

P2 Social Practice
New Earth
Theory Assignment

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Graphic Design 2C

Problem-profitability = “to profit from a matter or situation that is normally regarded as unwelcome.”

This term describes our project’s method. We used the problem of the global increase of salinisation of fresh water sources as a tool for something else: generating electricity. Our project focusses not on what could be the solution of this salinisation problem but rather how we could tackle this problem and use it as a tool for something else, in a positive sense.

Water-urbanisation = 1. “The process of inhabiting more and more areas of water.”
2. “The process of making water, such as the sea, canals and rivers urban.”

This key term describe’s our project’s final concept. We discovered through an experiment that salt water can be used for generating light, but how could we implement that on a large scale? We came up with a speculative floating housing community, that is completely sustainable and lives off of saltwater generated electricity, on the waters of Rotterdam that could function as a living space for citizens.

Living and building on water has been done before. An example of this is the FOR (Floating Office Rotterdam) building in Rotterdam, a sustainable floating office designed by Powerhouse Company. The office floats on the waters of Rijnhaven and is completely self-sufficient and zero-energy.

(Source: Powerhouse Company. *Floating Office Rotterdam*. 2020. Rijnhaven, Rotterdam. <https://nieuws.top010.nl/floating-office-rijnhaven.htm>)

Salt energy = “Sustainable energy that is generated by salt water’s ability to conduct electric current.”
Similar sustainable energy sources include solar energy, wind energy, hydro energy and tidal energy.

Eco-speculation = “The forming of a sustainable and environmental friendly theory or idea, often for future scenarios, which is also often theoretical and not (yet) demonstrable.”

This term describes our project’s final concept as well. We created a speculative floating housing community that functions in a completely sustainable and eco friendly way.

An example of a project that holds a similar approach is SALt by Raphael and Aisa Mijeno. SALt stands for Sustainable Alternative Light and experiments with salt water as an energy source to fill in the gap of accessible light sources in the Philippines. This project is still in full development and not (yet) applied on a large scale. At the moment, it is still an idea that is not fully demonstrable yet. However, their ideas could potentially be an eco-friendly solution to the inaccessibility of light in the Philippines (as well as maybe also other countries).

(Source: Mijeno, Raphael. Mijeno, Aisa. SALt. 2017. <https://geneva.impacthub.net/salt-this-isnt-just-a-product-its-a-social-movement/>)

Working on this practice project was a real departure from my personal work and major Graphic Design. My work is normally not very product-based, and for this project we built our own lamp. Nonetheless, I did learn a lot that I would like to implement into future projects.

Especially the problem-profitability attitude towards the salinisation issue is an something I would like to uphold, because sometimes it is better to come up with an alternative way of applying something rather than directly trying to solve the issue. In addition, this practice taught me to be more aware on how my decisions could affect the environment and I hope to work more sustainably in the future because of that.