

SEARCHING FOR THE AMERICAN DREAM WITHIN THE AMERICAN REALITY



KHALED NABAWY AGNES BRUCKNER WILLIAM ATHERTON WITH RIZWAN MANJI AND CARY ELWES

THE CITIZEN
SK PICTURES PRESENTS A SAM KADI FILM "THE CITIZEN" KHALED NABAWY AGNES BRUCKNER WILLIAM ATHERTON
WITH RIZWAN MANJI AND CARY ELWES CASTING LISA HAMIL MUSIC CHRISTOPHER BRADY PRODUCTION DESIGNER STEPHEN LEGLER
DIRECTOR OF PHOTOGRAPHY JOSEPH WHITE EDITOR MIKE SAENZ EXECUTIVE PRODUCERS AMEER KABOUR TARIK KANAAN PRODUCED BY SAM KADI CHRIS WYATT
ALAN NOEL VEGA COSTUME DESIGNER SAM KADI SCREENPLAY BY JAZMEH DARNELL BROWN SAMIR YOUNIS SAM KADI
TheCitizenMovie.com DIRECTED BY SAM KADI

INSPIRED BY MANY TRUE STORIES



The Citizen Is

Dr. Rob Roggema

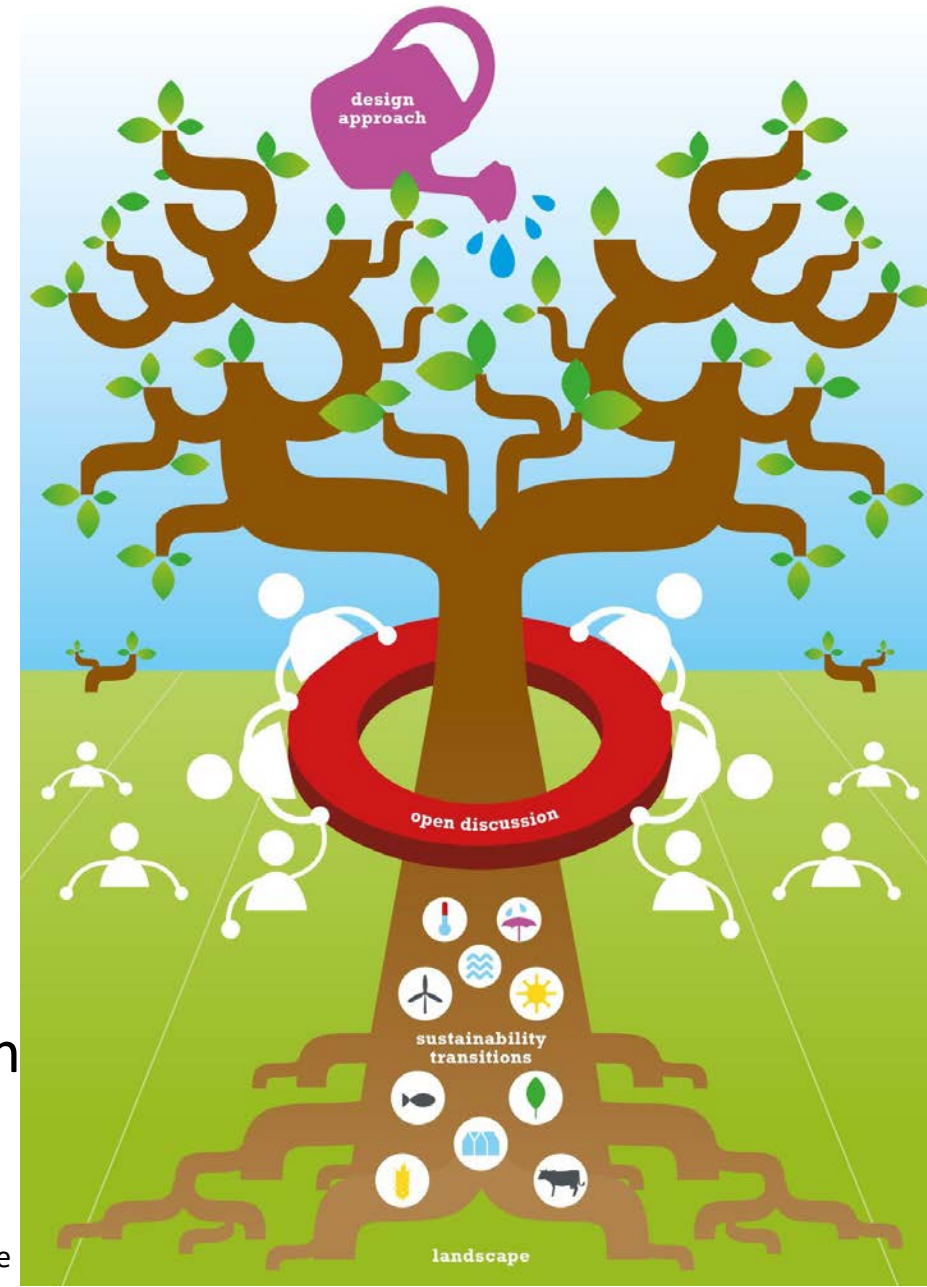
Professor Landscape-driven Design

Inholland University of Applied Sciences

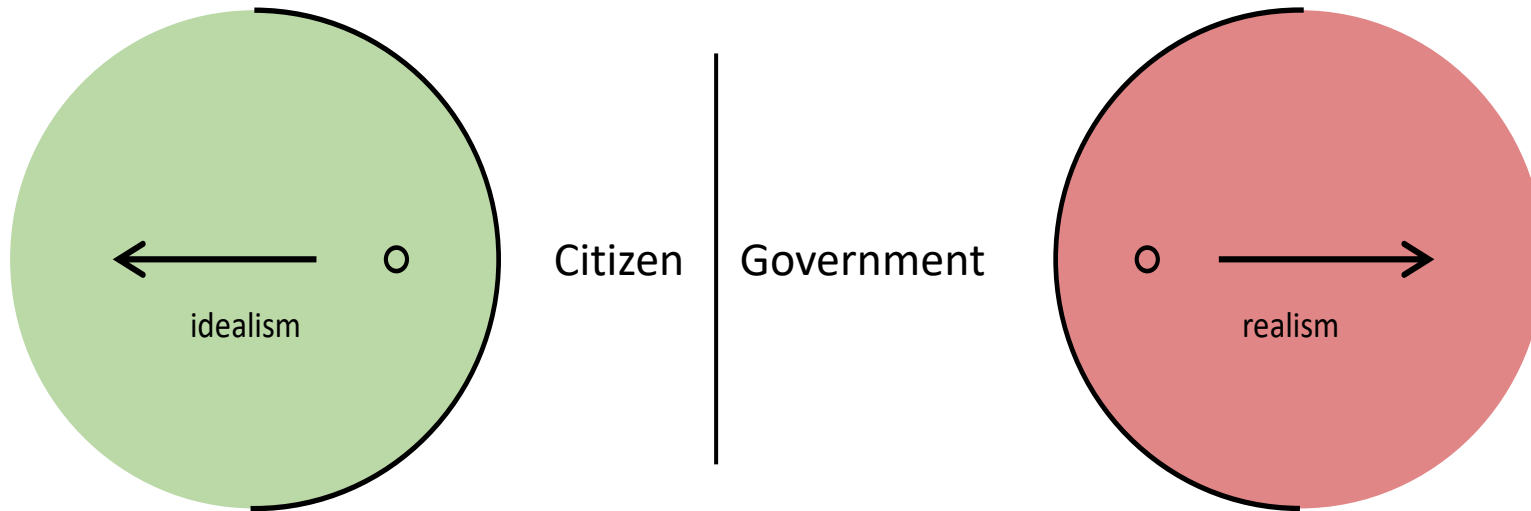
Director @ www.cittaideale.eu

Urgency

- Responding to sustainability transitions
- Which take place in the landscape, the citizens' environment
- Requires to invite citizens to the conversation
- Because there's limits to what the government can achieve, let alone the 'market'
- Let the conversation grow with a design-led approach



What is going on?

