

QUESTION 2

IMAGE A

Clios, 2019, Breaking Ballet campaign, featuring rain dance ballet in empty dam



[Source: <<https://clios.com/awards/winner/branded-entertainment/joburg-ballet/breaking-ballet-48356>>]

QUESTION 3

IMAGE B

Hitti, 2019, Renault Ez-Go autonomous ride-sharing car prototype



[Source: <<https://www.dezeen.com/2018/03/06/renault-ez-go-driverless-transport-system-geneva-motor-show/>>]

QUESTION 4

CASE STUDY

EXTRACT: The Shoe that Grows and GroFive – Adjustable shoes

The non-profit organisation, *Because International*, designs shoes for children who have no shoes. These shoes can be made bigger. The shoes are given to children. The shoes have to be suitable for a number of communities because poverty is a world-wide problem. The Neo-Ethnic approach meant that they could develop the design into a commercial product (GroFive). They decided to donate a pair of shoes for every pair sold as part of their responsible design approach and brand philosophy. GroFive improved on the original design, using a crowdsourcing campaign. The intellectual property of the brand is protected by both patents and trademarks. GroFive shoes are not an open-source design. The brand’s stewardship has been called into question. Some people say labelling GroFive as being vegan is greenwashing. They think using rubber and man-made fabrics may damage the environment.

IMAGE C: Morby, 2016, Adjustment of Shoe that Grows



[Source: <<https://becauseinternational.org/the-shoe-that-grows>>]

IMAGE D: GroFive, 2019 Shoe that Grows infographic



[Source: <<https://thadsubra.myportfolio.com/the-shoe-that-grows-20>>]

IMAGE E: Kickstarter, 2019, Promotion for GroFive

BENEFITS

Three years of wear & fit testing with our partner nonprofit (The Shoe That Grows) have informed fit, durability and other critical improvements to the "Expandal" from GroFive.



Growth

Dynamic expansion
(heel, toe, width)



Durability

Built to last rigorous
play from the most
active children



Sustainability

One pair of Expandals
replaces 3, 4, or more
other shoes



Comfortable

Attention paid to the
smallest details empowers
maximum comfort



Easy to Use

Simple adjustments allow
for user-friendly growth



Water Friendly

Use it hiking, swimming, or
in the rain with no worries



Vegan Materials

Made without any animal
products



[Source: <<https://www.kickstarter.com/projects/grofive/expandals-the-only-footwear-that-grows-with-your-c>>]