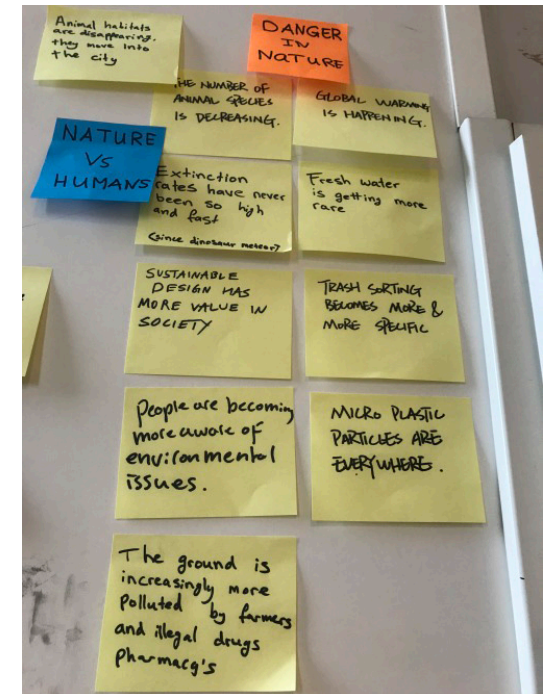




**Become a Drogian.**

# Environmental Concern

At the very beginning of the class, our teachers asked us to write down statements of trends, and use Post-it notes to put them under categories. The category that resonated with me most is *Nature vs. Human*.



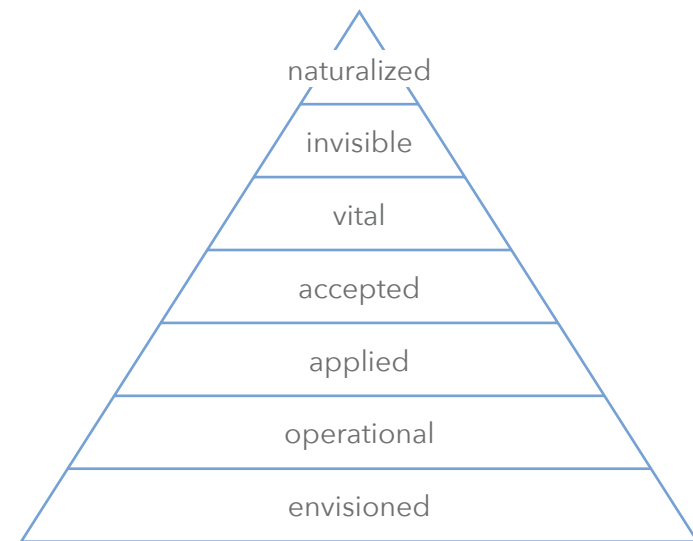
# Day Zero in Cape Town

In 2018, Cape Town, a port city of South Africa, almost ran out of water. This was the first major city in the world to potentially run out of water. The government called it Day Zero. Even though the city was saved by rainfall, for now, it is a warning to everyone that water shortage is not merely a problem for refugees. It could happen anywhere. Yet most of us still use water lavishly without noticing.



