

**MEMEFEST FESTIVAL
VISUAL COMMUNICATION DESIGN PRESENTATION**

**MONEYCREATESDEBTSCREATEDOTCOM
CAMPAIGN AND INTERACTIVE FORUM**

WELCOME

WHAT GOVERNS US?

- **Money**
- **Time**

**DEBT
IS
MONEY**

**MONEY
IS
DEBT**

AIMS

- **Instigate open discussion on the causes of spiralling debt**
- **Encourage social awareness and offer a platform for opinions directed at alternatives to the monetary system**
- **Aid research on financial trends to better predict potential crisis**
- **To develop a public forum for the sharing of ideas, knowledge and opinions in a constructive manner**

WHY IS THIS IMPORTANT?

Because the more that people are informed and are encouraged to share their opinions and offer their point of view may lead to an overall solution.

PROCESS WORK

CHARACTERISTICS OF VCD III
DEBT:

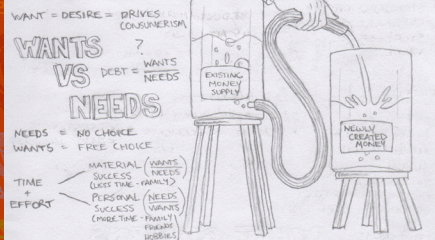
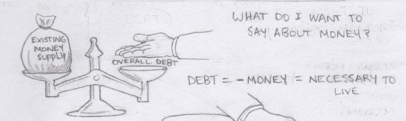
- DEEPLY EMBEDDED IN CONSUMER CULTURE
- NECESSARY TO SUSTAIN CAPITALISM

- Graffiti Research Lab
- RSA Animate
- First Things First
- Saagmeester
- Money = Debt + Slavery pt. 2
- James Victore
- Cabin Fever Posters



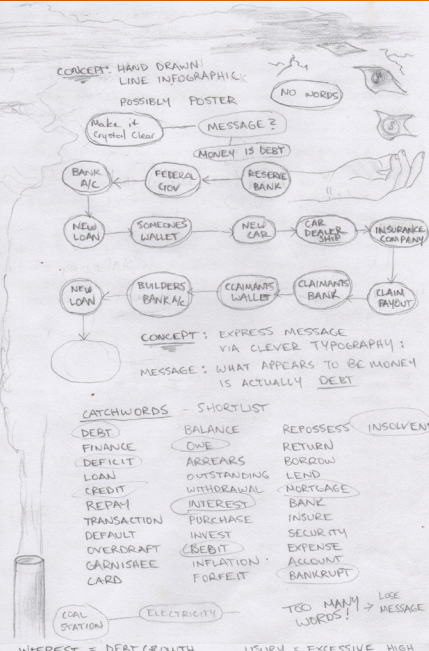
Public space?
Different perspectives
ILLUSION OF MONEY because = DEBT
Living it up - metaphor - prosperity

WHAT LOOKS LIKE MONEY IS ACTUALLY DEBT



CONSUMER = ADVERTISING = DESIRE = PURSUIT OF HAPPINESS = WANTS NEEDS
DEBT IS THE DIRECT RESULT OF SPENDING!
DEBT = SPENDING (EARNING) = FINANCIAL (BANKRUPTCY) RISK
UNIVERSAL HAPPINESS = MATERIAL (DEBT) FREEDOM (MONEY)

NEGATIVE MONEY
DEBT = FUTURE EARNINGS
DEBT = LACK OF OWNERSHIP
CAPITALISM = OWNERSHIP
MONEY = OWNERSHIP
DEBT = FALL IN MONEY SUPPLY = NEW LOANS



BASIC FUNCTIONS OF MONEY
• MEDIUM OF EXCHANGE
• UNIT OF ACCOUNT
• STANDARD OF DEFERRED PAYMENT
• STORE OF VALUE

INTEREST = DEBT GROWTH
USURY = EXCESSIVE HIGH INTEREST

PROPOSED BENEFITS
• TO CHALLENGE BELIEF OF WHAT MAKES PEOPLE HAPPY
• TO ILLUMINATE THE INSEPARABILITY OF MONEY + DEBT

WHAT GOVERNS US?
• MONEY • FORTUNE • SUCCESS • LUCK • FULFILMENT • GROWTH • FRIENDS • ACHIEVEMENT • FAME • LOVE • RELATIONSHIPS

