

Spaces - Global Issues:

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WORLD 394

"THE REAL PRICE OF WHAT YOU BUY"

STUDY 3: FASHION FICTIONS

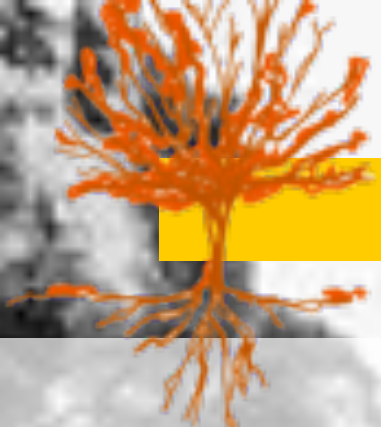
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STARTING POINT...

The world 394 arises from the combination of two themes: "global issues" and "spaces." After conducting some research and attempting to relate the themes in the best possible way, we arrived at two dynamics that encompass the aforementioned topics: top-down and bottom-up dynamics. For these dynamics, we selected two problems within the fashion industry that reflect the mentioned dynamics.

Firstly, greenwashing. It is associated with a top-down dynamic because it is a problem generated by large companies in the industry that affects the mindset of their buyers in order to continue their profitable activities amidst the current environmental and sustainable context. Lastly, upcycling. It is a bottom-up dynamic as it is a movement created by individuals who have an impact on the industry from a position of low power.

Thus, the world 394 emerged with the aim of combining global issues with spaces such as the fashion industry.



WORLD AND DESCRIPTION

Description: In the next activation you will be part of the process of buying a garment in a fictional world of fashion.

In said world, it was stipulated that the price of any garment is defined according to a degree of sustainable responsibility for the manufacturing process (measured in the social, economic and environmental energy weight). Likewise, it is sought that the same action of buying is an action that derives in an "alien responsibility" of the person/buyer with the life cycle of the purchased garment.

In the world 394 the purchase and sale depends on what is established by the Law of Social Responsibility of Clothing.

"LAW OF SOCIAL RESPONSIBILITY OF DRESS": "By means of which measures are adopted towards the need to transform the citizen's relationship with the fashion system towards something more sustainable. It is established that the activity of purchasing garments becomes a ritual of responsibility and awareness for the citizen.

In the world 394 there is a daily fight against false advertisements and "unsustainable makeup"



THE FICTION THAT GUIDES HIS ENACTMENT:

With the aim of fighting against "Greenwashing" and the false propaganda of sustainability - and for environmental, social and economic reasons - Mundo 394 has created a law by which the processes of buying and selling garments are governed: the Law Social Responsibility of Clothing. Thanks to this law, the way of acquiring garments has become a ritual through which clothing is displayed in stores in such a way that the energetic weight of its manufacturing process is understood, this with the purpose of raising awareness and holding people accountable. to the buyer.

Having said this, it becomes clear that dressing in this world requires responsibility and awareness. The mere fact of walking around with clothes is showing degrees of own responsibilities defined through those same material acquisition decisions of the fashion industry. It is necessary to understand that once a garment is acquired, the person must be willing to bear the social, environmental and economic weights that it generated and continues to generate. Like indelible brands, the streets of the world 394 are full of figures that define how sustainable what is worn is, or in turn, how unsustainable.

Greenwashing understood as: a marketing practice or strategy used by some companies, which consists of showing the audience that they are respectful of the environment when presenting their products or services.



ACTIVATION RECIPE

Stage 2: world-building element: use structured prompts to explore world

Stage 2: everyday life element: storyboard a scenario from the world

Stage 2: prototype element: create an object or image from the world, sourcing materials as needed

Stage 2 total duration: 30 minutes

The activity below was designed to be done on an individual basis, without sharing or consulting decisions with anyone else. They can take the minutes that are required.

Stage 3: planning element: activity planned by facilitators

Stage 3: performance element: perform a special ritual from the world

Stage 3: duration: 30 minutes

What do you need:

The activity described below requires the following items (ps. most of them will be provided to you!)

-Money! Don't worry, Mundo 394 prices have been redefined using a liability table. Each value has its respective reasoning behind it. For this reason, the tickets are not the common and current pesos but ones that we will provide you at the beginning of the activity.

-If you need reading glasses, bring them, we need you to be very attentive and be able to read clearly, even the fine print!