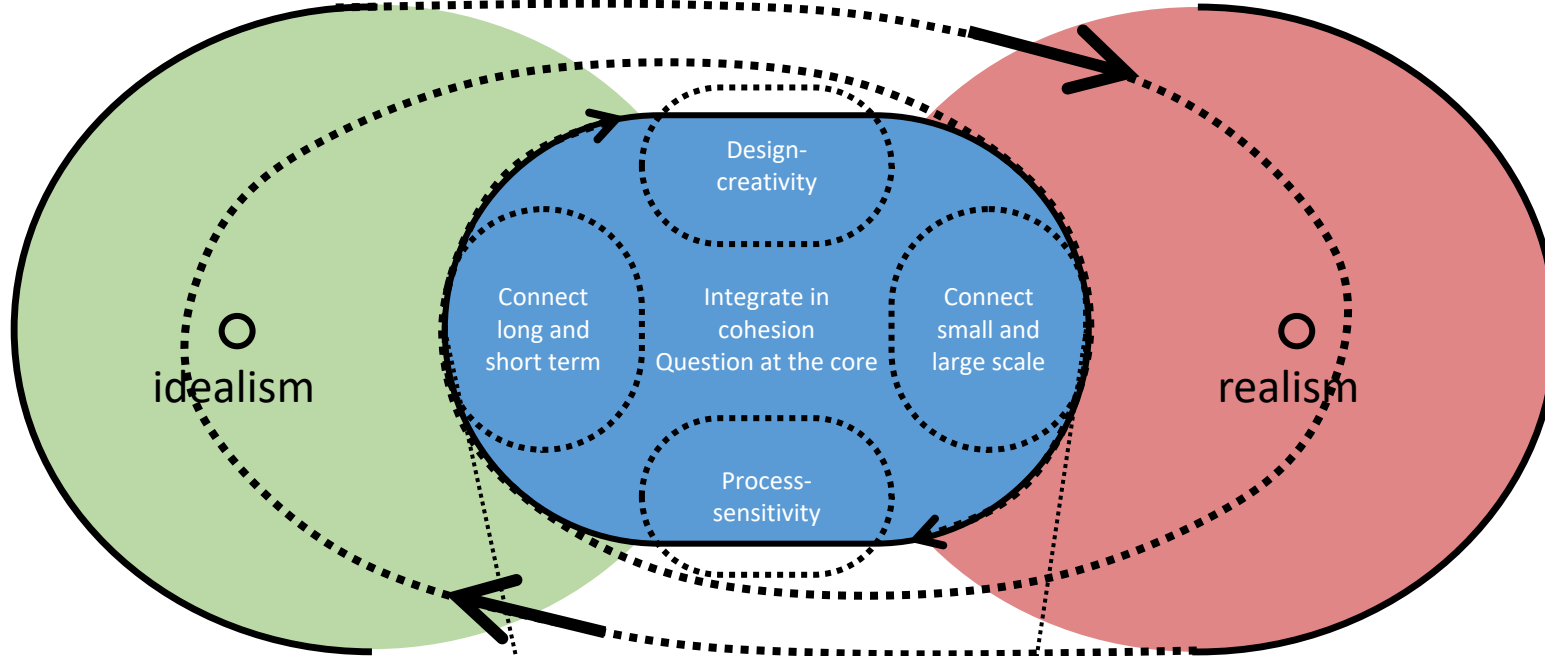


Urgency (need for speed)
Resilience, thinking in uncertainties

Biodiversity loss
Climate change
Energy transition
Food transition
Landscape sustainability

Design literacy
Cathedral thinking
Laws of the natural system

Nature (& Man)



Man (& Nature)

Financial systems
Economic laws
Technological knowledge
Political and policy frameworks

