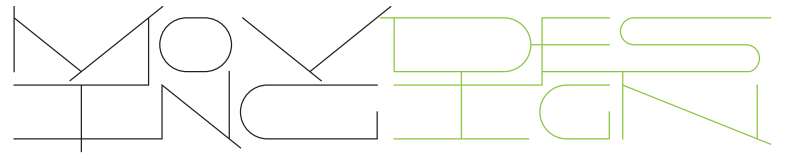


# MOVING DESIGN



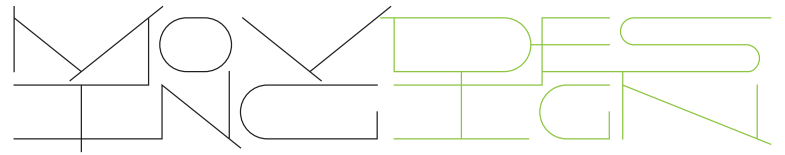


ABOUT MOVING DESIGN

Moving Design is a coalition of designers and artists, working with community partners, leading initiatives that inspire change through the power of design. **We use creativity as a catalyst for change, moving our community to action.**

Moving Design's *mission* is to inspire and elevate the culture of communication around our most pressing environmental and social issues.

SPONSORSHIP OPPORTUNITIES



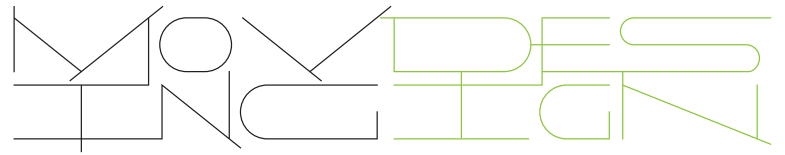
RESOURCES

**[www.movingdesign.com](http://www.movingdesign.com)**

[www.itsourwater.org](http://www.itsourwater.org)

[at.movingdesign.com/calltoaction](http://at.movingdesign.com/calltoaction)

[at.movingdesign.com/tabularasa](http://at.movingdesign.com/tabularasa)



HISTORY

Moving Design leads design initiatives on pressing social and environmental issues to engage, inform, and activate our community; working with over 100 local students and professional designers and artists to date.

Calling on the most passionate, fearless, and brilliant designers, Moving Design seeks to raise public consciousness on all aspects of our community that remain unheard and unseen.

[FOLLOWING IS AN EXEMPLARY SAMPLE OF OUR INITIATIVES.](#)

CALL TO ACTION: AN INTERVENTION ON WATER 2010

Moving Design heralded a call to action, bringing together a coalition of the most-proactive designers for six weeks, to inspire new stewards of our water resources.

*How can design engage, inform, and activate Chicagoans to care about where our water comes from and where it goes?*

THE PROCESS OF PUBLIC DESIGN INTERVENTIONS TAKES ON MANY FORMS.



# MOVING DESIGN

AN ONLINE AND PRINT ARCHIVE LIVES ON... [ITSOURWATER.ORG](http://ITSOURWATER.ORG)

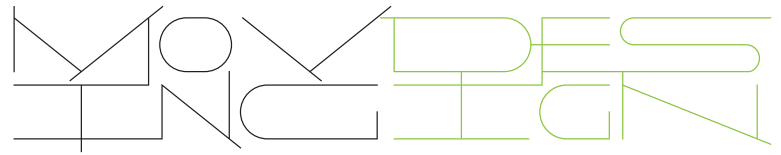
The screenshot shows a web browser window with the URL <http://itsourwater.org/>. The page features a dark background with a blue and white color scheme. Key elements include:

- Learn** section header.
- WATER YOU DOING 8/20 A WALK ON WA 12-2 pm** with a photo of a person walking.
- 00031,13978 GALLONS** diverted from the Great Lakes watershed through the Chicago river while you were on this site.
- GO LAKE** logo with the text "FOR A LONG LONG TIME TOO".
- Call to Action: a Moving Design Initiative on Water** with a red star icon and "Follow our progress" link.
- Text box:** "We are 16 designers, architects, engineers and artists working to engage, inform, and activate an awareness of Chicago's (ab)use of our Irreplaceable resource: Lake Michigan. Don't just watch it wash away."
- Video player:** "Illuminations: A Call to Action" from matt wizensky, showing "2,000,000,000 GALLONS COME AWAY. WATCH IT WASH AWAY. #GoForThe80".
- Photo:** A man walking past a wall with a large blue star graphic.
- Share buttons:** Facebook, Twitter, and Email.

