

01/ THE SEARCH FOR OUR DEFINITION OF DISSENT

Upon meeting each other for the first time, we were at a loss with where to start. So we asked each other 3 questions:

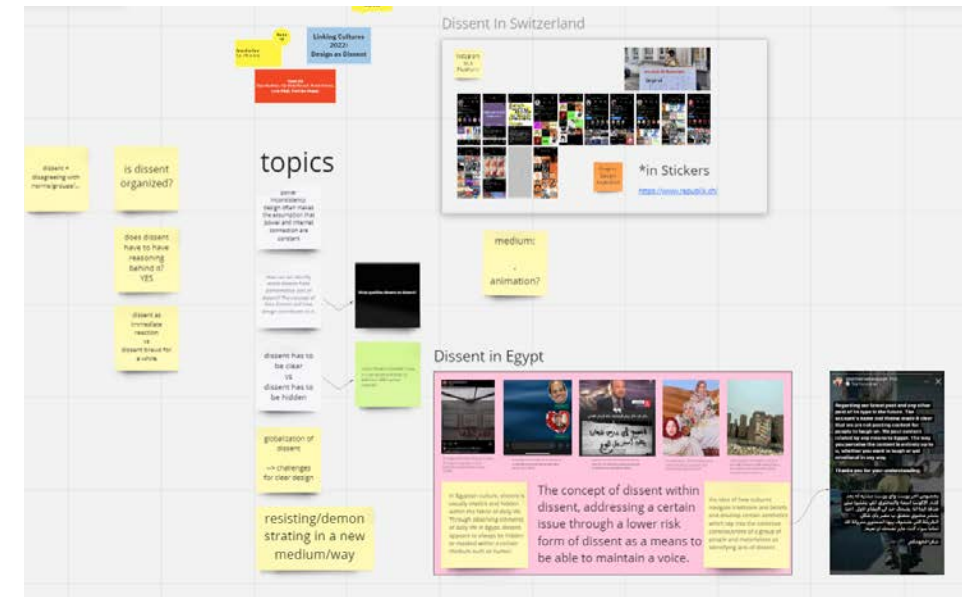
HOW DO YOU DEFINE DISSENT?

**WHAT DO YOU THINK QUALIFIES
DISSENT AS DISSENT?**

**DOES THE VOCALIZATION OF DISSENT
DIFFER WITH CULTURES?**

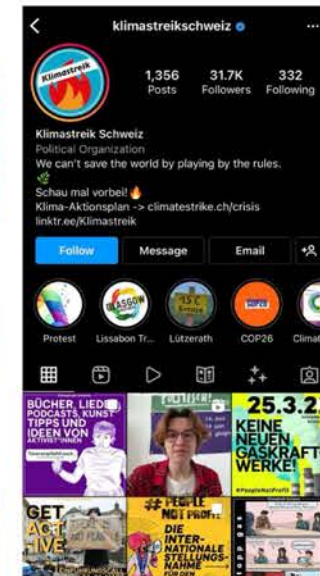
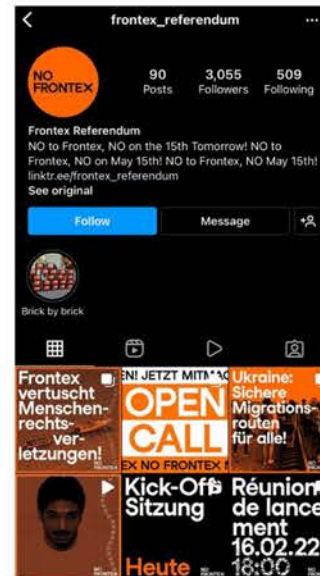
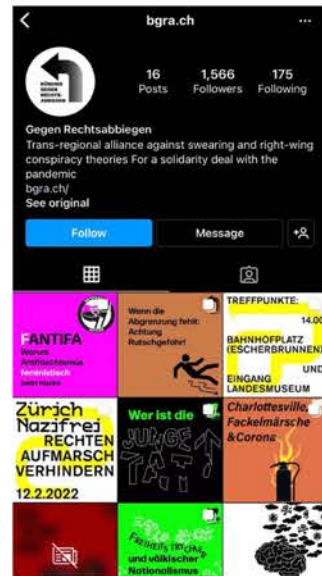
01/ THE SEARCH FOR OUR DEFINITION OF DISSENT PT.2

