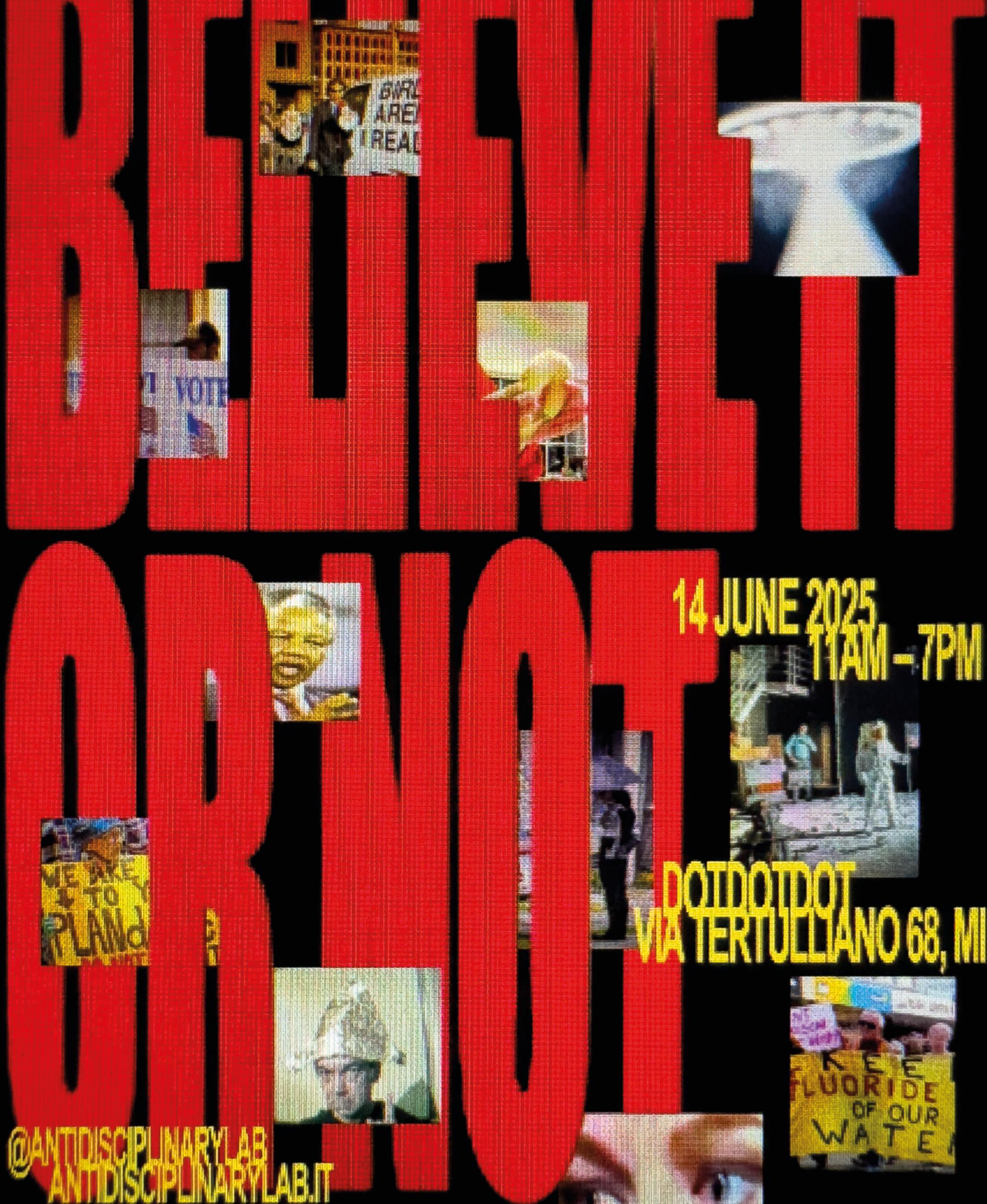


POLITECNICO DI MILANO
COMMUNICATION DESIGN & DESIGN SYNTHESIS STUDIO C1



14 JUNE 2025
11AM - 7PM

DOIDOTDOT
VIA TERTULLIANO 68, MI

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SPECULATING ON FLUORIDE CONSPIRACY THEORIES

SPECULATING ON (UN)REAL CONSPIRACY THEORIES

The event/exhibition presents the projects developed in the Final Synthesis Communication Design Studio C1, BSc in Communication Design, School of Design, Politecnico di Milano. Believe It or Not presents 11 communication design projects, 11 communicative machines, and 11 speculative scenarios. 11 projects that explore possible scenarios based on conspiracy theories, used as a starting point to reflect on imaginaries, media and power structures.