HAPPINESS IS CREATED BY
• MONEY • FORTUNE • SUCCESS • LUCK • FULFILMENT • GROWTH • FRIENDS • ACHIEVEMENT • FAME • LOVE • RELATIONSHIPS

DEBT IS CREATED BY
• DEBT • DEMAND • TIME (INTEREST) • EARNING • FREEDOM • WORKING • FORTUNE

DEBT CREATES DEBTS CREATE?

DEFINE DESIGN PROBLEM: IS OUR SOCIETAL MODEL OF CAPITALIST CONSUMERISM WORKING?

- IS OUR SOCIETAL MODEL OF CAPITALIST CONSUMERISM WORKING?
- DOES DESIGN HAVE MORE URGENT GOALS THAN THAT OF MAKING MONEY?
- IS THERE AN ALTERNATIVE TO THE FINANCIAL SYSTEM THAT CREATES DEBT?
- IS PROBLEM SIGNIFICANT?
- DEBT IS RESPONSIBLE FOR A REDUCTION OF QUALITY OF LIFE
- SOCIETY HAS NOT DEVELOPED AN ALTERNATIVE TO THE INEVITABLE BREAKDOWN THAT OCCURS FROM MASSIVE DEBT
- EFFECTIVE VISUAL COMMUNICATION COULD TRIGGER POLEMIC FINANCE

DEFINE PROBLEM CAUSES:
• CONSUMERISM'S CONTINUAL DRIVE FOR GROWTH - RICH GET RICHER
• CREATION OF NEW MONEY BY GOVERNMENTS OUT OF THIN AIR
• THE COMMODIFICATION OF CREDIT - EASILY ACCESSIBLE
• THE DEMAND FOR CHEAP LABOUR - UNDERPAID WORKERS

- DEFINE TARGET AUDIENCE:
- MIDDLE TO LOWER CLASSES
 - ACADEMICS
 - DESIGNERS
 - PHILOSOPHERS
 - SOCIAL GROUPS

MONEY CREATES DEBTS CREATE

- MONEY CREATES
- SPENDING
 - INFLUENCE
 - HEDONISM
 - NARCISSISM
 - CAPITALISM
 - WEALTH
 - HAPPINESS
 - DESIRE
 - MORE MONEY
 - GREED
 - APATHY
 - EMPLOYMENT
 - PROGRESS
 - FREEDOM
 - FAME
 - WELLBEING
- DEBTS CREATE
- BURDEN
 - FEAR
 - UNCERTAINTY
 - MODESTY
 - SLAVERY
 - POVERTY
 - GRIEF
 - ACCEPTANCE
 - LESS MONEY
 - AUSTERITY
 - INSOLVENCY
 - CONCERN
 - UNEMPLOYMENT
 - RECESSION
 - ENCUMBRANCE
 - ANXIETY

MONEY CREATES?

- Spending
- Influence
- Hedonism
- Narcissism
- Capitalism
- Wealth
- Happiness
- Desire
- More money
- Extravagance
- Greed
- Apathy
- Employment
- Progress
- Freedom
- Fame
- Wellbeing

DEBTS CREATE?

- **Burden**
- **Fear**
- **Uncertainty**
- **Humility**
- **Slavery**
- **Poverty**
- **Grief**
- **Resignation**
- **Less money**
- **Austerity**
- **Insolvency**
- **Concern**
- **Unemployment**
- **Recession**
- **Encumbrance**
- **Anonymity**
- **Anxiety**

