



# Mission Model Canvas

Project title:

Co- Habitations: Urban Resilience through Art

Created by:

WE ARE AIA + partner:

Date:

19.07.22

Version:

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## Partners & Support 🍷

Which persons and organizations can support your project and act as intermediaries?

### Prospective members of the core team:

- Jenny Casetti - Founder Citizen Science, Catta (to be confirmed)
- Ishita Chakraborty – artist (confirmed)
- Azad Colemêrg – teacher from Kurdistan and political refugee (to be confirmed)
- Pedro Wirz, artist (confirmed)
- Lucia Gugerli – performance artist (to be confirmed)
- Violeta Burckhardt – architect and Scientific Assistant working in the field of landscape architecture ETH (confirmed)
- Maya Minder – artist, researcher (confirmed)
- Carolina Brunelli – artist, student FHNW Basel (to be confirmed)
- Maurice Maggi – activist, chef, artist (confirmed)
- Raphael Portmann – climate scientist, founder Degrowth CH (to be confirmed)

### Prospective external advisors:

- Filipa Ramos – writer, lecturer and curator, Institute Art Gender Nature, Basel.
- Stefanie Hessler – curator & author, director of Swiss Institute, New York
- Monica Ursina Jäger – artist, author
- Flurina Gradin – lecturer ZHDK and Founder Wildspots
- Uriel Orlow (artist, author) and Mikhail Karikis (video, sound and performance artist)
- Prof. Dr. Guillaume Habert (ETH)

### Prospective partners:

- Schule+ Kultur Volksschulamt Kanton Zürich (confirmed)
- ETH Institute of construction and infrastructure management (confirmed)
- IUNR Forschungsgruppe Nachhaltigkeitskommunikation ZHAW (confirmed)
- Assoc. Professor Milica Topalović (ETH) (to be confirmed)

## Activities 🍷

What activities does your idea need?

### PHASE 1. (October 22 to April 23)

Series of discussions between the team members for knowledge exchange and program development.

Pavilion conception with the core team and students ETHZ construction

### PHASE 2. (April to August 23)

Pavilion Opening and Space Activation. Possible formats:

- A workshop with Maurice Maggi, discovering the biodiversity of Zurich, collecting plants and seeds for further planting. Concluded by a collective cooking session and a dinner-based discussion.

- A workshop in the gardens of ZHAW Research group for sustainability and environmental education led by Monica Ursina Jaeger.

- A discussion led by a focus group and invited speakers at a site-specific location.

- Other events, including lectures with Professors, workshops with/by children, planting sessions, guided tours, public workshops with specialists, participatory installations etc.

### PHASE 3. (September to October 23)

Collective final project in collaboration with students, citizens and schools.

## Offer 🎁

What proposition and value do you offer to the people you want to address?

-Generate knowledge with people through art

-Co-creating knowledge with artistic methods

-Transdisciplinary approach with a focus on experimental solutions and educational processes

-Community-building and encouraging collective effort

-Empowering personal responsibility of individual citizens

-Providing a platform for action and visibility to existing research and initiatives

-Engaging all age groups, transcending knowledge through generations

-Process-based, dialog-format, audience-engaging

## Relationship, Community ❤️

How do you maintain relationships with your target groups?

• Through open events and workshops

• Through collaboration with schools and universities and partners

• Through collaboration with the local community

## Target groups 👤

Who do you want to address with your idea or project? Who will jump at it? Name your target groups.

Youth: children and students  
Local community groups  
Individual citizens

<ul style="list-style-type: none"> <li>ETH Department of Architecture (to be confirmed)</li> </ul>	<p><b>Resources</b> 🏗️</p> <p>What do you need to implement your idea? (e.g. physical, material, personnel, etc.)</p> <ul style="list-style-type: none"> <li>A collaboration network (artists-university professors-ecology specialists-architects)</li> <li>Building up a pavilion to become the hub/platform of the project</li> <li>Workshop materials and technical equipment</li> <li>Printed materials (educational booklets etc.)</li> </ul>	<p><b>Channels</b> 📱</p> <p>Which channels will you use to reach your community?</p> <ul style="list-style-type: none"> <li>Direct communication during participatory activities</li> <li>Communication through the network of partners and the core team</li> <li>Social media engagement</li> <li>Media visibility</li> <li>Printed materials</li> </ul>	
<p><b>Budget</b> 💰</p> <p>What costs do you expect to incur in order to realise your idea? What are the costs?</p> <ol style="list-style-type: none"> <li><b>Organization – 30'000 CHF</b></li> <li><b>Production cost including artist fees – 67'000 CHF</b></li> <li><b>Pavilion construction with ETH students– 20'000 CHF</b></li> <li><b>Advertising/ media campaign – 13'500 CHF</b></li> <li><b>Mediation program with schools and other institutions – 18'050 CHF</b></li> <li><b>Reserve (5% of the general cost) – 7'450 CHF</b></li> </ol> <hr/> <p style="text-align: right;"><b>156 000 CHF</b></p>	<p><b>Impact</b> 🌱</p> <p>What does your idea do for the climate? How do you know/check the effect? What can you measure?</p> <p>Co-Habitations is a critical contemplation on what cities will look like in the future and what challenges society will face in the nearest 100 years. The project will become an invitation for discussion, a way to explore new perspectives and share inputs from different disciplines to collaboratively look for solutions to ecological crisis and the shifting of ecosystems.</p> <p>The project structure allows an extensive knowledge exchange and offers the possibility to generate knowledge collectively. The objective is to transform our parasitic relationship with the environment into a symbiotic one, using artistic and scientific methods. We will focus on encouraging and facilitating collective action, as well as raising awareness about personal responsibility and a big impact that small actions can cause. Its aim is to become a catalyst for change and to build support structures for it.</p> <p>The project will be evaluated through measurable indicators that will be determined at the beginning together with the core team and the external advisors.</p>		
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