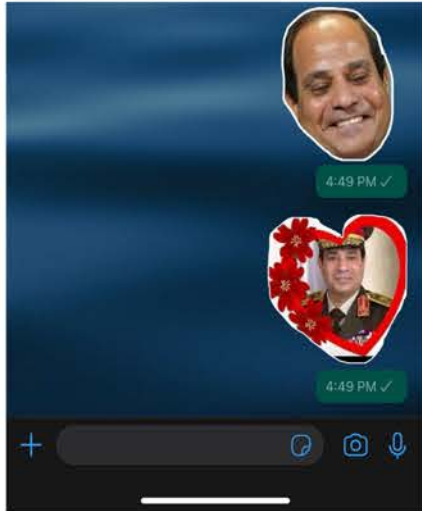
We decided to collect a week's worth of our encounters with what we think is dissent and compare conclusions.



In Switzerland

The use of IG as a platform and the sharing of organized rally dates and protest gatherings through branded activist accounts.





Whatsapp stickers depicting memes of a presidential figure being used daily on an ironic basis.



Informal housing on the sides of major roads and highways as a response to poor urban planning.



An IG account showing snaps of Cairo exposing a sexual abuser without context.



Recognizing kitsch designs as a pillar of Egyptian culture to fight capitalism and deculturation.

In Egypt: "Dissent Within Dissent"

It is masked within other channels of communication. Addressing a certain issue through a lower risk form of dissent as a means to be able to maintain a voice.

CONCLUSION #1

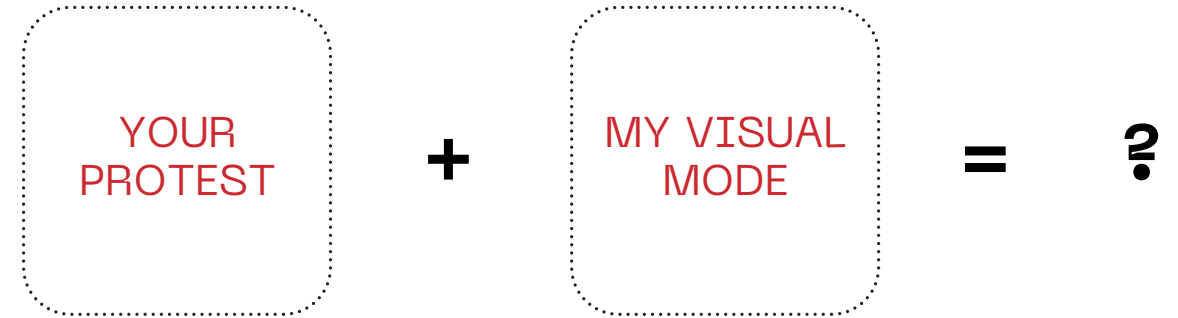
**Dissent can be explicit or
implicit.**

CONCLUSION #2

Cultures navigate traditions and their respective public environment and come up with certain visual cues and signifiers that translate into local symbols of dissent.

02/ THE CONCEPT

Setting up an exercise that functions as a cross-cultural translator and allows you to make a statement relevant to your context through the visual context of another culture.