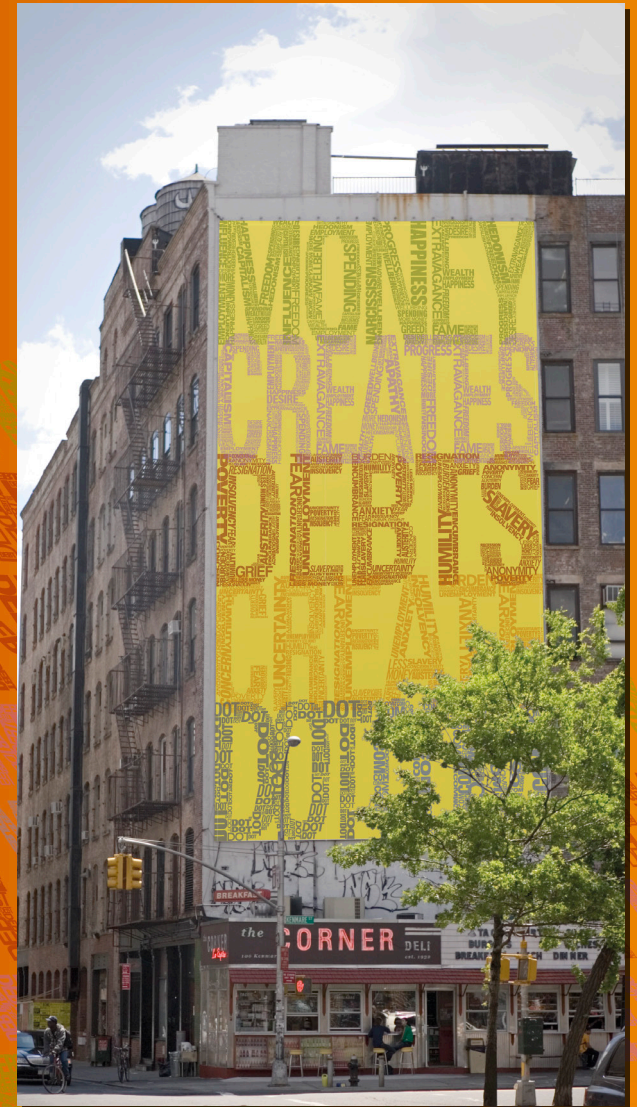
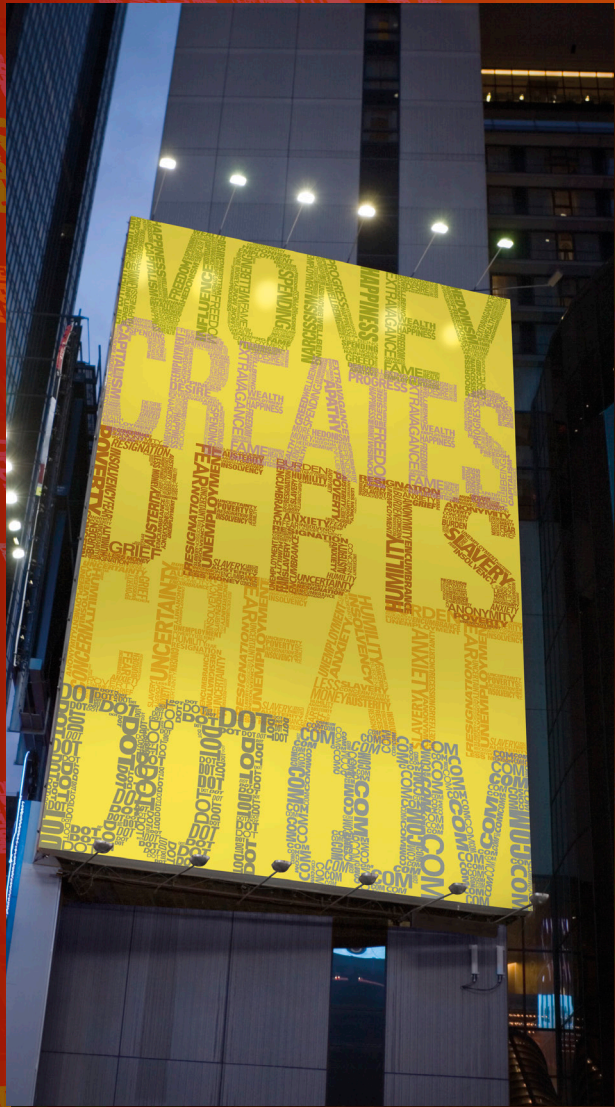
MONEYCREATESDEBTSCREATE.COM

An advertising campaign and interactive public forum offering the latest research and news headlines on the factors that influence debt worldwide. The purpose is to share ideas that will aid further research into viable alternatives to the current money-debt cycle that society has always used with impunity.

