

DIVERSITY, EQUITY AND INCLUSION • THE ACTIVIST TABLE

BRIEF

The task was to create a compelling pop-up solution to visibly address the body shops sustainability objectives. The design should work with a compact space (25sqm) and include mobile payment. The design solution will be assessed both for its sustainability design credentials and ability to communicate these in an authentic and embedded way. The solution also need to work alongside the body shops "The activist makers workshop" retail format. Material palette should visibly convey raw and real. The format needs to be modular/ flexible, durable and easy to transport and ways to use digital interventions to support and enhance the experience should be considered.

THE ACTIVIST TABLE • INTENTION



INTENTION

The key extracted from the brand was **activism**, even the choice to focus on sustainability for this project is an activist stand from the body shop.

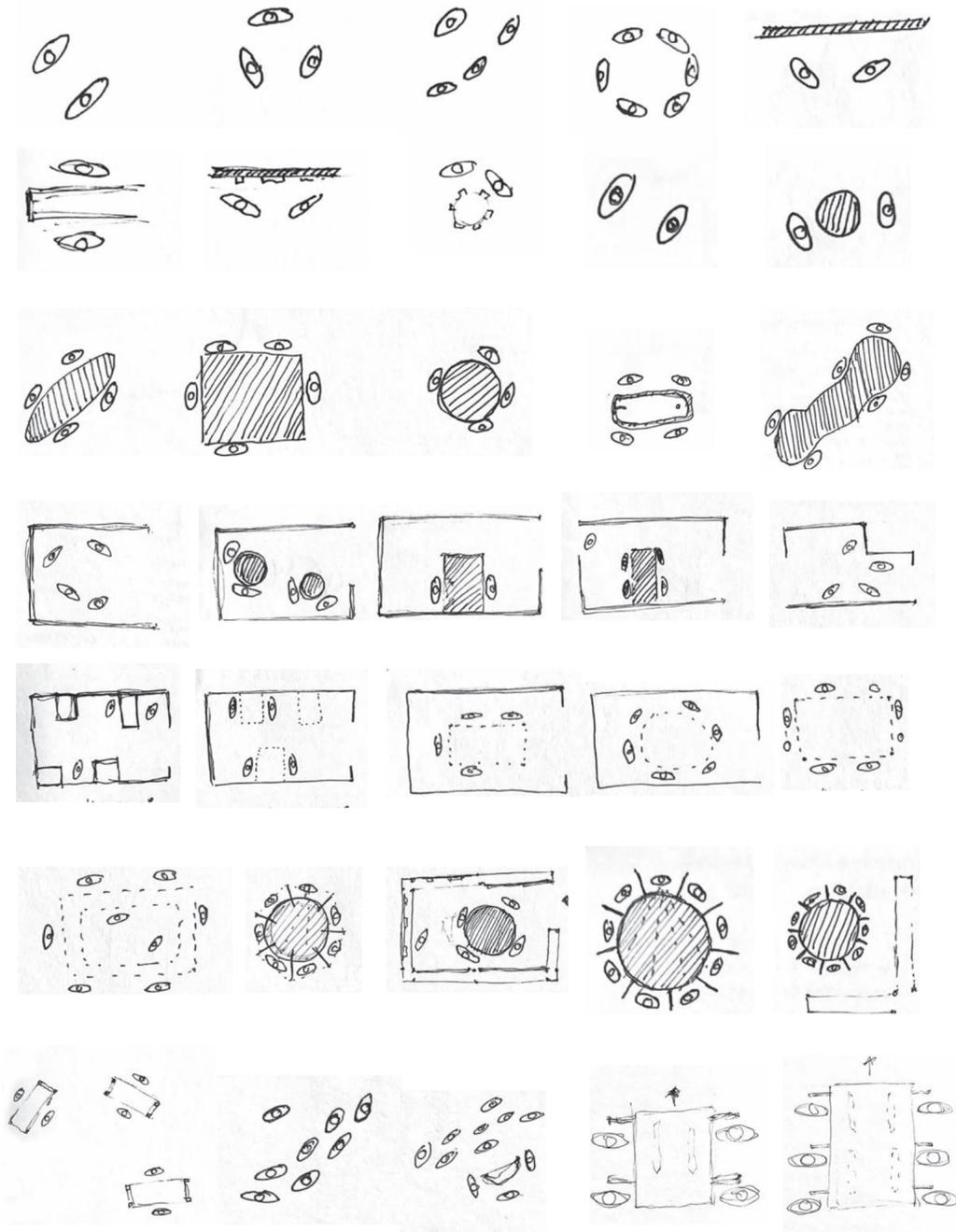
"We are all **activist at heart**, with the desire to turn every wrong into right. And if we want others to **follow us**, we must adapt a spirit of positivity that will ultimately **bring people together** who want to make the world a fair and beautiful place." - The body shop

The other key for the project was found in the brand purpose, "using **human connection** as a tool to inspire learning and drive success." In a way connecting the person behind the customer and the body shop. Why do people shop at the body shop? What makes them interested in the brand?

