

What was the challenge?

EMERGENCY is a humanitarian NGO that provides worldwide free medical treatment to the victims of war, poverty and landmines. [https://en.wikipedia.org/wiki/Emergency_\(organization\)](https://en.wikipedia.org/wiki/Emergency_(organization)) Emergency was founded in 1994. The aim of the project was therefore to tell 25 years of the history of this organization (1994-2019).

The need to have reliable and comprehensible information even by non-experts is perhaps even more important today than it was when Otto Neurath—in view of what he called a “feeling of global responsibility for the happiness of others”—gave body to the idea of using graphic tools to increase the level of individual knowledge of citizens.

This work focused on social awareness and scientific dissemination.

What was the solution?

The students of the master course in product and communication design of Iuav University of Venice have designed for this purpose a book series of historical atlases, websites, board games and an exhibition, showing the various facets of the projects created by this organization.

To get to know Emergency's activity, it was essential to be in tune with the spirit that animates the association. Then students, students and teachers worked throughout the semester and developed their projects in the organization's own headquarters, in collaboration with the staff and volunteers, coordinated by Mara Rumiz, Head of Emergency Projects in Venice.

Each project displayed a different aspect of the organization, from the architectures created to the effect of the projects on society, to the experiences of the staff and volunteers involved.

The aim of the project is to make the data and the human aspects of the association's projects comprehensible to the public through graphic design.

dueminuti is the title of the exhibition created by the students in which the story of Emergency is presented through the students' works.

“dueminuti” means “two minutes”, and this is a time that indicates a precise result: on average every 2 minutes a person has been treated by Emergency in the last 25 years. Essentiality and generosity, simplicity and precision, efficiency and humanity, welcoming and safeness. These are the words and the principles around which the exhibition path has been realized, conceived as a “bubble”, a space where we can stop before resuming our journey, where we can read, explore, play and therefore learn.

The exhibition was entirely made with poor or recycled materials.

All the elements of the exhibition are modular and adaptable to different spaces, therefore the exhibition, conceived as a traveling event, will be set up in other venues.

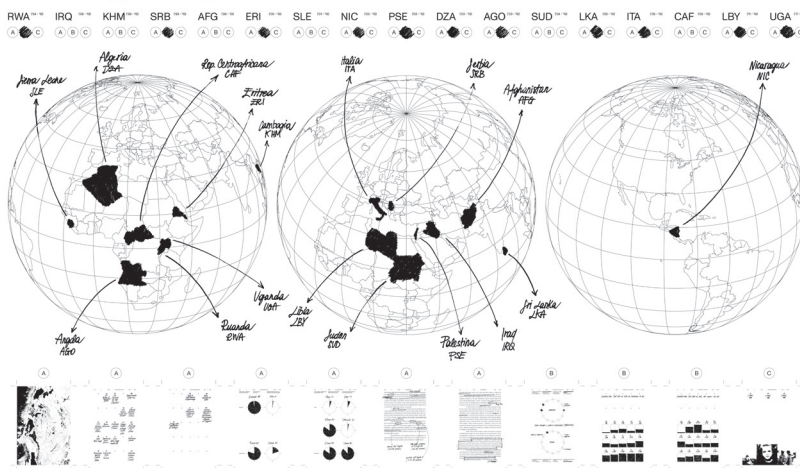
Student projects
of Università Iuav di Venezia
Master's degree
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Emergency

1994 – 2019



What was the effect?

What we present is the result of an educational path carried out in the Communication Design Laboratory 1 and in the Philosophy course held by Luciano Perondi and Simona Morini, collaborator Lorenzo Toso, with the contributions of Paola Fortuna (exhibition design), Paolo Giardullo (data science and social research). The course has trained students to display statistical and cartographic data. Particular attention was paid to the integration of data with the expressive aspects of the graphic design, as well as to teach the basics of web design, game design, and exhibition design. Addressed to a general public, the project aimed at transmitting to each reader and visitor the values and the mission of Emergency together with the activities carried out in all the world and its future projects.

The link to the video of the project
<http://bit.ly/2VwwxCo>