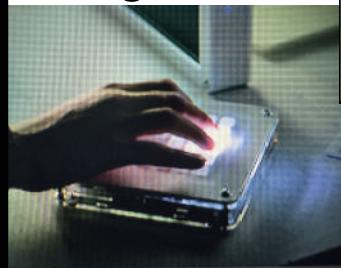
11 communication systems that question our present to discuss the boundaries between reality, fiction and manipulation, trying to redefine the role of the communication designer.

7. Anti_Streaming_Army



Anti_Streaming_Army is a covert collective exposing how streaming platforms exploited the pandemic to achieve control. Decrypta is the tool that starts the revolution: an open-source machine that scans visual content to find hidden pixel messages that reveal corporate manipulation. With global hacks and media takeovers, the collective turns entertainment into evidence.

9. Lingua



Lingua is the official language of the New World Order, built to standardise thought and eliminate free expression. Based on 55 symbols and linked gestures, it turns communication into control. Creare Lingua, a home device, translates speech and trains users, aligning language, behaviour, and ideology.

8. Habit System



Habit System is the EU's automated voting protocol that turns daily behaviours into political consensus. Citizens no longer vote; algorithms do. The Visualisation Machine, accessible during public Visualisation Days, reveals how shopping, movement, and media shape your political alignment: your habit, your vote.

11. Milestone



Milestone is the production company behind staged historical events like the 1969 Moon landing. Working with political and media elites, it creates high-impact narration to shape public belief. The Projection, an interactive director's chair, reveals the set designs, scripts, and direction behind the world's most iconic moments.

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6. Gumm



Gumm turns the rubber fruit theory into a lifestyle brand shaped by Gen Z culture. Each fruit becomes a character with bold visuals and a meme-driven identity. Through the Ambassador Experience, users receive a PR kit with stretchable fruit and join a challenge where performance and virality decide who becomes the next face of the brand.

5. LAST



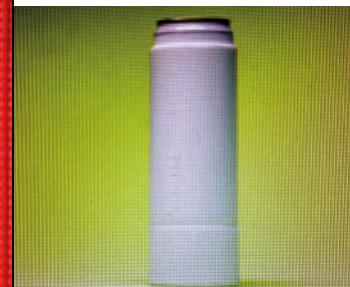
LAST is the agency that allows celebrities to disappear by faking their deaths: a complete service that stages their death, curates their legacy, and guides them toward a secret new life on the VIP Island. The time capsule, an interactive machine, lets the client simulate their own death and choose its emotional impact.

4. TEGO



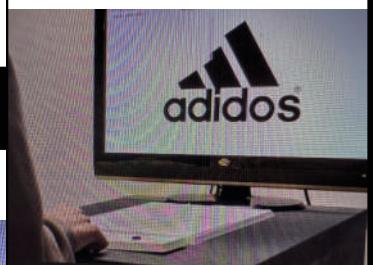
TEGO is a fashion-tech brand protecting against electromagnetic threats. Its core product, the Anti-EMF Jacket™, detects invisible signals aimed at surveillance and mind control, inflates in response, and provides the wearer with a sculptural shield. Protection becomes a visible act of resistance.

3. watever



watever embraces water fluoridation and its cognitive effects, offering the most fluoridated water on the market. With 5.9 mg of fluoride per can, it limits mental capacity to promote a carefree, untroubled lifestyle. Through watever "the case" and its companion app, users can easily monitor their fluoride intake and track their happiness level in real time.

2. SHIFT



SHIFT, Scientific Historical Institute For Timelines, tracks visual anomalies caused by the Mandela Effect. It operates in one of the five existing timelines. The Quantum Logo Comparator machine lets users analyse distorted brand logos and question whether their memories belong to this reality or another.

1. VTV



VTV is the first streaming platform built on bird-drone surveillance, turning real-life footage into viral entertainment. Through the VTV Experience, a VR binocular interface, users explore unscripted content while the system tracks their gaze to generate personal profiles and match them with their ideal bird type.

Projects realized during the Final Synthesis Design Studio C1 Degree Course in Communication Design School of Design Politecnico di Milano A.Y. 2024/2025

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POLITECNICO MILANO 1863 | SCUOLA DEL DESIGN

Corso di Studi in Design della Comunicazione

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