



## Save our seeds

I have chosen to relate my thesis to the **preservation of vegetal diversity**. I feel the need to focus on a theme I judge **primordial**; I consider it a first hand opportunity for me to develop my skills as a designer, and in the same time to determine my future professional orientations.

I also feel triggered by the **vastness** of the topic, which addresses various, closely linked issues on both cultural, technical and political levels.

Preserving vegetal diversity

Areas of interest

Genetic diversity

Environment

Social diversity

Agriculture

Politics

Consumption

Opportunities

Design for debate

Pedagogic tools (user I love you)

Experience design

Practical action

Communication

Methodology

Future



## Areas of interest

Creating a three-dimensional mindmap allowed me to make every sub-topic relating no more to 2 but 4 other issues. This turned out to be adequate for this theme linking together **genetic diversity**, **environment**, **social diversity**, **agriculture**, **politics** and **consumption**.

millennium seed bank  
kokopelli  
seedsavers

phytopharma and hoodia

medical material  
facing major fleas

crossbreeding

..... inefficient species .....

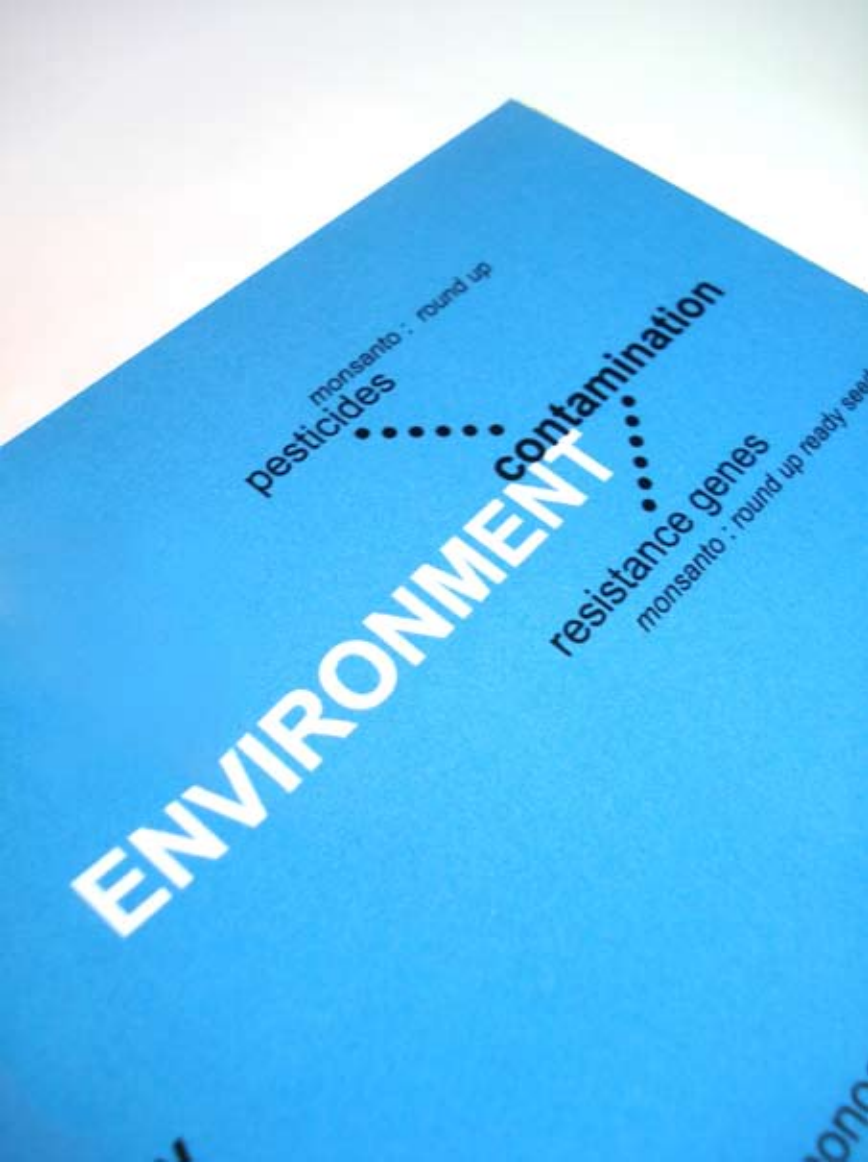
# GENETIC DIVERSITY

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## Genetic diversity

**Seed banks** conserve the plants genetic information for the development of future medicines and hybridations. Yet varieties should not only be capitalized but utilized; **monocropping** threatens global food supply indeed by being more vulnerable to fleas. **Bioengineering** generates species, but its monopolistic application actually decreases the variety of plants being cultivated.



## Environment

Vegetal varieties are prominent in global diversity. The actual loss of **ecosystems** threatens human settlements by exposing them to natural elements, but also by cancelling options for future medical progress. Unsustainable uses of **resources** compel us to create vegetal sanctuaries in order to protect plants from **contamination**.



