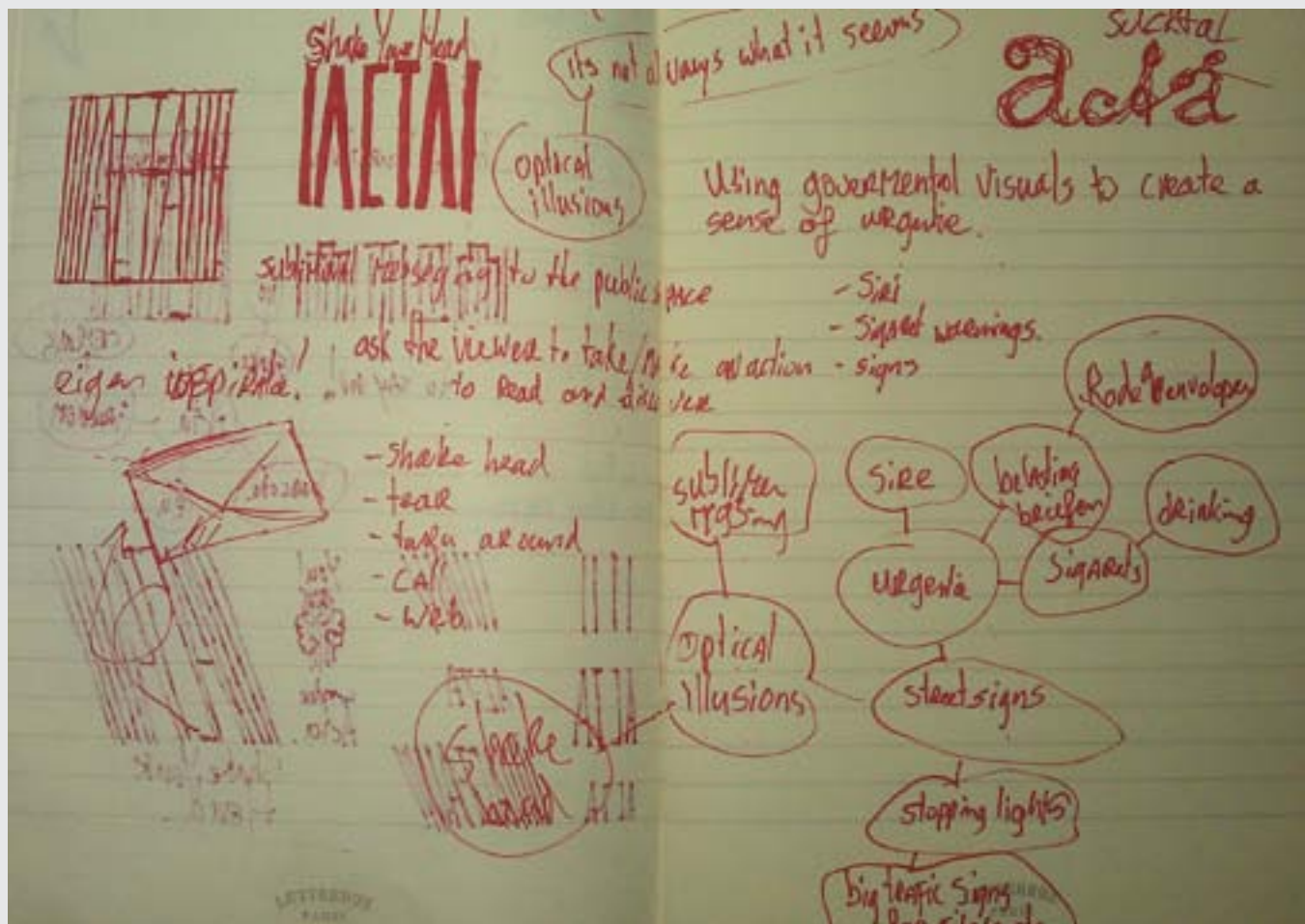
Sketches, Playlab

Working title: ACTA



Sketches, Playlab

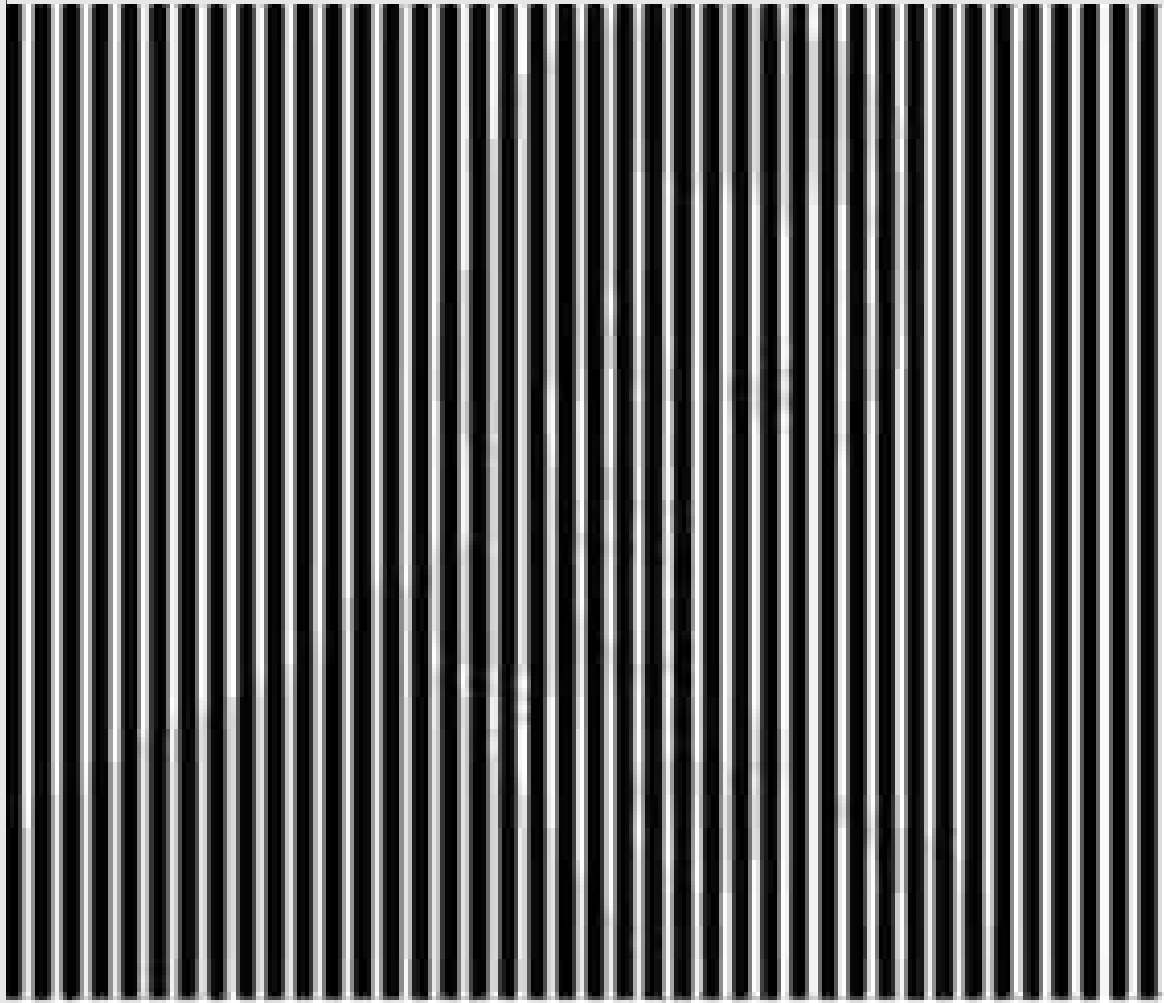
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Optical, Playlab

Working title: ACTA

SHAKE YOUR HEAD



Optical, Playlab

Working title: ACTA

LOOK AT THE CROSS



Warnings , Playlab

Working title: ACTA



Warnings , Playlab

Working title: ACTA