# Neglect of Water

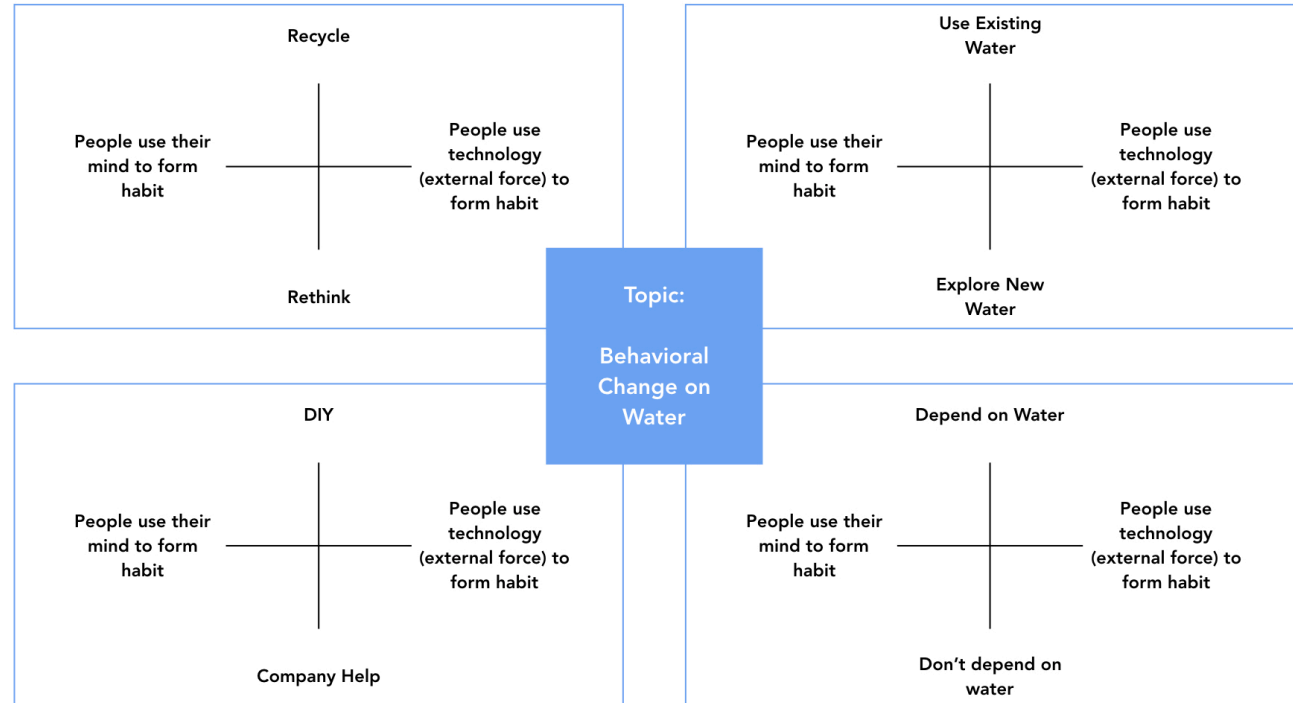
During one of the lectures, our professor showed us a TED Talks named *How Technology Becomes Nature*. The speaker mentioned the pyramid of technology, where on the highest level it's naturalized technology, which is the kind of technology which people use without noticing the existence. That reminded me of our tap water system. We often turn on the tap to wash and clean without even realizing the marvelous technology behind. So I decided to take water as my topic.



**Pyramid of Technology**

# Who should be the audience?

I used several quadrants to find out my audience in 2025. There were some quite interesting thoughts based on the combination of quadrants. For example, if people decide to use technology to make themselves not depend on water, they may become trans-human with mechanical body parts, so that people don't need to use water anymore. Or if people decide to use technology to explore new water sources, there might be artificial water in the future. Solving problems with technology is easy, but I still want people to reflect the way they use water now. So I believe in 2025, more people would make behavioral changes because they care. And then I got inspired by veganism.



# Impact of Veganism

I began to dive into the world of veganism when I was in the Netherlands, because my closest friend there was vegan. It's amazing to realize how veganism is changing the industry. We can have vegan cheese, vegan cookies, vegan *milk*, vegan meat, vegan cosmetics and even vegan Dr. Martens! Then if more people start to value every drop of water, things might change as well. What would it be called? Dropianism!



