

GALERIAS MUNICIPAIS  
PAVILHÃO BRANCO

*Kubrick, S. (1964) Dr. Strangelove, or,  
How I Learned to Stop Worrying and Love the Bomb (Film)*

JARDIM DO PALÁCIO PIMENTA  
CAMPO GRANDE 1700-091 LISBOA

# HOW TO STOP WORRYING AND LOVE THE BOMB

FINAL DEGREE  
EXHIBITION

HOW I LEARNED TO STOP WORRYING  
AND LOVE THE BOMB

GRAPHIC DESIGN

BA (HONS)

 EGEAC 

HOW I LEARNED TO STOP WORRYING  
AND LOVE THE BOMB

SOLENT  
UNIVERSITY  
SOUTHAMPTON

 ESCOLA DE  
TECNOLOGIAS  
E INOVAÇÃO

# AND LOVE THE BOMB

PAVILHÃO BRANCO

10H - 13H / 14H - 18H

21.06 — 25.06.2023

“*The future is not what it used to be.*”

Kubrick, S. (1964). *Dr. Strangelove, or, How I Learned to Stop Worrying and Love the Bomb*. (Film)

Welcome to our speculative realm.

Designers play a fundamental role in shaping the path towards a more inclusive, egalitarian, and sustainable society, challenging the boundaries of conventional knowledge and envisioning alternative narratives.

Fostering a supportive culture, encouraging experimentation, and promoting knowledge-seeking beyond theoretical basis, this final degree exhibition brings together projects that have dared to imagine alternative models, challenge standards, and open new avenues of exploration.

A set of proposals addressing urgent contexts, challenging perspectives, provocative meaningful discussions, and, ultimately, conscious and positive changes. From labor paradoxes to privacy, feminism, genetic engineering, emerging utopias, and the volatile nature of our actions...

Join us in contemplating the world we inhabit, transcending the edges of the present, and venturing into uncharted territories of the future.

Joana Areal – *Course Coordinator*

André Fonseca

SYMBOLON

Typography is a core aspect of communication and, since the time of the hieroglyphics and the Nordic runes, the symbols connected to it are a key part of its structure. Embracing this legacy, *Symbolon* (from the Greek term “symbology”) was born with the intention of establishing contact with beings beyond our planet. This new typeface seeks to serve as a vital bridge, acknowledging the power of symbols and their role throughout history as a means of communication.

@ANDRE\_\_GRAPHICDESIGN  
@SYMBOLON\_

Daniela Caturra

BREATHING SHAPES

*Breathing Shapes* reflects on the synesthetic and emotional relationship we have with objects. As subjects immersed in a consumer society, we live surrounded by objects and we are defined in terms of identity by and through them. Understanding how people interact with and attach meaning to objects can help us better understand their values, needs, and behaviours. (Object) Noun, anything that is visible or tangible and is relatively stable in form.

@ITSDANIELACATURRA  
@BREATHING\_SHAPES

Gonçalo Vieira

HEROUM

*Heroum* explores what has been understood as a hero throughout history. What it meant to be a hero in the past and a hero in the present, an evolution of a series of people with cultural differences and lifestyles in different time periods. Centred on an NFT campaign, with AI-generated characters, it features a series of 16 coins, each serving as a tribute to heroes who have shaped history and impacted the world.

@GV\_G.VIEIRA  
@HEROUM.NTF\_

Inês Conceição

FINE LINE

Deep fake and artificial intelligence technology allow us to create a variety of content that looks real, posing a threat to the circulation of information online. *Fine Line* is an archive that contextualises the false information circulating on the internet and helps understand where this content comes from and how it was generated. Using images, videos and sounds, it questions what is real and what is generated to look real.

@IRCCDESIGN  
@FINELINE.PT

Carolina Martins

REWRITING THE CODE.  
RESHAPING THE CONTENT.

*Rewriting the Code. Reshaping the Content.* is a reflection of an exploratory journey into the world of genetic engineering as a tool for active manipulation of the principles of nature. This may be the way to solve problems for which there is not yet a solution, but we must be aware that unexpected consequences may occur. By rewriting a small part of the code, we might end up reshaping more content than we expected.

@CAROLINAMRTNS  
@REWRITINGRESHAPING

Gonçalo Nolasco

MITH UH MEY NEE UH

*Mith uh mey nee uh* explores the creation of myths and utopias, regardless of their origin, while encouraging reflection on the power of narratives in constructing reality and establishing collective beliefs. By exploring these modern myths in an ironic and provocative way, it seeks to raise critical questioning and awareness of the stories that shape the world around us. These possible future myths, generated through AI, serve as a means of exploring and instigating speculation about the future and the stories that shape the world around us.