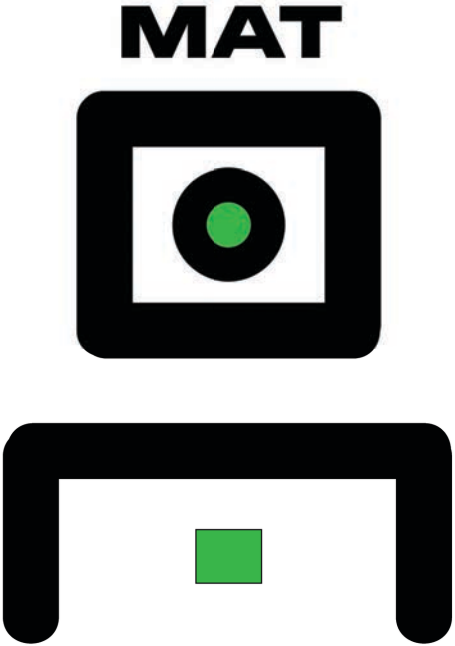
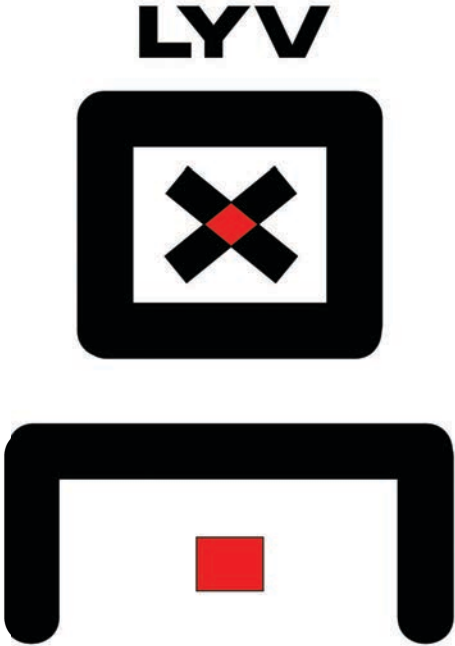
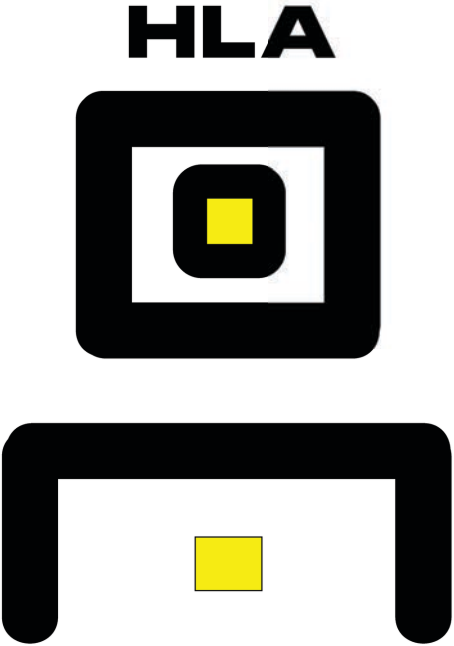
03/OUR PROCESS

Round 1: Each creates their own version of their original choices

Round 2: Swap visual modes but keep your topic of choice.

Round 3: Swap topics but keep your choice of visual mode.

ROUND 1:
NO SWAP



KEY:
SHAPE=TOPIC
COLOR=MODE

HLA:

Topic: Females accused of violating Egyptian family values ie. female tiktok influencers being persecuted and put on trial for posting dancing videos among others that are considered a threat to public morality.

