

# Local Context-Based Movie Communication in Social Sustainable Initiatives

Sharing local and global visions by movie design

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**Abstract:** The research project indicated by the paper is discussed on some movies. These movies are from result of workshop CHITA 08 which is a researching and didactical collaboration in service design and design for social innovation between School of Design, Jiangnan University (JU) and INDACO department, Politecnico di Milano (Polimi). Six groups of 27 students created some produced movies in the workshop. They generated creative communication with context in China for their social initiative.

In the stage of designer process, movie is a useful tool that is explicit from intangible creation of social initiative to be tangible media. In another stage of audience communication, movie also connects contents between sustainability and local background. These contents effect perception and understandability. 6 Movies, which were the product of CHITA 08, were shown to 20 design students in Milan. There are some discussions about these movies, are expressed diversely between two groups. The group of 10 Chinese designers can analysis the solutions, which respond the problematic background of China differently from the solution of 10 international designers. Some qualities of CHITA08 video communicate the scenario building of sustainable initiative. It is the objective of design the structure of Scenario building movie. This project focuses to investigate how these movies with local context background respond audience. With different local experience, designers who have watched the movies provide their top-up creativities and visions. The same experience of Chinese hometown can translate many components in Video to Chinese designers, while the new experience from there can inspire international designers to increase initiative for their own local.

The conclusion demonstrates that: 1) Local experience of audience is importance to perception. It affects wherever the media is shown. 2) Local context is proficient content to communicate the initiative idea in variety sensibilities. 3) Movie is designed with local context, is an alternative movie for consistent communication to diffuse the sustainable ideas and social creativities to people. 4) Local context in movie is a potential tool to support the vision of sustainable social in the background of local possibility.

Movies with local context have been considered as the potential-supported scenario to explain relationship between problematic background, initiative solution and vision of sustainable society. Audience can generate the surrounding of course and result of local problematic while they are watching this kind of movie. This research project is purpose to discover the methods of narration and creation to sustainable society for local context-based movie communication.

***Key words: Local context, movie, narration, sustainable society, Social initiative.***

## 1. LOCAL CONTEXT IS SHARED FEASIBLY BY MOVIE

### 1.1 Chinese Local Context

China is fruitful with traditions and human resources. Every local part of china contained with history, culture, and many folkways. These make characteristic of China has be unique for thousand years. The transition China from world factory during last 30 years to the sustainable development country would inspire other countries by

many contexts in social. This phenomenon is worthy to be supported and defused. The communication in China and international-level could be facilitated by movie toward sustainable society. Movie designer can put scenario building into the work for correspond complex idea such as sustainability. So it's seemed designer have alternative method to digest information and make simply to general people. Then communication of sustainability will not be limited just only academic network scale, but everyone in society can absorb the atmosphere of changing for sustainable society. In the transition towards a sustainable society, shared visions are needed to orient the political and economical debate and to conceive and promote sustainable solutions. (Manzini, 2003) Sustainable solution is significantly communicated with the new ways of living, being and doing for ecological footprint of products and process.



Figure.1-2 Situation In recent days of Wuxi, China, where appear as background of stories in CHITA08 Videos

## 1.2 Chinese ancient philosophy support sustainability

Chinese people live in sustainable culture which was closed their lifestyle for long history. Chinese ancient or philosophy such as Laozi in Taoism and Confucius in Confucianism, have been the root in the society. They teach how human live harmoniously with nature. People transfer this essence from generation to generation. Although China is modern day, these philosophies passes throughout the industrial revolution era, the ecological conscious still remain in society. When designers use scenario building movie toward sustainable society, it's seemed that their sustainable ideals have been called back effectively by positive attitude and Chinese lifestyle. People are very open to sustainable lifestyle. (Miaosen, Culumus 2008, p 143)



Figure.3, 4 Local Folkway and combination with sustainable creation that's shown in the CHITA08 videos

## 2. SHARING VISION THROUGH MOVIE

### 2.1 Structure of scenario building movie

After we have gotten primary data, which are described about local context by CHITA08 videos, we got secondary data from interview designers in Milan. Then we interpret information, we have gotten from 2 groups. Even if we found different characters in their comments, but everyone visualize clearly the storytelling in video that we have designed structure. It is composed by 3 components. First part of the story has talked about problematic background from local context in China. Second part told how designer's service by mobile can be the solution. The last part visualizes the new living way by solution of new service idea. The videos of CHITA08 do not only communicate the story of service design, but also give scenario building of creative vision toward sustainable lifestyle to people.



Figure.5-7 Problematic part, condition part and solution part of “Mom’s talk” one story of 6 videos.

