

# School of ReCreatives

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# DESIGN THINKING



## Empathize

Understanding people



## Define

Figuring out the problem



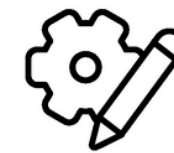
## Test

Refining the product



## Ideate

Generating your ideas



## Prototype

Creation and experimentation



DESIGN  
THINKING  
METHOD

# Empathize

## PROFESSIONAL SIDE

- insufficiency of professionals in the Creative Industries in Rio de Janeiro
- Most times, due to financial reasons

## PERSONAL SIDE

- Rio de Janeiro has deep social and economic gap
- Level of education, place of residence, gender identification and sexual orientation, migration and much more



# Define

**CREATIVE  
INDUSTRY IN  
BRAZIL IS STILL  
BEING  
DEVELOPED  
AND IN NEED OF  
FORMAL  
EDUCATED  
PROFESSIONALS**

**CREATIVE  
INDUSTRIES ARE  
STILL EXPENSIVE  
COURSES**

**LGBTQIA+,  
MIGRANTS AND  
POOR PEOPLE  
ARE THE MOST  
MARGINALIZED  
ONES**

# Ideate

BANK FOR SMALL  
LOANS

AGENCY TO  
GATHER THE GOOD  
PROFESSIONALS  
AND HAVE  
APPRENTICESHIP  
FOR NEW ONES

NGO TO HELP FIND  
JOBS FOR  
MARGINALIZED  
PEOPLE

Ideate

**SCHOOL  
OF  
RECREATIVES**

# Ideate - inspiration



**P E R E S**  
**Τ Ρ Θ Ι Κ Α**

# Ideate - Brainstorm

WOULD THE CLASSES BE IN PRESENCE OR DIGITAL?

WOULD THE FIRST ONE IN RIO, WHERE THE WRITER IS FROM, OR IN BERLIN, WHERE THE WRITER LIVES?

HOW WOULD THE CONTENT OF THE CLASSES BE DEVELOPED?

IS IT POSSIBLE TO MAKE SUCH A PROJECT?

IN CASE OF BEING IN PRESENCE, WOULD IT BE IN ONE FACILITY OR SPREAD IN POP-UP SCHOOLS?

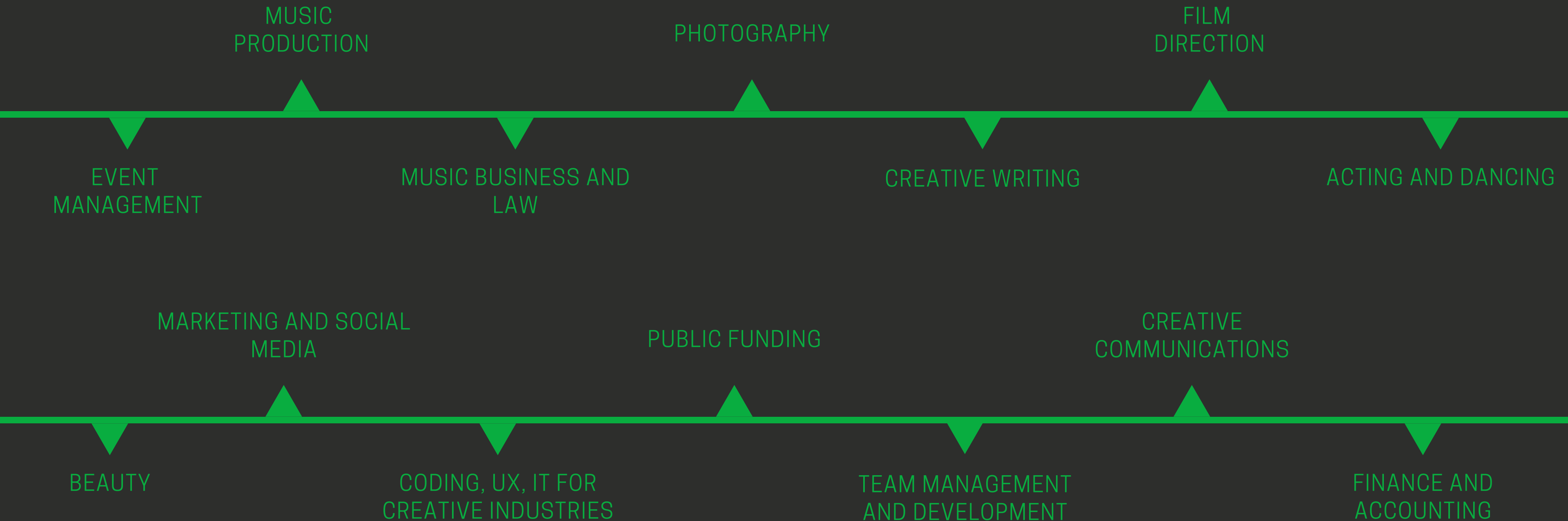
WOULD IT BE EXCLUSIVELY TO THE TARGET GROUP OR WOULD BE OPEN TO ALL PEOPLE?