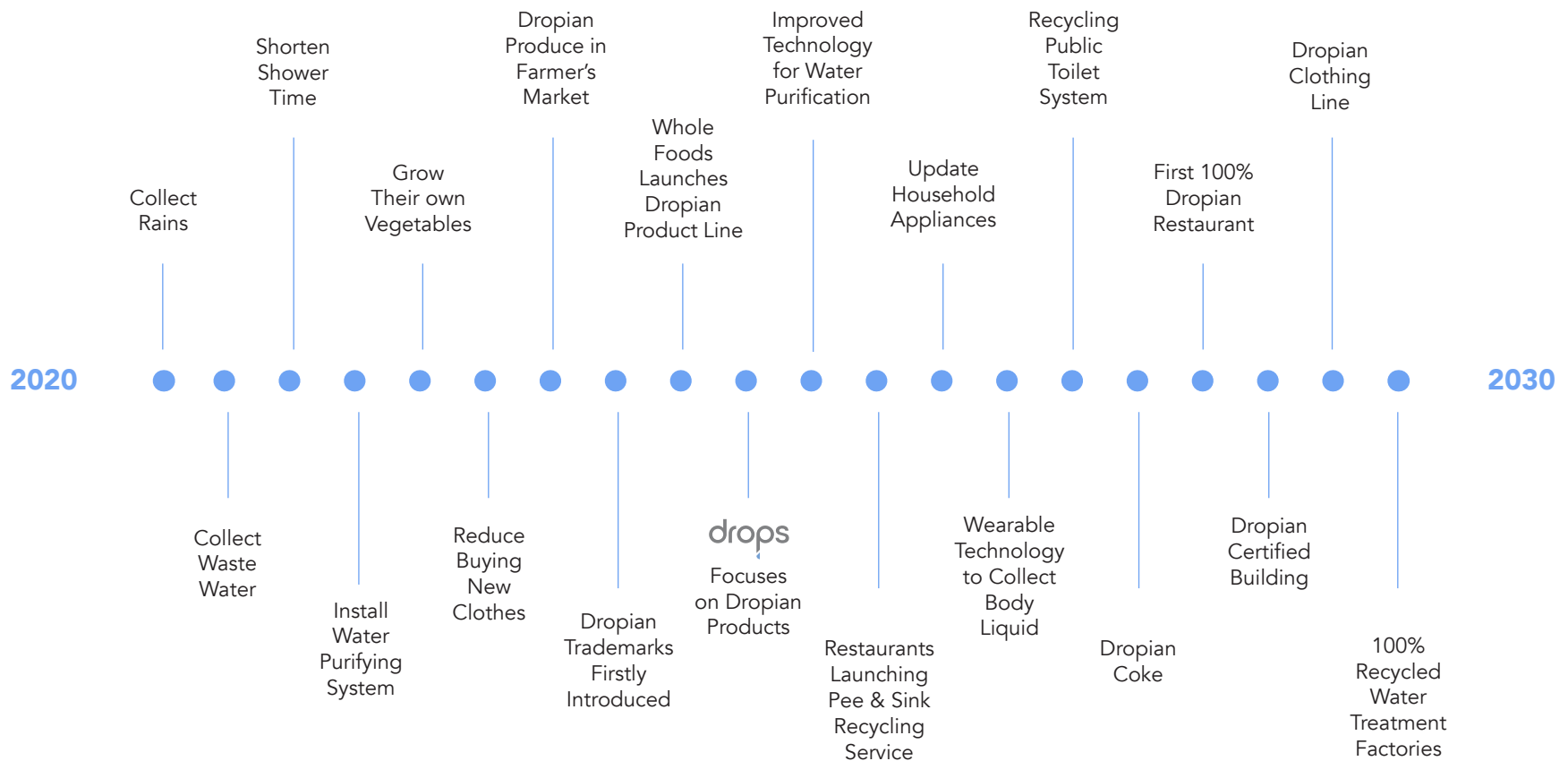
wow no cow!



# The World of Dropianism



Dropianism is a practice of abstaining from freshwater source for everyday life, which means instead of using freshwater supplies, including water in ice sheets, ice caps, glaciers, icebergs, bogs, ponds, lakes, rivers, streams, etc, dropian only use recycled water to support their daily water usage. What would the world look like with many dropians in it?



# New Products Launch

As a company to meet dropians' needs, drops launches two new products to help to collect and purify water. The goal of the company is to **recycle**, **reuse** and **respect** every drop of water.