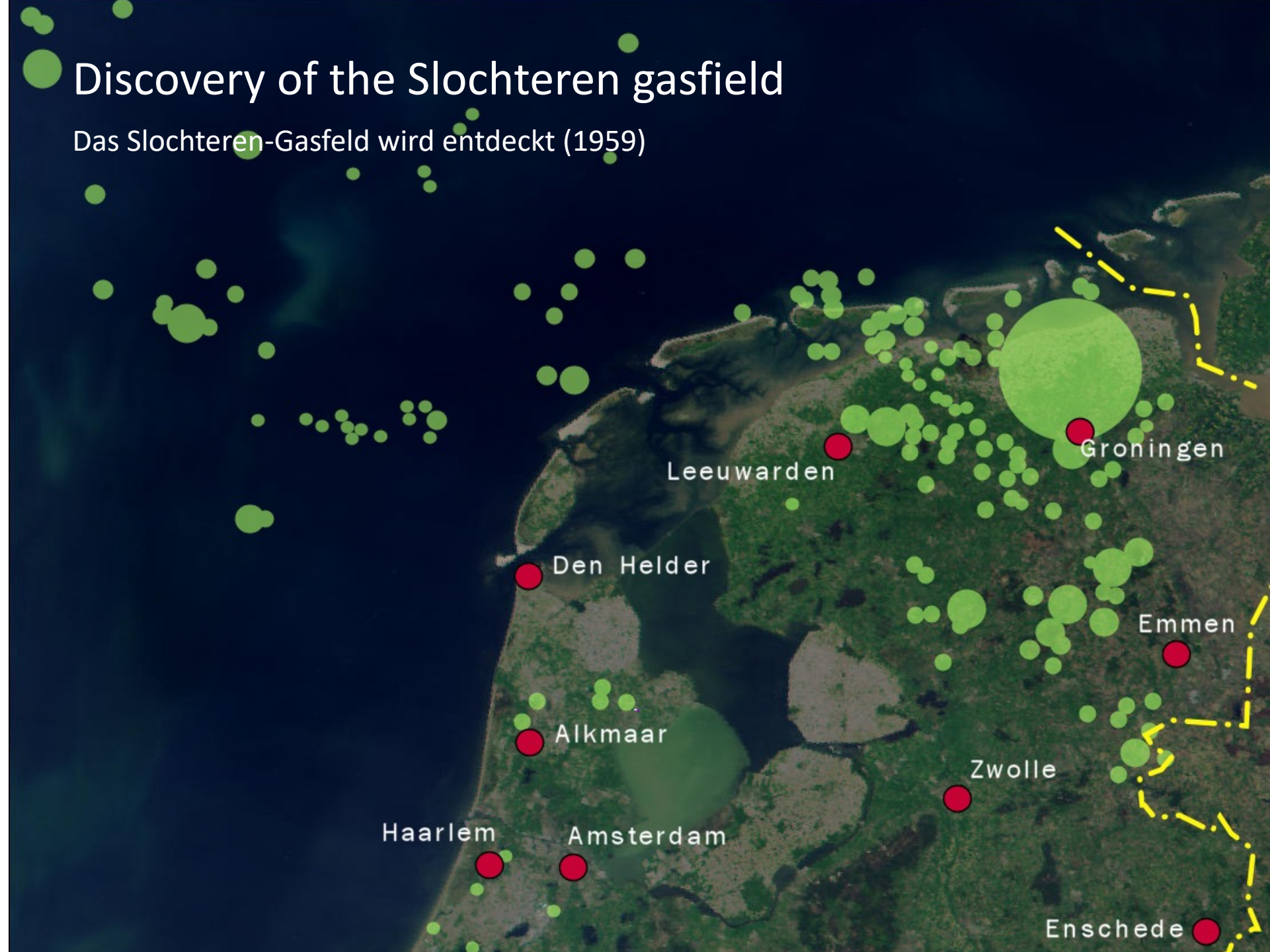
Laws of the financial-economic system
Thinking in policy processes
Technical literacy kennis