BEING A NON-PROFIT, HOW WOULD THE SCHOOL SURVIVE FINANCIALLY?





# Content suggested



# Prototype

CAPACITATE PROFESSIONALS IN ALL LEVELS OF THE CREATIVE INDUSTRIES TO STRENGTHEN THE FIELD WITH PROFESSIONALS THAT ARE TRULY INNOVATIVE

EXCLUSIVELY NON-PROFIT AND WOULD HAVE AS STUDENTS UNDERPRIVILEGED PEOPLE - LGBTQIA+, MIGRANTS AND POOR PEOPLE

2 MAIN PHYSICAL SCHOOLS: ONE IN RIO DE JANEIRO AND ONE IN BERLIN

EXCHANGE CONTENT AND CULTURE

PROFESSIONALS ACTING IN THE CREATIVE INDUSTRIES IN BOTH CITIES AS TEACHERS

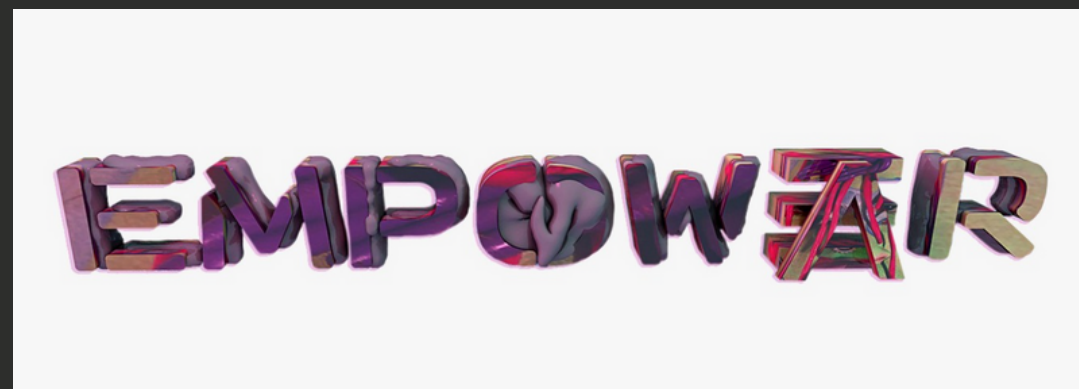
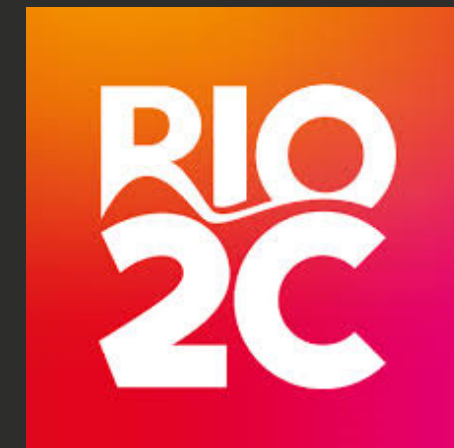
SPONSORSHIP FROM PEOPLE AND COMPANIES + PUBLIC FUNDING