drops

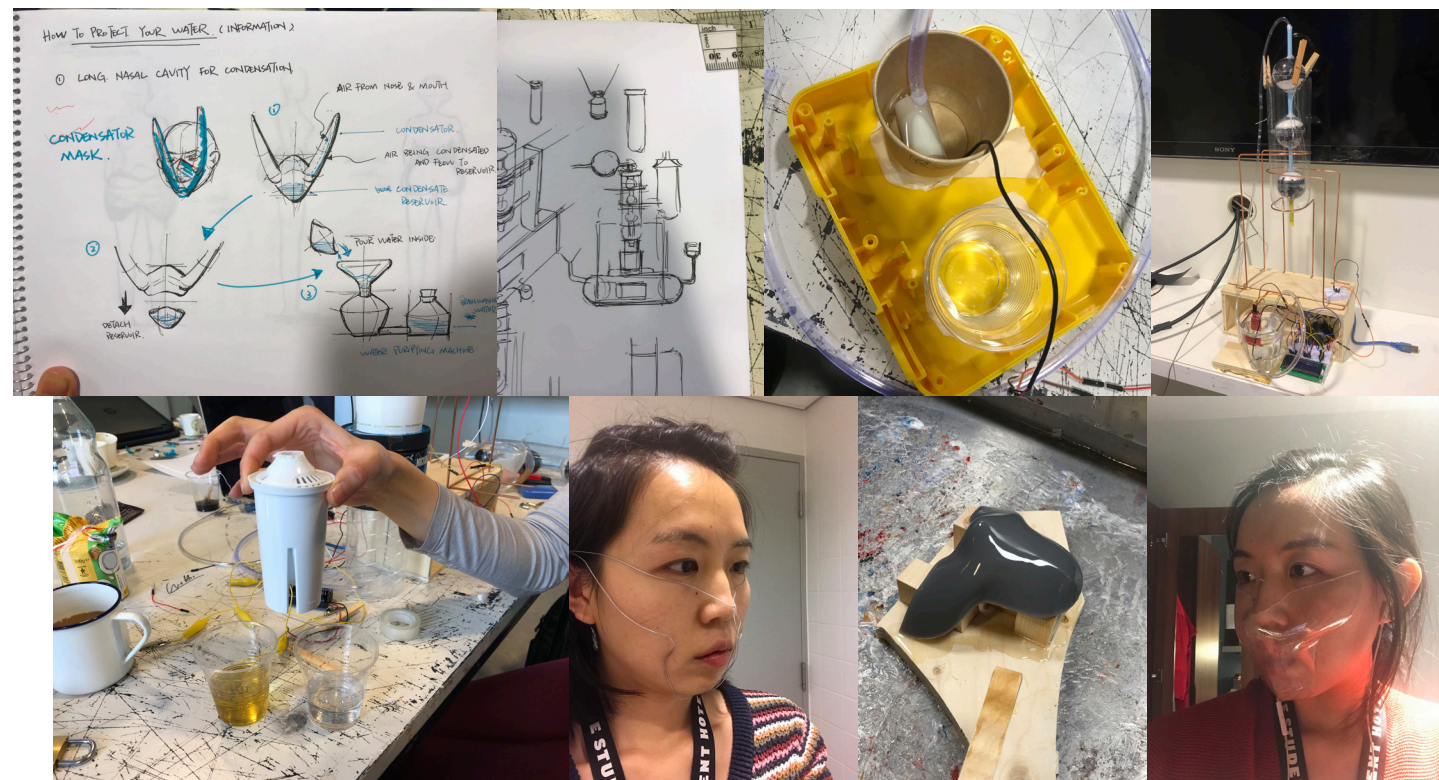
Recycle.  
Reuse.  
Respect.