@NOLASCO.AE  
@MITHUHEMEYNEEUH

Inês Chaubert

THREADS OF CHANGE

Striving to raise awareness of the problematic connection between the fast fashion industry and feminism, *Threads of Change* seeks to highlight the exploitation of women within the industry and question the persistent narratives that perpetuate gender inequality. It encourages critical reflection on the impact of fast fashion on women’s rights and empowers individuals to advocate for a more equitable and sustainable fashion landscape and ultimately inspire collective action for a future where fashion and feminism coexist harmoniously.

@IICHAUBERT  
@THREADSOFCHANGE.SITE

Joana Ogando

HERÓIS DO MAR,  
POBRE POVO

A transformation is underway in the city of Lisbon; a complex phenomenon has woven its way into the fabric of our communities. It is a story of displacement, inequality, and the erosion of cherished spaces. As the shadows of change loom over our neighbourhoods, the urgency to resist and reclaim becomes undeniable. *Heróis do Mar, Pobre Povo* is a call to arms, beckoning you to delve deeper, explore, and unite in the defiant protest against the forces that threaten our very essence, confronting gentrification and advocating for social change.

@OOOGANDO  
@HEROISDOMARPOBREPOVO

Margarida Monteiro

THE © DECLARATION

The clitoris is the only organ in the human body that exists solely to provide pleasure. Throughout history it has been misunderstood and marginalised, reflecting the lack of importance given to female pleasure. *The © Declaration* is a movement dedicated to raising awareness and appreciation of the clitoris. Challenging society’s taboos and misconceptions surrounding female sexuality, it highlights the importance of the clitoris in sexual pleasure and overall well-being.

@MARLVCMON  
@THE.C.DECLARATION

Marta Vilar

A CASA PORTUGUESA

For many, being “Portuguese” is being the good coloniser. It’s to omit the slavery and oppression of the colonised peoples from the epic narrative. It’s believing in the superiority of the “Portuguese” people over the “foreigners”. It’s having a racist mentality and not knowing it. Well disguised, but deep-rooted. *A Casa Portuguesa* (The Portuguese Home) opens its doors to expose the systemic racism in Portugal using the Portuguese lexicon. Each piece proposes an introspection and alerts to the need to change the behaviour of Portuguese society.

@RALIVATRAM  
@A.CASA.PORTUGUESA

Sara Santos

TERMS & NO CONDITIONS

Would you blindly give your address, your phone number and your financial details to a stranger? Probably not. What if you knew that this person was selling your data to someone else? Even worse, right? Then why did you accept the terms & conditions? Or should we call it, Terms & No Conditions? *Terms & No Conditions* seeks to uncover how we have been exposing our privacy by agreeing to every website’s terms and conditions without knowing what this entails.

@SSTNSRS  
@TERMSANDNOCONDITIONS

Brenda Souza, Daniel Grigoras, Luís Calvário, Luís Malho

LET HER

Dominant and oppressive cultures have been exploiting the planet and its people. When it comes to gender, girls and women have been continuously kept in vulnerable positions by patriarchal norms and values. The climate crisis is making such inequalities even more pronounced. *LET HER* is an ecofeminist movement that advocates for girls’ liberation and empowerment through education. 12 years of free, safe, and quality education should be a right for all. It can help girls develop climate resilience, green and leadership skills to foster climate action.

@LET.HER.NOW

Ana de Almeida, Bárbara Alves,  
Mariana Silva, Pedro Boto

CITIZEN OF TOMORROW

*Citizen of Tomorrow* opens a window to the future. A vision of what the world might be in 50, 100, 200+ years from now. Far from being what we would hope it should...*Citizen of Tomorrow* is a unique being made of advanced artificial intelligence and human consciousness. Its ultimate goal? To help humanity create a world that is more just, more equitable, and more sustainable, by communicating the future and warn us – humans – of a dystopian future that is coming.

@CITIZEN\_OF\_TOMORROW

Ana Silva, Beatriz Videira, Eunice Mendes

GAIA

*GAIA* is a hub for human activity where individuals can contribute information, facts, and even some witty banter about the 10% responsible for wreaking havoc on our planet. Beneath the lightheartedness lies a serious mission – to hold corporations and governments accountable for their promises in combating climate change. *GAIA* rallies people together, harnessing the collective power to reshape our world’s future, combining laughter with hard-hitting truths, towards a sustainable world where the few no longer hold dominion, and where everyone has a role in crafting a brighter future.

