Auguri
Flores trazem alegria
AUGURI

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Aknowledgements.
To all the contributors of AUGURI
Context.

Flowers that are used to decorate wedding parties and other party events are usually thrown away after the event is over.

Meanwhile elderly people live in nursing homes are lacking of attention and company.
The project.
Setup social networks between groups of friends and family, have them pick up the flowers after the event is over and before these being thrown away.

Fix flower arrangements and distribute them to nursing homes to brighten the elders living environment.
The design process.

Contact of ceremonial companies and choose nursing homes.

Contact participants using social networks (around 6 to 8 people). There is no preset place, day of the week or time for the group to meet.

Organizing a group is centered around the group leader his friends and relatives willing to participate.
The project has no relation to government or policymakers. The participants of the Auguri work spontaneously together with private companies of organization of wedding parties.
The project is open to anyone who wants to participate, it is not a closed group of participants.
Social Interactions and Relations

People participate because they rejoice in making the bouquets and rejoice the elderly who will receive the flowers. The flowers receive an additional life cycle and are not discarded. There is a social learning when the participants of the Auguri make contact with the life of the elderly.
The Auguri does not have visibility in the media. The participants know about the initiative by other friends.
Production, Distribution and Consumption

The production as well as the distribution are done by volunteers. All the work is done by volunteers. Flowers are delivered in person and by surprise to the elderly who will use them to decorate their rooms through the end of the flowers life cycle.
Despite being a voluntary initiative, the organizer created a logo, tools and accessories for group volunteers to work with. Being an architect, she plans to set up step-by-step procedures.
This initiative will not create new jobs (direct or indirect). However, by learning how the organization is built, it becomes possible to follow the same methodology with a business company.
How storytelling and visualisation are used to describe the project: the stories design tells and the tools/formats it uses, the aims and the target of the communication.
https://www.facebook.com/pg/Auguri-268807789938934/photos/?ref=page_internal

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