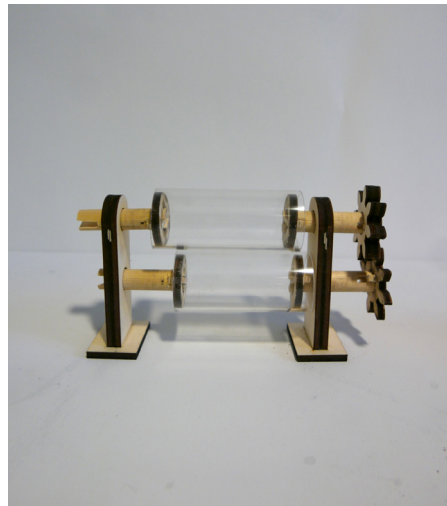
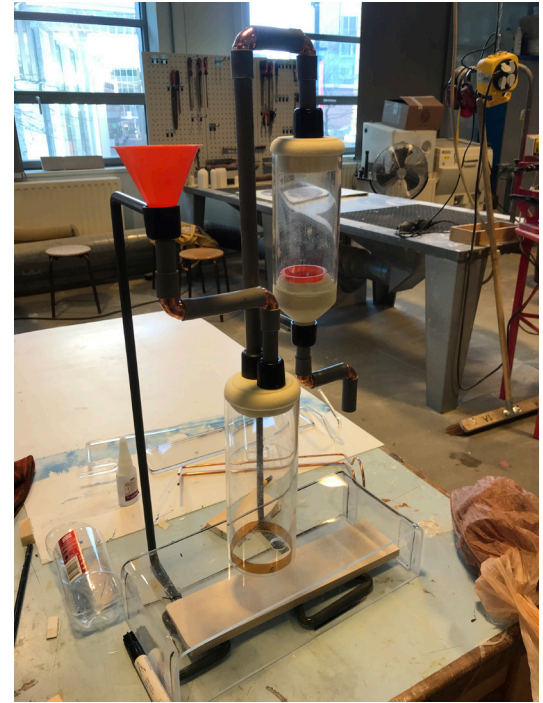
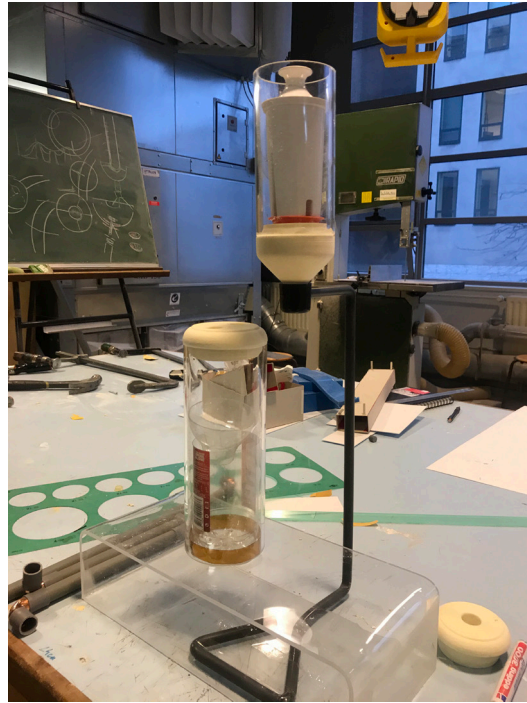
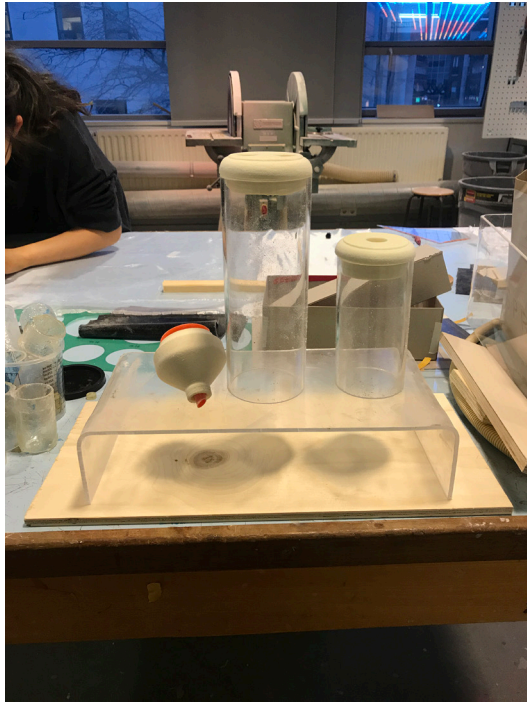




# The Making Process

The water purifier was built with Arduino components, a water pump and an active carbon filter. The process involved several tryouts to find out the working filter combination. And finally, due to the space constraints, a Brita filter was used. And the mask was designed to echo with the form language of the water purifier.





# Final Presentation

The minor exhibition took place on January 30st, 2020. A few of the audience drank the purified pee (made with artificial color and tea) and survived.



# Acknowledgment

Thanks to the many people who helped me along with this half-year exchange experience in Design Academy Eindhoven. Some that come to mind:

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Mante Zygelyte  
Olga Stadnuk  
Gokul Nair

**Actors & Actresses:**

Simon Girardi  
Annelien Gispen  
Raphael Breuskin  
Olivier van der Mark  
Gokul Nair  
Aaron Zhang

**Voiceover:**

Mante Zygelyte

**Background Music:**

Fat Segal - Skins Theme Tune



**Become a Dropian.**