FIRST AN ACTIVIST BRAND
BEING VOCAL, EXPRESSION OF ENERGY
AUTHENTIC HUMAN CONNECTIONS
ABOUT EVERY BODY
SEE THE PEOPLE BEHIND THE PRODUCTS

The intention was to design a space for **activist discussions** in a post pandemic society with the goal to create a **strong relationship** between the brand and its customers **through shared values**.

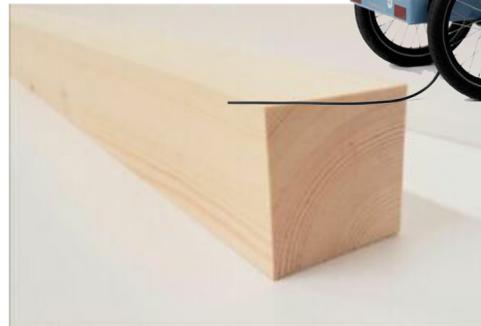
The activist table creates a forum for activist discussion about equality and human rights and becomes a space for communal sharing and learning. Activism can take many forms and the table can be used both for discussion in smaller groups, as a podium for panels and educational talk and as marching table to spread the word in public.



Exploring how conversations take place and how the space, number of people and relationship between them change the discussion taking place. These exploratory diagrams lead to questions about how the space affect the conversation taking place that informed the design. How does the number of people change the conversation? Two people makes limited inputs and views to a conversation. Conversations between four or more people leads to people dividing into groups. How can other peoples opinions and views be shared if the discussion is between two or three people? One person in-front leads to the conversation being educational rather than conversational, would that be a good thing? And if so, how can the design allow both educational and conversational discussions? Conversations between staff and customer in-front of a product displayed wall puts the focus on the product. Conversations with customers and staff over the counter is controlled by our preconceived idea of the relationship between staff and customer. How can the space allow us to engage in a more genuine conversation? A table out in the open might give a sense of being on a stage and become off-putting for the people engaging in the conversation. How can the design become more enclosed to allow the customers to feel safe and enclosed in that space while still spreading the topics to the wider community?



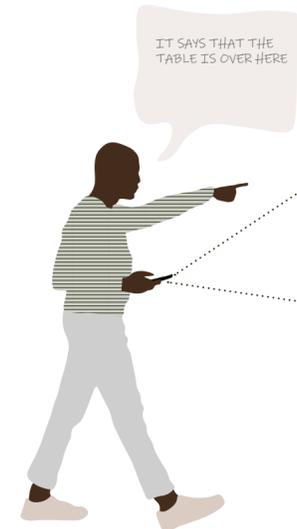
Coming together, moving forward



Re-used bicycle wheels



ACX plywood, sustainable fabric and pine wood frame



THE FUTURE IS FEMALE

WE DEMAND ACTION

HEAR ME ROAR

RECYCLE FOR THE LIFECYCLE

The slogans are painted on recycled plywood.



The idea of the table started in the workshops, here the centre table is a place for discussions and problem solving. It is a space for collaborative work and creative making. Although each person has their own value in an activist campaign they work together, and the activist table is one way of bringing people closer around a shared goal.

The two key components are the voice and the words, they are vital in any activists work and comes from the shared work of the body shop and its customers. The words are also spread through social media The public can follow the activity of the table, gain curiosity and when the table is near them, whether that be for a guest talk, a protest or just a walking discussion, they can join in. The social media aspect can also be taking further. The table can be used for guest discussion that can be live and recorded as a "the activist table" podcast.

IN RETAIL

The activist table is used to sell the brand but it can also sell products. It can be stationed at an event, a festival or a sitting protest. Here it can sell products on the demand at that location, hand cleansers, moisturisers with SPF or on-the-go mist.



ON THE MARCH

1. The table spreads the values of the body shop and serves as a beacon for people to gather around. It marches with the people and is pulled forward as a shared effort.

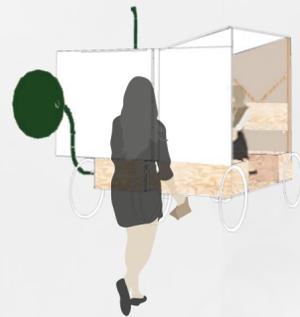


2. The voice is used as a podium or platform to speak in-front of a gathering of people. The words create the backdrop.



IN DISCUSSION

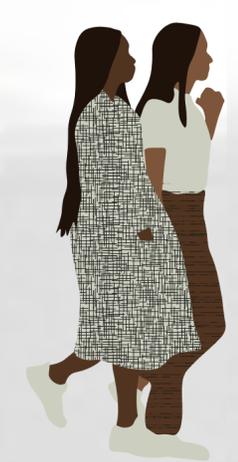
1. Standing inside a mall our transient hub the top structure is taken of, the megaphone is kept on to draw attention. People not knowing the activist work of the body shop get intrigued and joins in.