- 1. Enter the store, interact with it and connect with the clothes. Understand and recognize the space, observe how the buying and selling system works, and become familiar with the environment.**
- 2. Take the clothes that interest you according to your personal tastes; Look at the material and construction. Decide what you like and what you don't. Think about what would look good on you and what you would really like to wear.**
- 3. When choosing the clothes that you like, check them well from head to toe. Look at what they have in particular. Ask yourself about those elements that attract attention (is the logo red? orange? yellow?). Read the receipt and everything that is written on it.**
- 4. After viewing the respective logo of that garment, review the sustainability tables and the responsibility wheel to understand the reason for its color. In doing so, he makes the final decision. Ask yourself about the weight that buying that garment will produce. Worth?**
- 5. After deciding what you want to take home with you, go to the checkout to make your final purchase. There your garment will be packed in a bag that will reflect the weight that your purchase has implied.**

Tell us about your enactment

We will follow with great interest all the reflections developed on this purchase/sale process; We will make a file with your opinions and we will publish the attached receipts with an image of the garment on our social networks so that more people can participate and reflect on said activation.

ENVIRONMENTAL LEVEL

1.110 - 3.330 LITERS OF WATER

COST: \$ 5.000,00 - \$ 150.000,00

ECONOMIC LEVEL

5.550 - 15.550 KILOS OF CO₂

COST: \$ 5.000,00 - \$ 150.000,00

SOCIAL LEVEL

20 - 15 DOLARS PER HOUR WORKED

COST: \$ 5.000,00 - \$ 150.000,00

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ENVIROMENTAL LEVEL

1.110 - 3.330 LITERS OF WATER

COST: \$ 150.000,00 - \$ 1.300.000,00

ECONOMIC LEVEL

10,00 - 15,29 KILOS OF CO₂

COST: \$ 150.000,00 - \$ 1.300.000,00

SOCIAL LEVEL

10 - 5 DOLARS PER HOUR WORKED

COST: \$ 150.000,00 - \$ 1.300.000,00

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ENVIROMENTAL LEVEL

20.000 LITERS OF WATER

COST: \$ 1.300.000,00. - \$ 2.500.000,00.

ECONOMIC LEVEL

20,09 KILOS OF CO2

COST: \$1.300.000,00. - \$ 2.500.000,00.

SOCIAL LEVEL

1 DOLAR PER HOUR WORKED

COST: \$ 1.300.000,00. - \$ 2.500.000,00.

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REFLECTIONS OF PEOPLE WHO VISITED US

"We didn't notice the level of responsibility we have towards these types of issues because, unfortunately, we are accustomed to the capitalism in which we live."

• Anonymous

"I didn't believe the figures were real. I thought everything was made up because the numbers are unimaginable for just one garment."

• Anonymous

"I wanted to buy the most expensive item because I had all that money to spend, and I didn't even understand the exercise until I got to the checkout. So, I believe we need to change our mindset in the real world."

• Anonymous

"We are not aware of what lies behind each garment. We live in a very superficial world driven by money."

• Anonymous

"I had no idea that jeans, such a common garment, had one of the highest energy footprints, as you call it."

• Anonymous

"It was a very enlightening exercise that motivated me and invited me to be more conscious in my daily life. I would like to know what other alternatives I can use to reduce that impact."

• Anonymous



GROUP REFLECTIONS

- **We noticed a behavior in people that had not been accounted for in the research. When given a large amount of money, they solely relied on prices and their personal preferences. The money overshadowed the alarming figures. Something quite surprising was how, in the interactions (with a few to whom we gave less money), despite the figures and the impact of the more expensive garments, they would gather their money or we would offer them a loan to obtain the most expensive item.**
- **They believed that price was directly correlated to the quality of the garment and always wanted the most expensive one to stand out from the rest, regardless of running out of money. On several occasions, despite having explained the charts and figures to them, people still let their preferences guide them and purchased the items solely because they liked them at first sight.**



GROUP REFLECTIONS

In summary, we were able to see several things. Many of the people who engaged in the interaction were completely driven by the price and how the garment looked, completely ignoring the numbers. Some realized the impact at the moment of purchase and regretted it, but many preferred comfort and aesthetics and still bought the items. We noticed that the "social" penalty of wearing the color permanently did not have a significant impact; there were those who didn't care and only asked if there would be a monetary penalty. Many others were affected by the activity; they were surprised to see the numbers and even more surprised to see that they were indeed real figures. At that moment, they began to question the impact of the clothes they were wearing. However, overall, while it was a great activity, there is room for many iterations to generate a greater impact and raise more awareness among people. It is necessary to work on the mindset biased by money and "aesthetically pleasing" aspects and continue iterating to find "the true cost of what is being purchased."

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GENERAL DOCUMENTATION OF THE PROJECT AND EXHIBITION