Loading "http://itsourwater.org/", completed 24 of 33 items







**RESPONSE**

Following the 2010 Call to Action: An Intervention on Water, Moving Designers have been invited to expand their impact with new opportunities at the policy level. *They have worked with the Metropolitan Planning Council on an educational video about the Chicago-area waterways (CAWS).*

**From:** Josh Ellis, Metropolitan Planning Council

**Sent:** Wednesday, February 16, 2011 5:51 PM

**To:** All Staff

**Subject:** Our waterways/carp video is getting famous

I mentioned this to several of you in person, but the federal Carp Czar, John Goss, took me aside at lunch today and spoke to me at length about how much he and his team at US EPA have liked and used our short video by Moving Design called, *CAWS – A Fork in the River*. If you haven't watched it yet, you should.

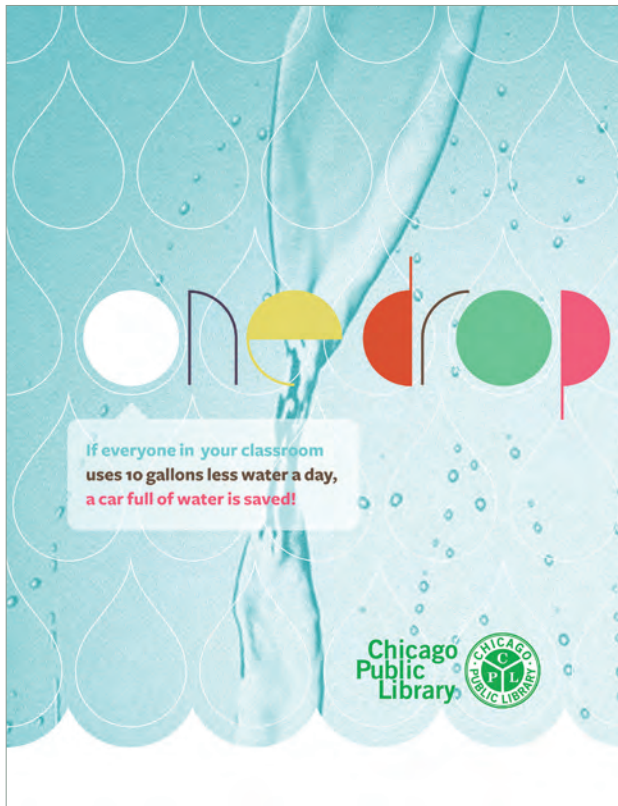
Moving Design has worked with the Chicago Department of Water Management on an audio slideshow about the history of Chicago's waterways and have been invited to conversations with the Metropolitan Water Reclamation District on how to visualize the carbon footprint of our water treatment process. They have also broadened the engagement of the arts community by hosting a gallery show, Great Lakes Nation, which explored Chicago's relationship to the Great Lakes.

Moving Design is seen as a resource for communicating complex issues to the public.

ONE DROP 2009-2011

Moving Design received the maximum award of Sappi's 2010 Ideas That Matter Grant to develop curriculum for the Chicago Public Library to engage Chicago's youth in a stronger appreciation for our water resources. *How do we instill a sense of stewardship in the next generation?*

THE LESSON/ACTIVITY CURRICULUM OF ONE DROP IS DESIGNED FOR THE INTERMEDIATE LEARNER.



CALL TO ACTION: THE AIR WE BREATHE 2011

Moving Design heralded a call to action, bringing together a small coalition of designers for four weeks, to respond to Design Makes Change's "The Air We Breathe" competition. *How can we empower residents living around Chicago's two coal-fired power plants to protect themselves from dangerous air pollution?*