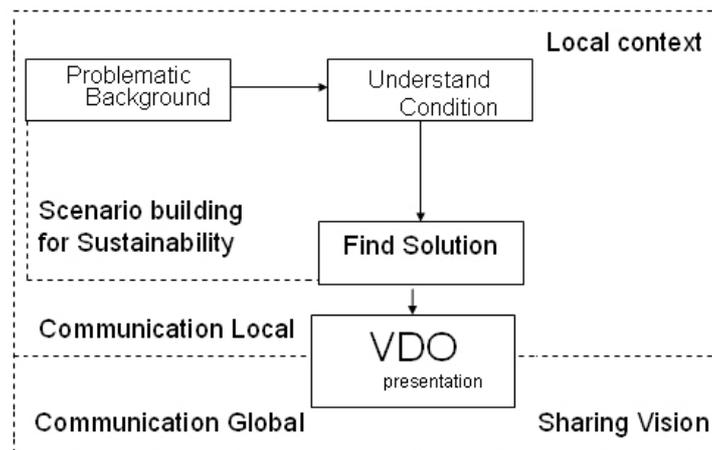


Figure.8 Scenario building process in content of stories

## 2.2 Movie as tool

Video has become a companion of the traditional notepad and pencil in ethnographically inspired research on location. Researcher use video for instance as a backup for their observations (Blomberg et al., 1993, p.133). Interviewing by showing the Chita08 video, it has encouraged Milan design students to create initiative ideas for social solution. We record their comments. And we use those answers for analyses how student respond the story in video. Everyone enthusiastically compare the story with their experiences from hometown. And they try to find out the best solution that perhaps happens in their cities. Sharing local experience is way to develop quality of life. The lack of shared visions on how a sustainable wellbeing could be like is effecting negatively (Manzini, 2003). By showing the movie, vision of sustainability is quickly and easily spread to many people, not limited just only one community. Movies can communication in the international level. And it’s efficient nevertheless it communication between many societies where’re different local contexts.



Figure.9-11 Design Students of Jiangnan University used video support in design process and communication

## 3. SCENARIO BUILDING MOVIE COMMUNICATE LOCAL CONTEXTS

Designers can visualize the service idea clearer by local context and scenario building movie. The result of interview, we found both groups of Chinese designers and International designers can understand clear about service design in video



Figure.12, 13 Design Students of Jiangnan University communicate audiences by Chita08 videos in auditorium of University

### 3.1 Chinese designers recognize local contexts

During the discussion after watch video, Chinese designer students in Milan understand obviously the story. They express emotion responsively the movie and share the feeling with friends. Some part, they laugh follow story which Chinese students of JU, Wuxi design in the video. While other students can't know which emotions are hidden in some part of the story, Chinese students can compare the story with their real life in China. They comment some reasons that affect the possibility of the solution. Someone view at the cultural side or traditional side, but others view at technology and development in the city. Then they increase information not only tell in the video. Finally, they can adapt and choose factors to find solution for their social in real life.



Figure.14-16: Chinese design students in Milan comment after watching Chita08 videos

### 3.2 International designers are interested Chinese local contexts

The result of the interview, foreigner students are interested about the idea from movie. They compare possibility of the solution in video with the living in their hometown. Both group of Chinese and group of international students can understand well the story that movie makers try to inform and design with the background of China. The local context of China is seemed unusually for international students. But it appears in the movie and can be simulated atmosphere to these students. Then they can imagine and evaluate the content of Videos by context of their hometown. A perception of this group is different from Chinese group. While Chinese students try to investigate the stories with their real experience, the international students focus on what the ideas in movie possible are practical in their own countries. It's seemed story in video which they've seen is really happen in China before. It might be alternative model of solution for applying to their local town.



Figure. 17-19: Milan design students comment about stories in Chita08 Videos.

## 4. Conclusions

Local context has content as the perceptible experience that communicates between designer and people. It can increase data in the same direction which movie designer can create. The content for sustainable society should to be supported by local context which make productive communication to audience such as these followed topics.



Figure.20-25. People watch movies and follow information from Project CHITA08 in WUXI EXPO 2008, China

#### 4.1 Place and perception

We realize after interview Chinese designer students. They correspond some contexts in movie with their experience background in China. Although the place where they're watching videos is Milan, they still remember background in their neighborhood in China. The movie probably contains the culture, language and time that they've grown up with. The local contexts in their hometown have become supportively to figure their view. Then their experience was responded easily while they were watching the video. In that moment, we notice their express emotion. So we can say that local experience of audience is importance to percept information. It also affects wherever the media is shown.

#### 4.2 Communication

Movie can explicit atmosphere of local context very well. It is proficient to communicate the initiative idea in variety sensibilities. People do not only receive information or data in movie, they also share the feeling and emotion follow movie designer try to do in the story too. This cause make story in movie is seemed reality for audience. People can feel and receive for comparison in real life. This is the good way for translate initiative solution to be new alternative lifestyle.

#### 4.3 Sustainability

Local context is not influence only designers, who have the same background. It also becomes inspiration for other designers, who have dissimilar local background. Movie which is designed by local context is an alternative movie for consistent communication to diffuse the sustainable ideas and social creativities to people.

#### 4.4 Vision

After watching and discussing, every designer gets the ideas from the movie. They convince to apply them to fit their hometown. We can say that local context in movie is a potential tool to support the vision of sustainable social in the background of local possibility.



Figure.26-28. Audiences are responding their emotions and experience in auditorium Jiangnan University, China

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