Regional atelier
Area developments
Research by Design
Design by Researching

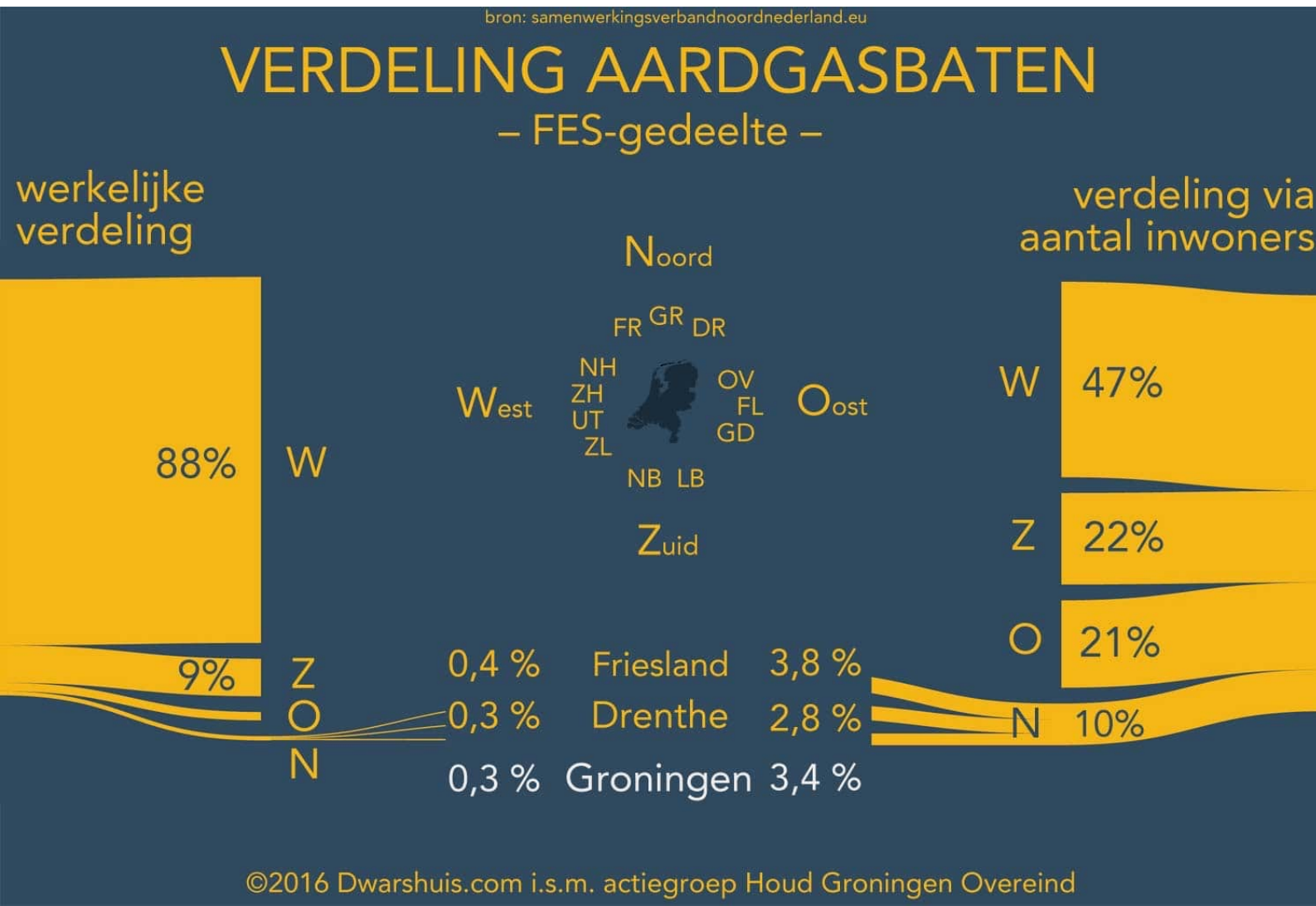
Robustness, thinking in certainties
Inertia (need for slowness)

Discovery of the Slochteren gasfield

Das Slochteren-Gasfeld wird entdeckt (1959)



The Central government takes decisions about using the financial gains of gas extraction