Visual Mode: Whatsapp Stickers

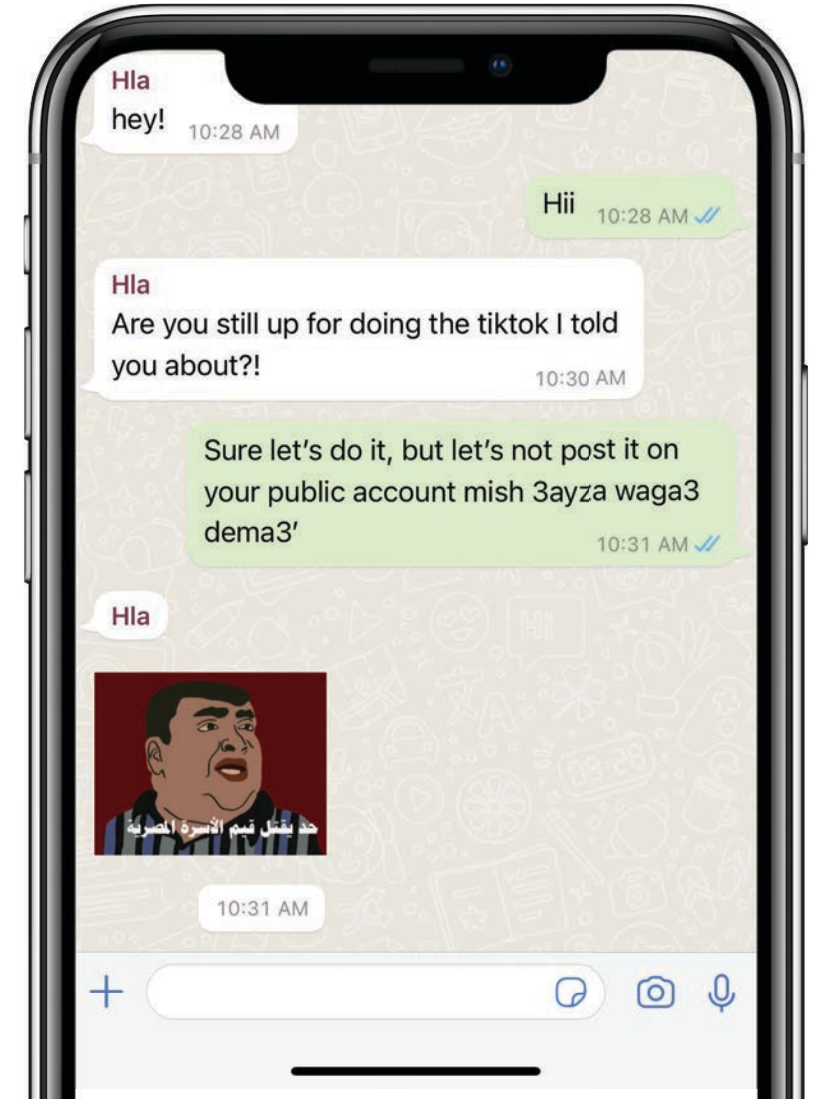
Context: Due to the overwhelming censorship in Egypt, disguising dissent in the form of humorous whatsapp stickers allows it to circulate more and implicitly spread the message to a vast audience.

HLA– ROUND 1

Whatsapp sticker inspired by a pop culture reference in Egyptian cinema.



Sticker translation reads: "Someone kill these Egyptian family values."



LYVIA:

Topic: Harassment against LGBTQIA+ People.
Even though the law to let same-sex people marry passed, they are still being harrassed day by day.

Visual Mode: Banner to hold up during a demonstration

Context: I have lived through this kind of harassment and seen friends get hurt for being open about their gender identity or sexuality. Pride is a place where we can hold up these banners and protest against it.

LYVIA– ROUND 1

A banner to be held up during pride

I DONT WANT TO
BE COURAGEOUS
FOR **LOVING**



MATTHIAS:

Topic: Critical Mass: An initiative that fights for more bike friendly streets in Zurich

Visual Mode: A sticker that promotes that movement

Context: Zurich doesn't have a lot of bike lanes and the cars drive very fast in the city, a lot of accidents happen. Critical Mass organizes a bike protest every last Friday of the month.