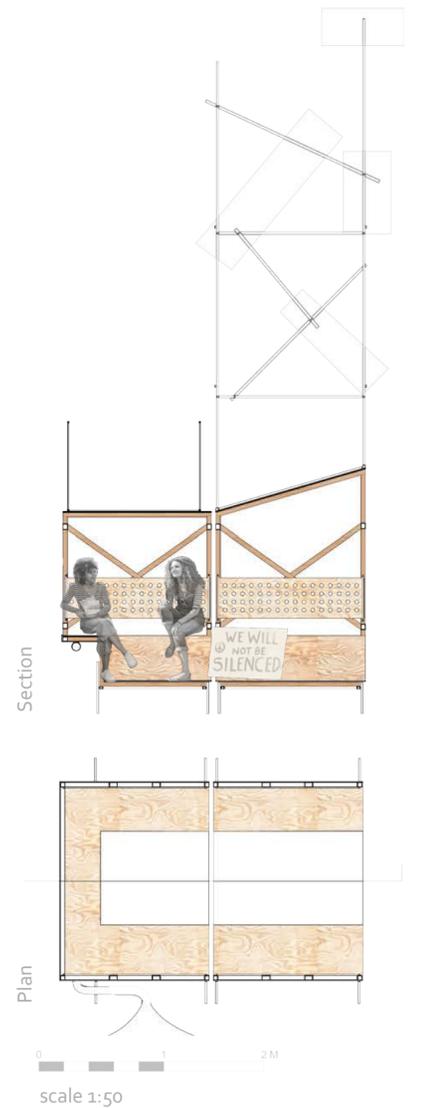
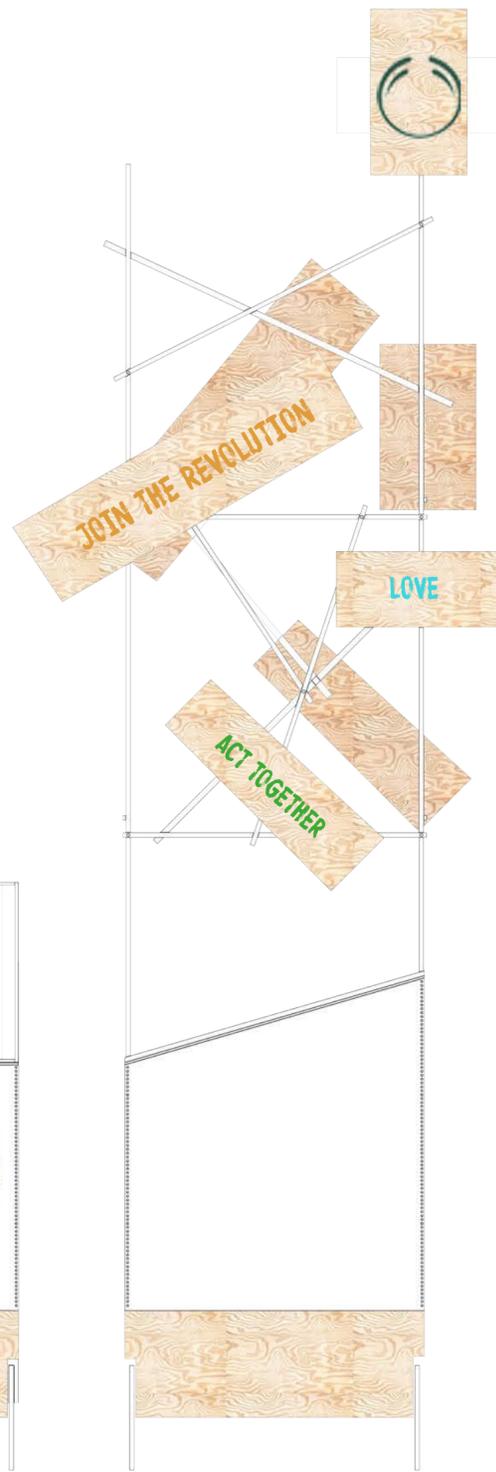
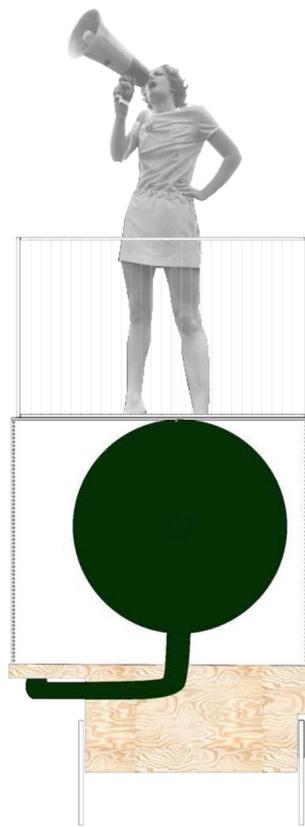


2. The to parts are parked together giving a enclosed space inside for discussions. People can discuss and leave marks by writing down their thoughts on the inside. This will show the past discussion for the next person coming and gather all visitors around the discussions.



The Body Shop shines spotlight on female youth homelessness in first Christmas campaign
Body Shop Founder Anita Roddick Changed The Way Companies Do Business
The Body Shop is going back to its activist roots
THE BODY SHOP BRINGS ACTIVISM TO LIFE





The activist table consists of two key parts on wheels, one symbolising the voice of activism and the other one the words. The discussions taking place on the inside are written down and remains allowing all people who visit to make their voice heard.