POSTER DESIGN



ADVERTISING CAMPAIGN



INTERACTIVE PUBLIC FORUM

The forum gathers the latest data to aid informed debate with which the public can then interact.

HOME FORUMS EVENTS RESEARCH NEWS MEMBERS LOG-IN

LIVE FEED VIDEO DOWNLOADS

DONATIONS
ARCHIVE
JOURNALS
CURRENCY WATCH
INFLATION WATCH
MARKET WATCH
CRISIS WATCH

GLOBAL DEBT INDEX

United States	\$15,570,789,000,000
United Kingdom	\$8,961,000,000,000
Germany	\$4,715,000,000,000
France	\$4,698,000,000,000
Japan	\$2,441,000,000,000
Ireland	\$2,378,000,000,000
Netherlands	\$2,344,296,380,000
Italy	\$2,223,000,000,000
Spain	\$2,168,000,000,000
Luxembourg	\$1,892,000,000,000
Belgium	\$1,241,000,000,000
Switzerland	\$1,200,000,000,000
Australia	\$1,169,000,000,000
Canada	\$1,009,000,000,000
Sweden	\$893,300,000,000
Austria	\$795,000,000,000
Norway	\$643,000,000,000
China	\$636,500,000,000
Denmark	\$556,000,000,000
Greece	\$332,300,000,000

HUGE SHIFT PREDICTED

Experts have shown that there is about to be a cataclysmic shift in the value of most national currencies in the next ten years. Never before have such devastating forecasts been made available. With the climate already volatile there doesn't seem to be any way back for our modern economies as the debt steamroller just keeps picking up steam.

It is not all doom and gloom for some as there are now reports of a massive economic power shift between our most powerful nations. On the one hand the cost of war is significant whereas on the other the price of power is fixed with silver and gold.

These latest developments seem to have struck a chord with the United States trade delegation during their recent visit to Beijing. Their new deal will hopefully stimulate the troubled U.S. economy suffering from a deficit blowout as a result of their war in Afghanistan against Al-Qaeda and the Taliban. Since the execution of Osama Bin Laden was one of their primary targets, the U.S. decided to scale back its military presence in the region which is saving their combusting economy billions.

The outlook for Europe on the other hand is not so optimistic. With austerity measures challenged by a resistant Greek populace there isn't much on the horizon except more heartache. A long term solution seems way off and with the cost of living and inflation rising by the minute, things only seem destined to get worse before they get better.

LATEST NEWS

TRADE TALKS UNDERWAY

BEIJING - Chinese Vice Premier Wang Qishan announced Tuesday that positive results had been achieved at a one-day China-U.S. trade meeting here, saying China stands ready to work with the U.S. to further expand bilateral economic and trade ties.

AUSTERITY MEASURES REACH CRISIS POINT

BERLIN - German Chancellor Angela Merkel admitted that austerity alone would not solve the European debt crisis but she insisted that the wave of political opposition to fiscal discipline was wrong.

European markets regained some of their losses from Monday's rout after the Netherlands and Spain held successful bond auctions. Spain's benchmark 2.25pc, Italy's 4.15pc rose to 2.48pc, the French CAC jumped 2.23pc and the DAX climbed 1.93pc. In London the FTSE 100 rose 0.78pc.

MEMBERS LOG-IN

Member Name

Password

MEMBER SIGN UP

Name

Organisation (if applicable)

E-mail Address

Password

ABOUT US WHAT WE DO PROJECTS CONTACT US



REFERENCES

“Debt: The First Five Thousand Years” David Graeber

“DEBT=MONEY=SLAVERY”

U-Tube

“Rethinking Design Thinking”

Lucy Kimbell

“A Passion for the Real”

Jan Van Toorn

“Beyond Nostalgia”

Louise Schouwenberg

THANK YOU...

DARREN-K