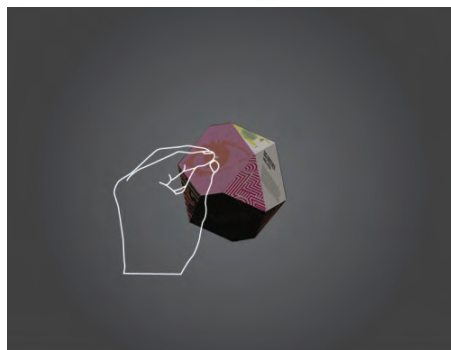
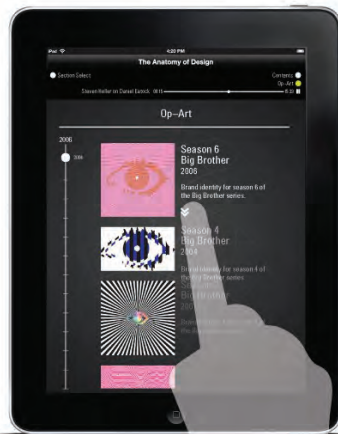
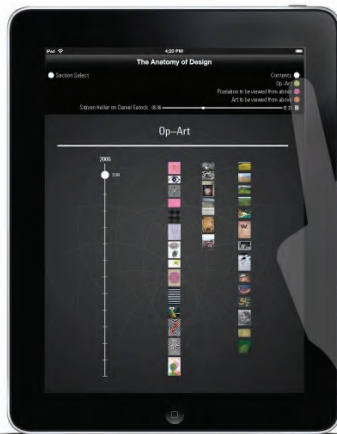
THE MINISTRY OF CLEAN AIR: COMING TO A NEIGHBORHOOD NEAR US SOON!

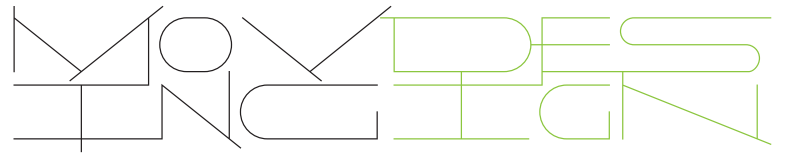


CALL TO ACTION: TABULARASA 2010

Moving Design facilitated six-week initiative with twenty-four interdisciplinary, senior and graduate design students at University of Illinois to *research and re-imagine the future of the e-reading experience as a tool for education and personal expression.*

MOVING DESIGNERS CHALLENGE THE BOUNDARIES OF PUBLIC EXPECTATIONS





**WHAT'S NEXT?**

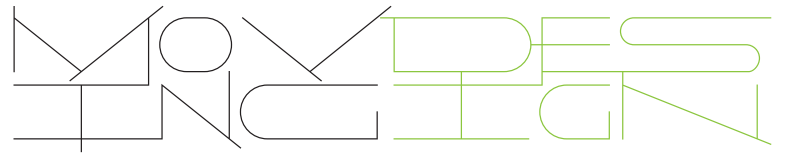
In 2011, Moving Design will initiate their next call to action around active mobility in Chicago. Focusing on one neighborhood and transforming it into Chicago's first hub for active mobility, where pedestrians and bikers rule. This community will serve as model for active mobility to other neighborhoods intent on improving quality of life, public health, and community cohesion across the city.

Serving as Moving Design's largest project of 2011, the Active Mobility Call to Action will be a six-week initiative that engages a new cohort of interdisciplinary artists and designers.

Informed by community partners, such as Active Transportation Alliance, Moving Design will create design interventions that engage and activate discourse within the community.

Active Mobility interventions will likely include anything from festivals, critical masses, workshops, permanent and temporary signage and installations, educational materials, websites, murals, public art, and more.

To plan, coordinate, document and bring this initiative to life, *Moving Design needs your support.*



**PROJECT TIMELINE**

**Months 1-2:**

Sponsors identified

Coalition of designers convened

Community partners engaged

**Months 3-4:**

Initiative implemented

Media engaged

Impact made

**Months 5-6:**

Initiative archived, documented, and published

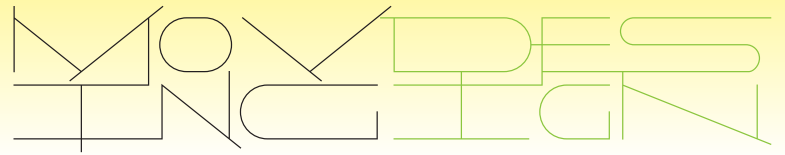
Impact measured by:

*the number of people engaged*

*the response of community partners*

*the creativity leveraged*

*the impact in our communities*



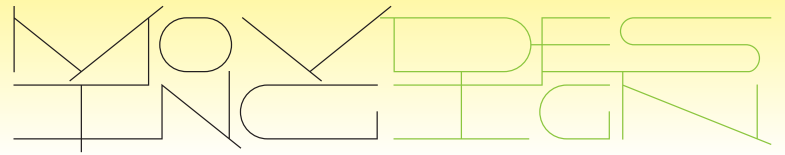
## WHY SPONSOR?

