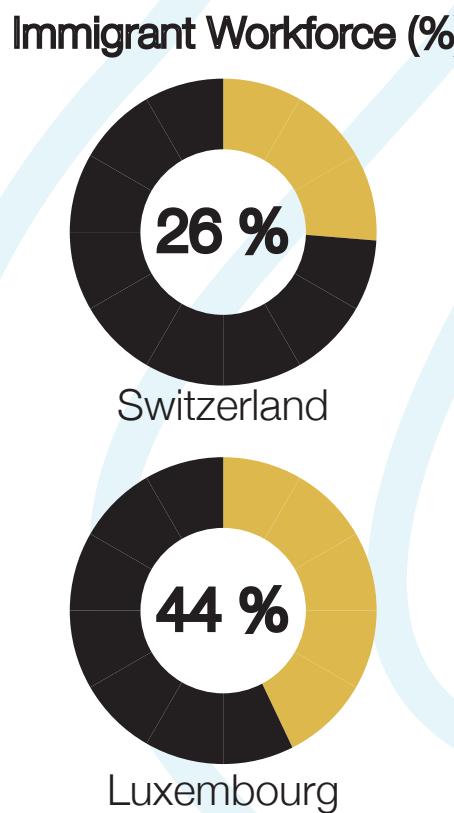


CHANGE BORDER CONCEPT

WHAT IS THE PROJECT FOR?

The purpose of this project is to exalt the positive outcomes that **welcoming immigrants** can have on a country.

- According to research, in 2006 immigrants represented a great portion of the workforce in European countries.
- In Switzerland, this demographic accounted for 26% of national employment, In Luxembourg, migrants accounted for 44% of total employment and in Italy, more than 9000 immigrants were employed in agriculture.



- We decided to localize the project on the Italian island of Lampedusa, located in the Mediterranean sea.



- This Island is known as the Gateway for Europe since is one of the primary points of entry for immigrants in the continent.



LOCALS AND TOURISTS

WHO IS THE PROJECT FOR?

- Lampedusa local resident population:



6,523(01/01/2019)
6,494 (31/12/2019)

Inhabitants trend



Due to a lack of funding for healthcare and education. And the main source of income relies mostly on tourism, which is usually active only for half a year. The majority of young people migrate to other parts of the country in search of a more stable future.

Since the project would be located on the island of Lampedusa, we decide it should be engaging for the local people and visiting tourists.

- Lampedusa main sources of income:



Tourism

During the 80's the economic source of income switched from fishing to tourism, which in turn generated **competition between businesses**.



Fishing

The island has a long tradition of fishing, and is **ethic of "mutual assistance"** in the sea. So there is a sense of hospitality in the people familiar with the tradition.

- Lampedusa main views on migration:



Hospitality vs. hostility

Local people are aware of the difficult situation that the migrants passing through the island live in. They are **used to their presence** and there is a tendency to **help out** rescued people whenever needed.

The **negative connotations** that the locals have about migration are more related to the way the **government** or the system handles the situation or how **the media** portrays the island.

HOW IT WILL BE MADE?

PROJECTION MAPPING

To get our message across we can use **projection mapping**, and/or guerrilla projection.



- This method allows us to reach a **broad audience** by being situated in **public places**, and also purely by being **physically large**.



- It also allows us to give a **larger voice** to people who are usually unable to voice their problems to the majority of society in a meaningful way.

WHY ARE WE DOING THIS?

PROJECTION MAPPING

- To achieve this we need to make sure that our message is both **easy** to understand and **thought-provoking**.
- We should include **statistics and research** into the current situation and the challenges that are presented during the current pandemic.
- We aim to design an eyecatching projection mapping video that catches the publics attention.
- Hopefully this project will attract media attention and have a worldwide reach so these issues can be brought to light and spark conversations about borders all over the world.

We hope that this project helps to spark conversation among local people and perhaps change some attitudes toward Immigration at this border.

Hopefully this will inturn improve the lives of people entering the country via the centre and lead to a change in how we discuss and think of immigration.