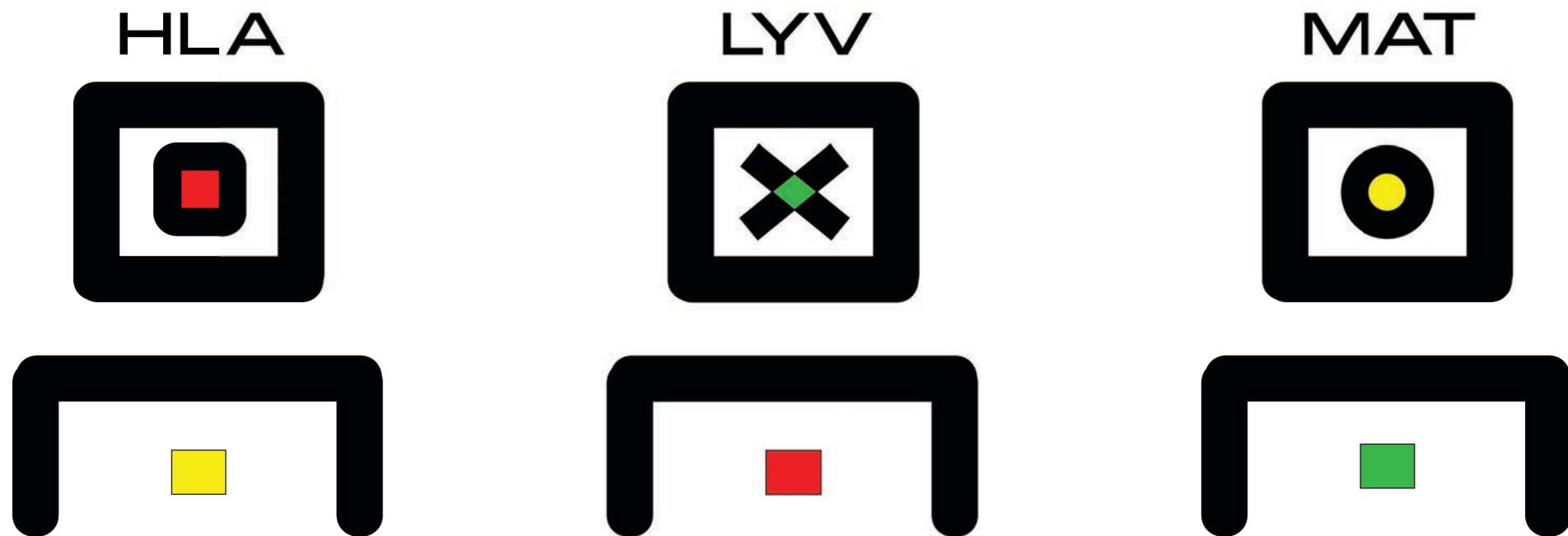
MATTHIAS– ROUND 1

A sticker to be placed anywhere



ROUND 2:

VISUAL MODE SWAP



KEY:
SHAPE=TOPIC
COLOR=MODE

HLA– ROUND 2

A banner to be held during a demonstration



Sticker translation reads: "Only if the Egyptian family values let me..."