## Social diversity

Most vegetal species are endemic from specific regions, thus closely linked to **indigenous knowleges**. In many beliefs plants have spiritual meanings that ought to be considered. Biodiversity determines **social interactions** in every society, as illustrates the condition of **rural areas** in urbanized systems.



## Agriculture

While **food supply** is the primary goal of agriculture, all **production systems** do not adopt the same approach. Environmental but also social **impacts** can differ accordingly to the chosen techniques, and along with these the **quality** of the stocks.



## Politics

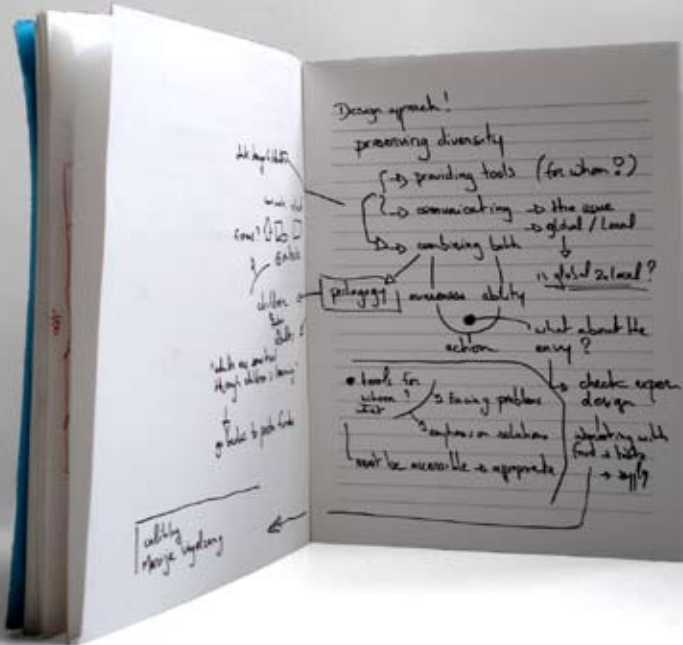
All issues mentioned above have political implications, on both local and global levels. Agriculture **quality** can be encouraged through specific aids, as exportations and **intellectual property** are subject to **free trade regulations**. In this frame, corporate as well as social **lobbies** tend to influence decision making.





## Consumption

Vegetal diversity is part of our consumption patterns. As many varieties have been forgotten, there is a growing **demand** for original and ancient products. **Socially conscious consuming** is also spreading, leading to a redefinition of food supply and the emergence of **commercial alternatives**.



# Opportunities

Considering a panel of methodologies that could be used to address the topic gave me a clearer understanding of how design could contribute to improve actual situations.

Doing so led me to examine **design for debate**, **pedagogic tools**, **experience design**, **practical action** and **communication**.



## Stories from the other world

Design for debate translates problematic situations into domestic objects in order to generate a social debate.

**Egopiracy** turns biopiracy towards occidental civilizations by patenting our traditional knowledge. What if we had to pay everytime we brush our teeth ?

**Terminated feeds** address engineered sterility; like a lamp which bulb gets burnt anytime you turn the light off.



## Filling up Setting about

As raising awareness should not exempt from trying to solve the problem, pedagogic tools aim to turn knowledge into action in a pragmatic way.

**Around the seeds** provides gardeners an appealing alternative to chemical fertilizers by displaying information about the ancient art of crop rotation.



## Taste, adopt

Experience design considers the opportunity to generate durable habits by providing new, pleasant scenarios.

**Colors and shapes** recipe book incites people to cook with forgotten ingredients by considering the aesthetic of the meal as much as its taste.



## Reinforcement

As most problematic situations are already being addressed, practical action aims to provide appropriate designs whilst keeping in mind existing initiatives.

**At hand** stresses the excessive centralization of seed-saving structures by proposing a local seed bank for individuals and small communities to save their seeds.



## Linking the ends

As material distances are growing smaller, communication intends to make proper understanding available.

**Prior story** addresses the struggle of oral cultures in establishing their rights by generating a prior act - written disclosure of a knowledge - and transmitting it to the final consumer, therefore initiating a more intimate relationship.



## Methodology

The need to document my researches led me to put an emphasis on **visual medias**, photography and video.

In order to strenghten my knowledge I contacted **experts** in fields related to my topic, from gardeners to cultural anthropologists, and from chiefs to economists.

As a tool to communicate with these contacts I set up a specific webmail and a **weblog** which can be visited at [saveourseeds.wordpress.com](http://saveourseeds.wordpress.com)





## Future

Due to the broadness of the subject I came to consider this first period as dedicated to get proper understanding. In the second half of the trimester I want to start **focusing** on potential outcomes, while still continuing my **research**. I also want to start considering the **thesis writing**, so that I can define my own approach by the end of the year.



## Thank you

Feel free to **communicate** me any concern or suggestion.

Please also **visit** regularly the weblog on [saveourseeds.wordpress.com](http://saveourseeds.wordpress.com)