01

Moving Design is growing quickly to fill a void in thoughtful and creative communication around our most pressing social and environmental issues. **Sponsors of our work will be recognized as the forward-thinkers who realize the potential of these initiatives to inspire change.**

02

The response to Moving Design's Call to Action: Design Intervention on Water was overwhelming from both policy and change makers. **The Moving Design Active Mobility (bike safety and driver's etiquette) initiative is certain to be even more visible and impactful.**  
*Our potential is limitless, our funding is not.*



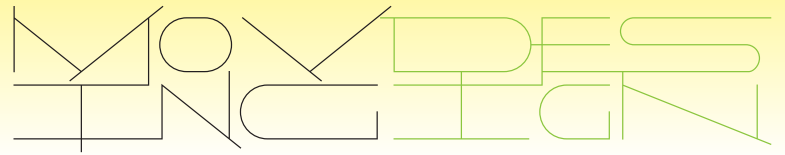
**2011 SPONSORSHIP LEVELS**

**Catalyst / \$10,000**

**IN RETURN, CATALYSTS WILL RECEIVE:**

- 01  
Marketing identification on Moving Design's web, print, and media presence (*e.g. Moving Design's Call to Action is catalyzed by REI, SmithPartners, SRAM, and Whole Foods Market*)
- 02  
Moving Design initiative enrollment for two employees or friends
- 03  
A full library of Moving Design's Call to Action books
- 04  
Ten signed, limited edition initiative posters

**CURRENT CATALYSTS:**



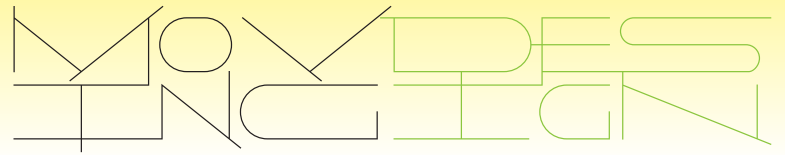
**2011 SPONSORSHIP LEVELS**

**Collaborator / \$1,000**

**IN RETURN, COLLABORATORS WILL RECEIVE:**

- O1  
Moving Design initiative enrollment for one employee or friend
- O2  
Two seats at the Monday evening lecture series
- O3  
A signed 2011 Call to Action book
- O4  
A signed, limited edition initiative poster
- O5  
A photograph among the key Community Partners

**CURRENT COLLABORATORS:**



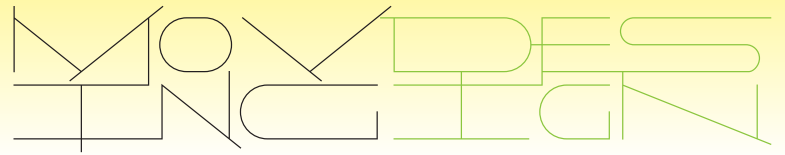
**2011 SPONSORSHIP LEVELS**

**Movers and Moving Designers / \$350**

**IN RETURN, MOVERS WILL RECEIVE:**

- O1  
Moving Design initiative enrollment for yourself or one employee
- O2  
One seat at the Monday evening lecture series
- O3  
A signed, limited edition initiative poster

**CURRENT MOVERS: BUD RODECKER, NICK ADAM, SCOTT REINHARD, DAWN HANDCOCK**



**2011 SPONSORSHIP LEVELS**

**Friends / \$50**

**IN RETURN, FRIENDS WILL RECEIVE:**

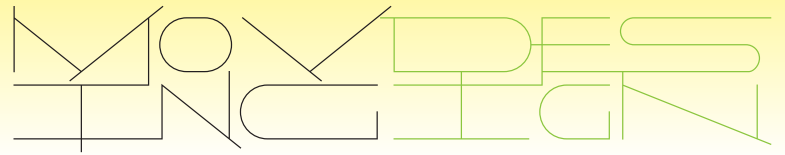
O1

Exclusive access to real-time, online experiences

O2

A signed, limited edition initiative poster

**CURRENT FRIENDS:**



**BROADCASTING**

**Promotional platforms**

**Web**

desktop / mobile / realtime broadcasts

Facebook / Twitter / Flickr / Four Square

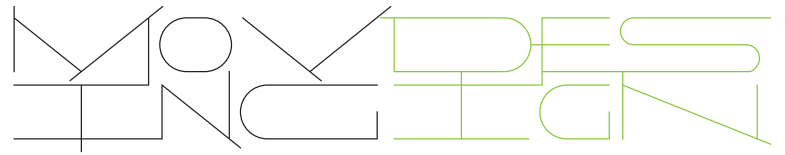
weekly / daily

**Print**

posters / postcards / flyers / t-shirts

**Events**

public interventions



**CONTACT US**

**The Moving Design leadership**

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