

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

Auguri

Flores trazem alegria



Federal University of Paraná
Design & Sustainability
Research Center
Brazil

Project Team: Dr. Liliane Iten Chaves
Camila Ferrari, Fernando Cecchetti e Raquel Brocco

AUGURI

Juliana Medeiros



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



Governance and Policy Making



**No intervention
independence**

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.

Activism and Civic Participation

A photograph of three women sitting on a wooden bench in front of a yellow wall. The woman on the left is an elderly woman with white hair and glasses, wearing a grey jacket and holding a large bouquet of white flowers. The woman in the middle is a younger woman with long dark hair, wearing a black jacket and blue jeans, smiling. The woman on the right is an elderly woman with white hair, wearing a blue jacket and holding a smaller bouquet of white flowers. A window with a view of trees is visible in the background.

People who work for joy and compassion

The project is open to anyone who wants to participate, it is not a closed group of participants..

Social Interactions and Relations



Social learning

Additional life cycle for flowers

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

City and Environmental Planning



neutral

The Auguri does not have visibility in the media. The participants know about the initiative by other friends

Production, Distribution and Consumption



key concept

key concept

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

Skill Training and Design Education



Design strategies

Step by step planning

Despite being a voluntary initiative, the organizer created a logo, tools and accessories for group volunteers to work with. Being an architect, she plans Set up step-by-step procedures.

Job Creation



learning

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.

Storytelling and Visualisation

AUGURI
MAPA DE ATORES



ideas sharing

envisioning in co-design sessions

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.

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

[https://www.facebook.com/
pg/Auguri-
268807789938934/photos/?r
ef=page_internal](https://www.facebook.com/pg/Auguri-268807789938934/photos/?ref=page_internal)



Federal University of Paraná
Design & Sustainability
Research Center
Brazil