@\_GAIA\_EARTH\_

Curated by

Joana Areal, Ana Freitas, Sara Orsi, Lisa Moura

Organised by

ETIC (Escola de Tecnologias, Inovação e Criação)

Featured Students

André Fonseca, Carolina Martins, Daniela Caturra, Gonçalo Nolasco, Gonçalo Vieira, Inês Chaubert, Inês Conceição, Joana Ogando, Margarida Monteiro, Maria Chimeno, Marta Vilar, Salomé Vasconcelos, Sara Santos, Vasco Cunha *and* Ana de Almeida, Ana Silva, Beatriz Videira, Brenda Silva, Bárbara Alves, Daniel Grigoras, Eunice Mendes, Luís Calvário, Luís Malho, Mariana Silva, Pedro Boto.

@HOW.I.LEARNED.TO.STOP.WORRYING

Maria Chimeno

THE QUIXOTIC ASSEMBLY

*The Quixotic Assembly* is a pluriversal gathering space that encourages collaboration whilst promoting critical thinking and inclusivity, designed to foster a wide range of perspectives and endless conversations. It lives off of the idea that one day labour might not be the centre of human activity. This assembly seeks to reflect on pain, discomfort, the unavoidable sense of helplessness, lack of meaning, desire and drive that come with uncertainty and transformation.

@CHIMENOM  
@THEQUIXOTICASSEMBLY

Salomé Vasconcelos

AWOL

*Absent Without Official Leave* is a travel agency to cities of the future. The artifice of a travel agency for the year 2121 is used to reflect on technological advancements and on the state of a utopian ecosystem, which has been tampered with by the current climate crisis, varied current ecological forecasts and the damages these may enforce. Contrary to the old glamour of tourism rhetoric, these trips become a way to criticise and reflect on the ecological impact of technology and on the shortcomings of society, without abandoning hope for a better future.

@\_SALOME\_LA\_FEE\_  
@ABSENT\_WITHOUT\_OFFICIAL\_LEAVE

Vasco Cunha

MMH

Now, more than ever, mental health is a critical issue for society. *Men’s Mental Health* addresses the challenge it can be to start a conversation about these issues, specifically for this demographic. It serves as both a call to action and an information hub, providing comprehensive resources on mental health, including strategies, testimonials, news updates, and a library of related media.

@VASCOCUNHA\_DESIGNS  
@MENSMENTALHEALTH.PT

Brenda Souza, Daniel Grigoras, Luís Calvário, Luís Malho

LET HER

Dominant and oppressive cultures have been exploiting the planet and its people. When it comes to gender, girls and women have been continuously kept in vulnerable positions by patriarchal norms and values. The climate crisis is making such inequalities even more pronounced. *LET HER* is an ecofeminist movement that advocates for girls’ liberation and empowerment through education. 12 years of free, safe, and quality education should be a right for all. It can help girls develop climate resilience, green and leadership skills to foster climate action.

@LET.HER.NOW

Ana de Almeida, Bárbara Alves,  
Mariana Silva, Pedro Boto

CITIZEN OF TOMORROW

*Citizen of Tomorrow* opens a window to the future. A vision of what the world might be in 50, 100, 200+ years from now. Far from being what we would hope it should...*Citizen of Tomorrow* is a unique being made of advanced artificial intelligence and human consciousness. Its ultimate goal? To help humanity create a world that is more just, more equitable, and more sustainable, by communicating the future and warn us – humans – of a dystopian future that is coming.

@CITIZEN\_OF\_TOMORROW

Ana Silva, Beatriz Videira, Eunice Mendes

GAIA

*GAIA* is a hub for human activity where individuals can contribute information, facts, and even some witty banter about the 10% responsible for wreaking havoc on our planet. Beneath the lightheartedness lies a serious mission – to hold corporations and governments accountable for their promises in combating climate change. *GAIA* rallies people together, harnessing the collective power to reshape our world’s future, combining laughter with hard-hitting truths, towards a sustainable world where the few no longer hold dominion, and where everyone has a role in crafting a brighter future.

@\_GAIA\_EARTH\_

Graphic Design

Maria Chimeno

Thanks to

ETIC (special thanks to Manuela Carlos, Nuno Bento, Dora Nobre, Pierre Ferreira, Luísa Meira, Sónia Ferreira), Solent Southampton University (special thanks to Julie Beattie), to all teachers and pedagogical team (Ricardo Martins, Margarida Borges, Paulo Freitas, Ana Teresa Ascensão, Mariana Veloso, Isabel Lucena, Cláudia Lancaster, João Silva, Fábio Cunha, José Mendes, Joana Tavares. A special thanks to Vera Novais), CreativeCell (production support), and all those who helped, accompanied, supported and motivated us along the year.

Special thanks to the entire team of Galerias Municipais de Lisboa.