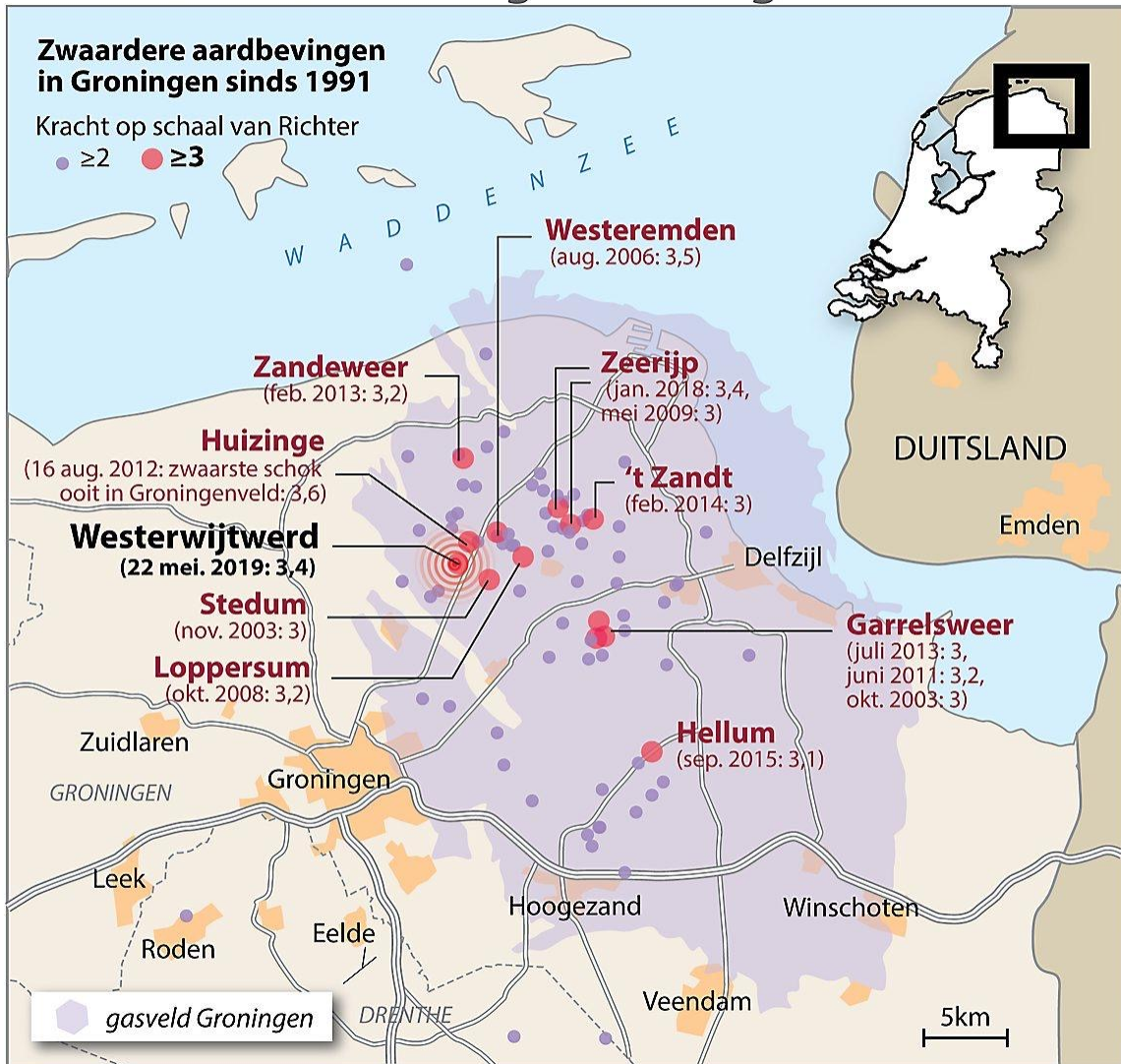
Reinvestment of gas-profits in the Western part of the country: 88%
Only 0,3% is invested in Groningen (where the gas is extracted)

- 88% wird (re)investiert in westniederlande
- 0,3% in Groningen wo das Gas extrahiert wird