LYVIA- ROUND 2

A sticker to be placed anywhere

JUST LOVE
NOT COURAGE



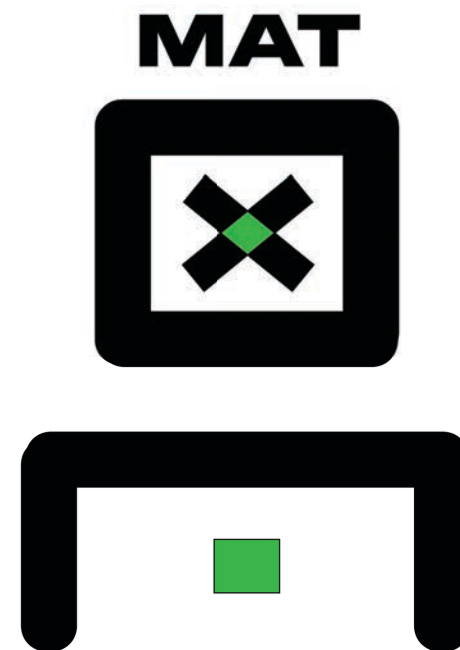
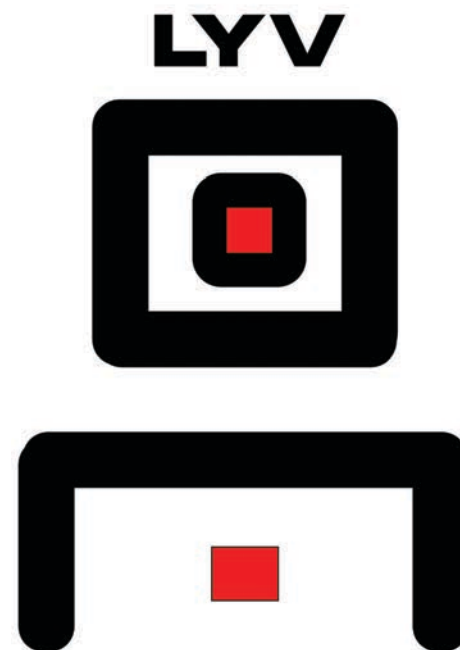
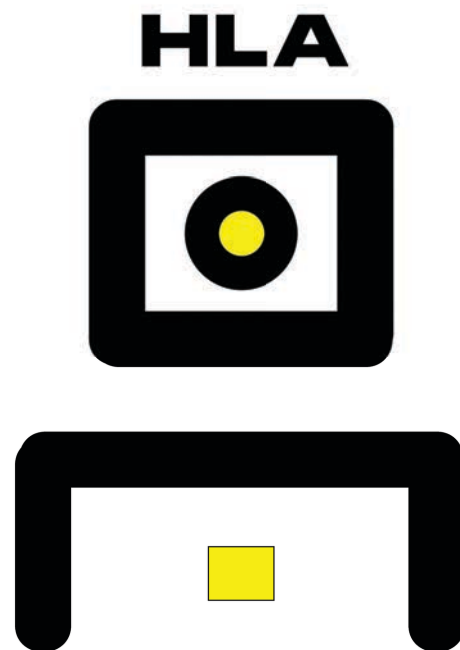
MATTHIAS– ROUND 2

A whatsapp sticker inspired by a meme



ROUND 3:

TOPIC SWAP



KEY:
SHAPE=TOPIC
COLOR=MODE

HLA– ROUND 3

Whatsapp sticker inspired by a famous Egyptian pop culture figure.



LYVIA– ROUND 3

A banner to be held up during pride

**DANCING
IS NOT A
CRIME**



MATTHIAS– ROUND 3

A sticker to be placed anywhere

HELLO
MY NAME IS

MY PRONOUNS ARE

04/EXPANDING THE CIRCLE

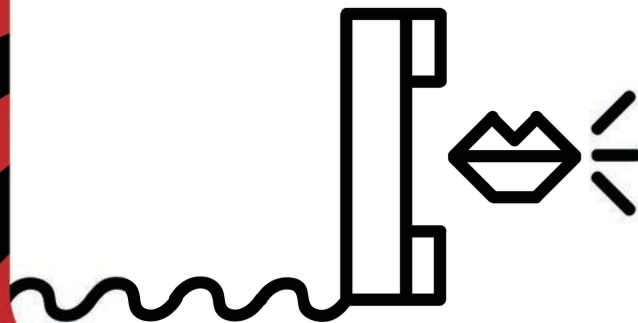
After finishing this exercise and having gotten the chance to experience dissent through others. We had two options: call it a day or encourage others to dissent beyond the means and modes convenient to them. So we decided to pay it forward, give it a name, and turn it into a game!

Inspired by the randomness and element of surprise that is characteristic of roulette.



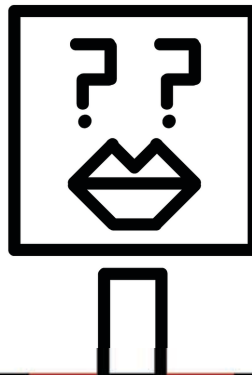
STEP 1:

“Identify at least 2 people
in a different context than
you and contact them!
ie. different country,
different lifestyle, etc.”



STEP 2:

“Explore your definition of dissent and its relevance to your context and share your findings!”



STEP 3:

“Each of you should pick a topic to dissent towards, as well as a mode of visual output to visualize your dissent, then categorize your choices.”