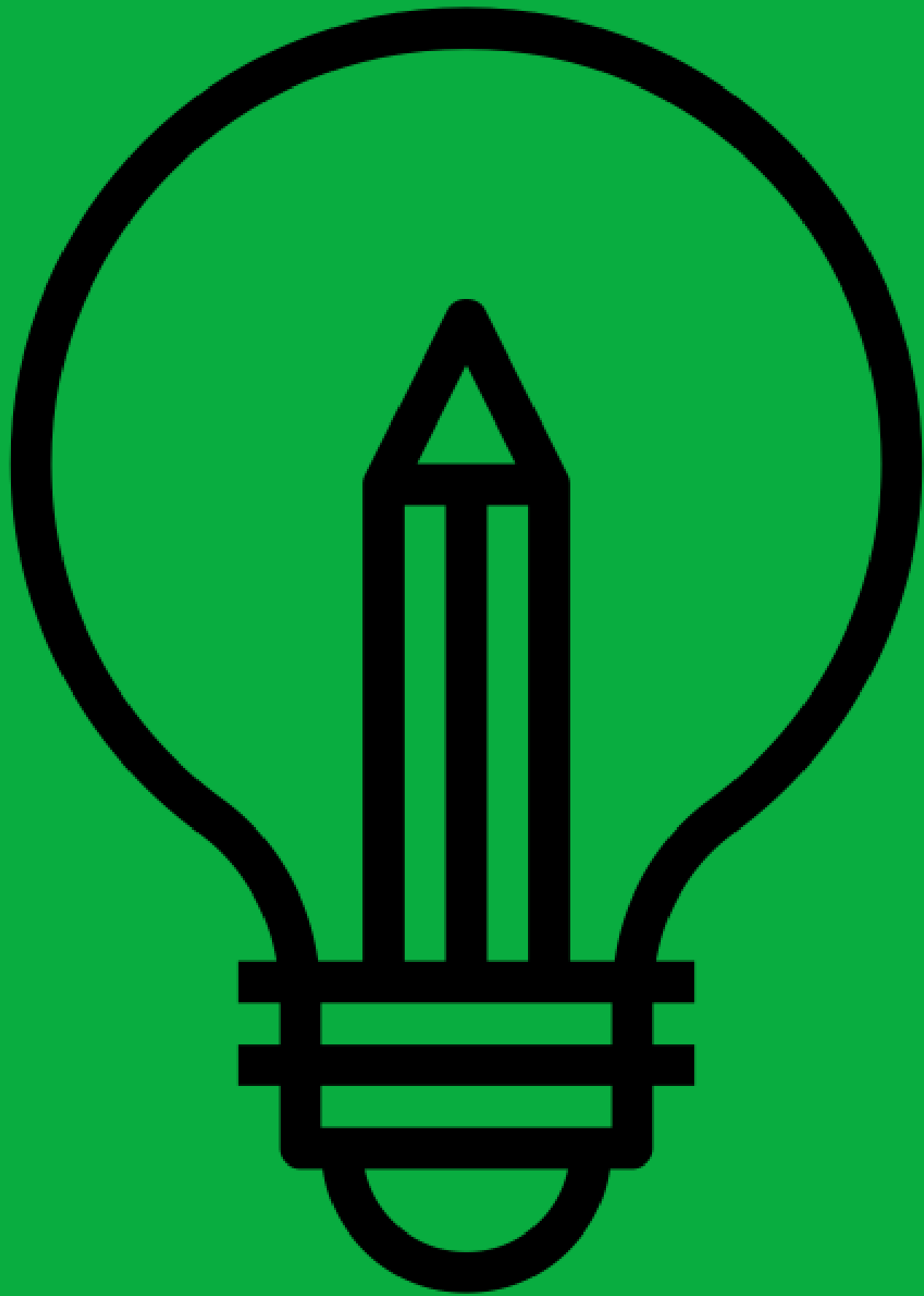
# Test - Partners

## BERLIN



## RIO DE JANEIRO





Thank you!