Earthquakes

Erdbeben

Weer zware aardbeving in Groningen



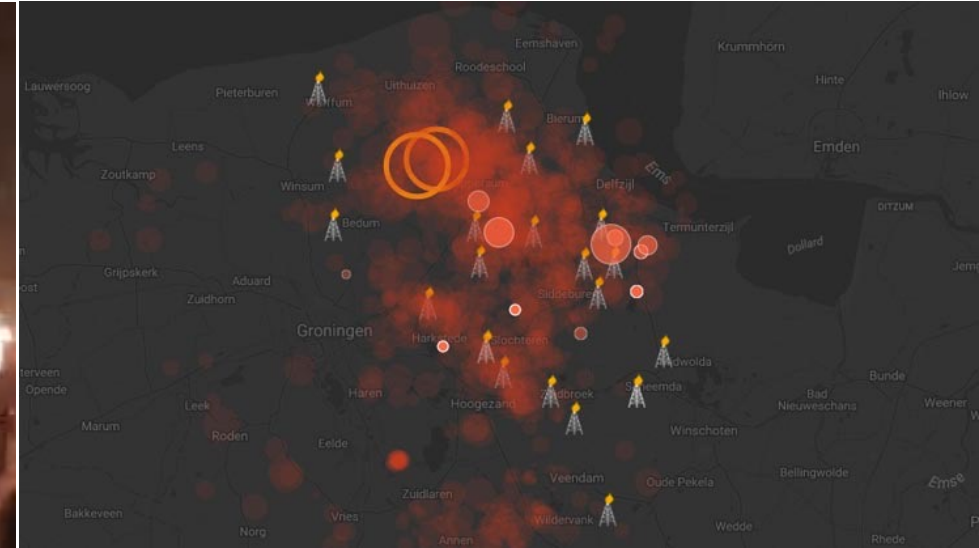
bron: knmi

ANP



Emotional poverty and angry people

Emotionale Armut und wütende Bürger



After the gas extractions the earthquakes came
And the people got angry

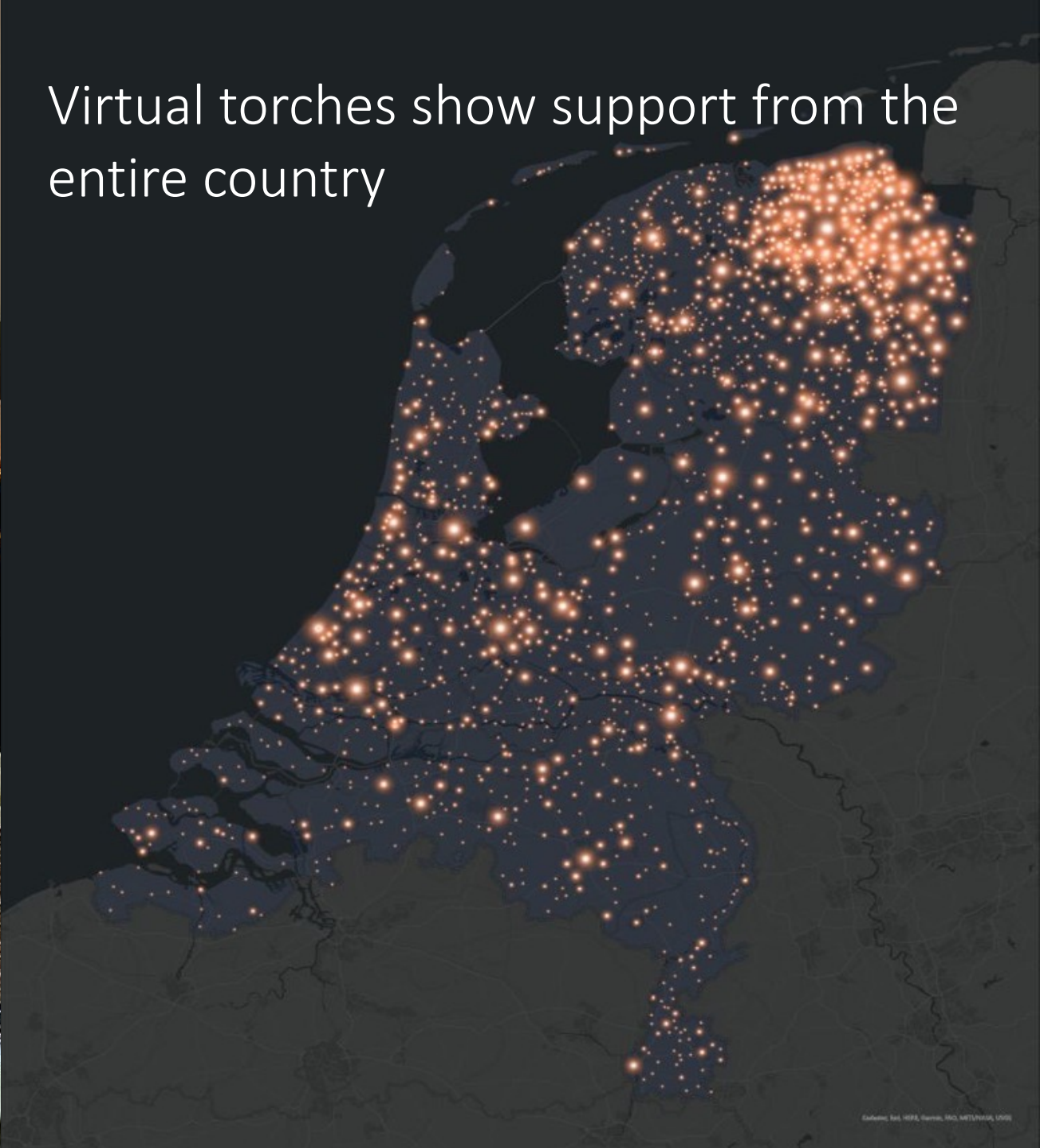
- Nach der Gasgewinnung kamen die Erdbeben
- Und die Bürger wurden wütend



Torch-Protest: 15 January 2022



Virtual torches show support from the entire country



People:

- financial and emotional poor
- feel neglected by politics
- hit by a catastrophe and economic decline
- But they are still tenacious and proud

Investments

- Very large
- Euros, Km's infrastructure, number of jobs

Approach

- Technocratic
- Not human. People want to get noted instead of getting numbers presented

- Bevölkerung ist finanziell und emotional Arm und fühlt sich hinten gelassen durch die Politik
- Sie werden betroffen von Katastrophe und Ökonomischer nehgang
- Aber Sie sind noch immer Zäh und Stolz
- Investitionen in die Region sind gross
- Aber dass ist eine Technokratischer Ansatz
- Das Program wird ausgedrückt Geld in Millionen, Infrastruktur in Kilometer und zahlen in Jobs ausgedrückt
- Dass ist kein menschlicher Ansatz; die zukunft is nicht nur zahlen, die Leute wollen aufmerksamkeit

How could our citizens become emotionally and financially rich?