STEP 4:

“Schedule 3 rounds:

Round 1: Each creates a work of their original topic and chosen visual mode.

Round 2: Swap visual modes but keep your choice of topics the same.

Round 3: Swap topics but keep your choice of visual mode the same.”



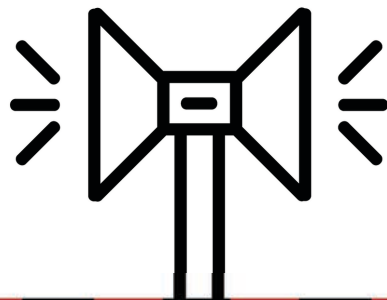
STEP 5:

“Unveil your work at the
end of the third round.
NO PEEKING!!!”



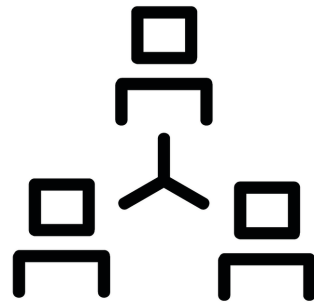
STEP 6:

“Take it a step further; put your work out in public & put yours and other’s dissent to the test!”



STEP 7:

“This game does not end!
Do it again, broaden your
circle, include others, and
pass it on!”

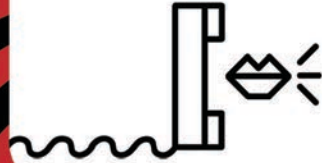




*Consequences are at the players discretion

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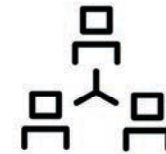
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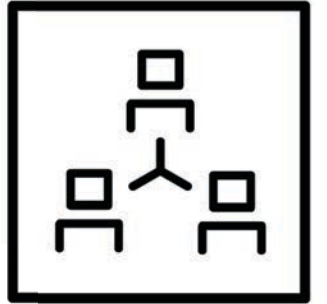
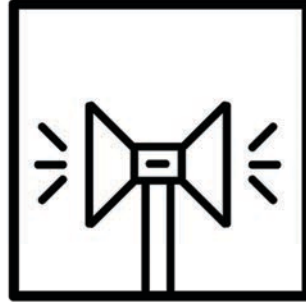
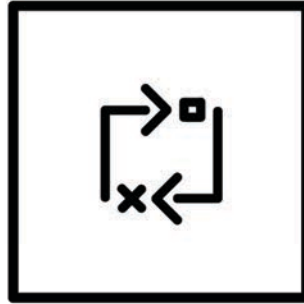
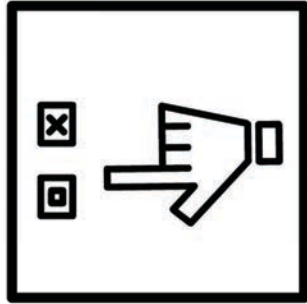
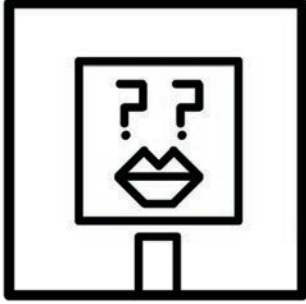
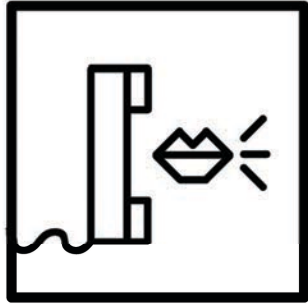
"Take it a step further; put your work out in public & put yours and other's dissent to the test!"



STEP 7:

"This game does not end! Do it again, broaden your circle, include others, and pass it on!"





7 simple steps that anyone and everyone can engage in!

Scan the QR code,
it's Dissent O' Clock!



DISSENTRouLETTE

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players discretion

Linking Cultures, “Design in Dissent”, Team 10: Jana Traboulsi
Hla Abdul Gawad, Lyvia Muniz, Matthias Naegeli