Wie werden unsere Bürger wieder emotional und finanziell Reich?

Regain pride and self-confidence through:

1. Using their skills, their expertise, innovative power and their entrepreneurship
2. Design-oriented: Creative, Innovative

Wie werden sie wieder Stolz und Selbstvertrauen gewinnen?

1. Die Fähigkeiten der Bewohner nutzen, ihr Fachwissen, Innovationsfähigkeit und ihren Unternehmergeist
2. Designorientiert: Kreativ, Innovativ

Social innovation: co-creation and codesign: people at the helm

Soziale Innovation: Co-Kreation und Co-Design: Bewohner übernehmen die Führung

- Start with the residents; meet them and have a conversation (timeconsuming)
 - Collaborate to realise objectives
 - Positive: Residents make it themselves
 - They gain, also financially
 - Together means: Government, Academia, Industries and People: Quadruple Helix
- Anfangen mit den Anwohnern; ins Gespräch gehen (zeit-intensiv)
 - Zusammenarbeiten an der Realisierung
 - Positiv: Die Einwohner machen das selbst
 - Sie gewinnen, auch finanziell
 - Zusammen bedeutet: Die Regierung, Universitäten, Firmen und die Bevölkerung. Eine Quadruple Helix

People

Leute



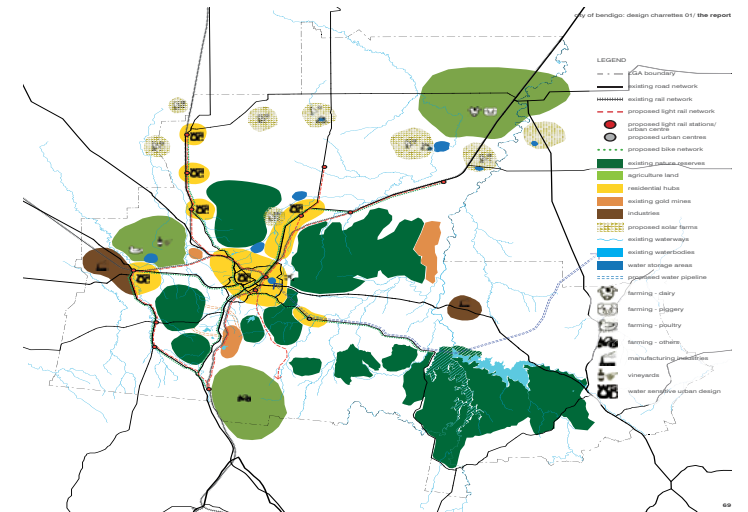
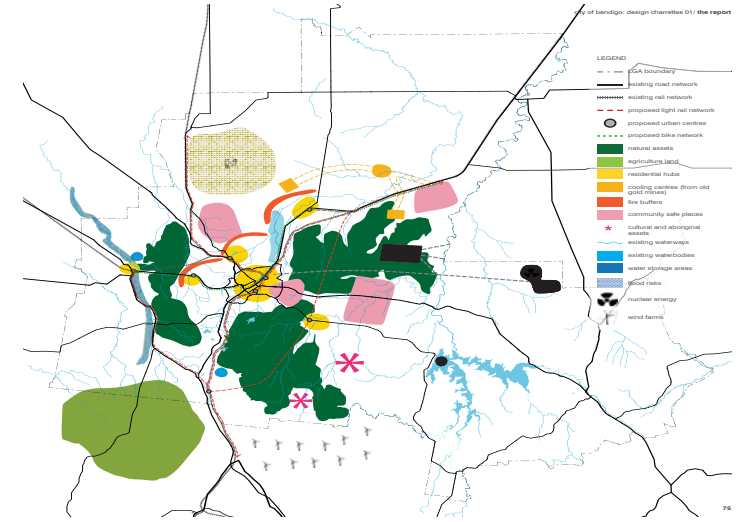
Plasticine

Plastilin



Design

Entwurf



People

Leute



Plasticine

Plastilin



Design

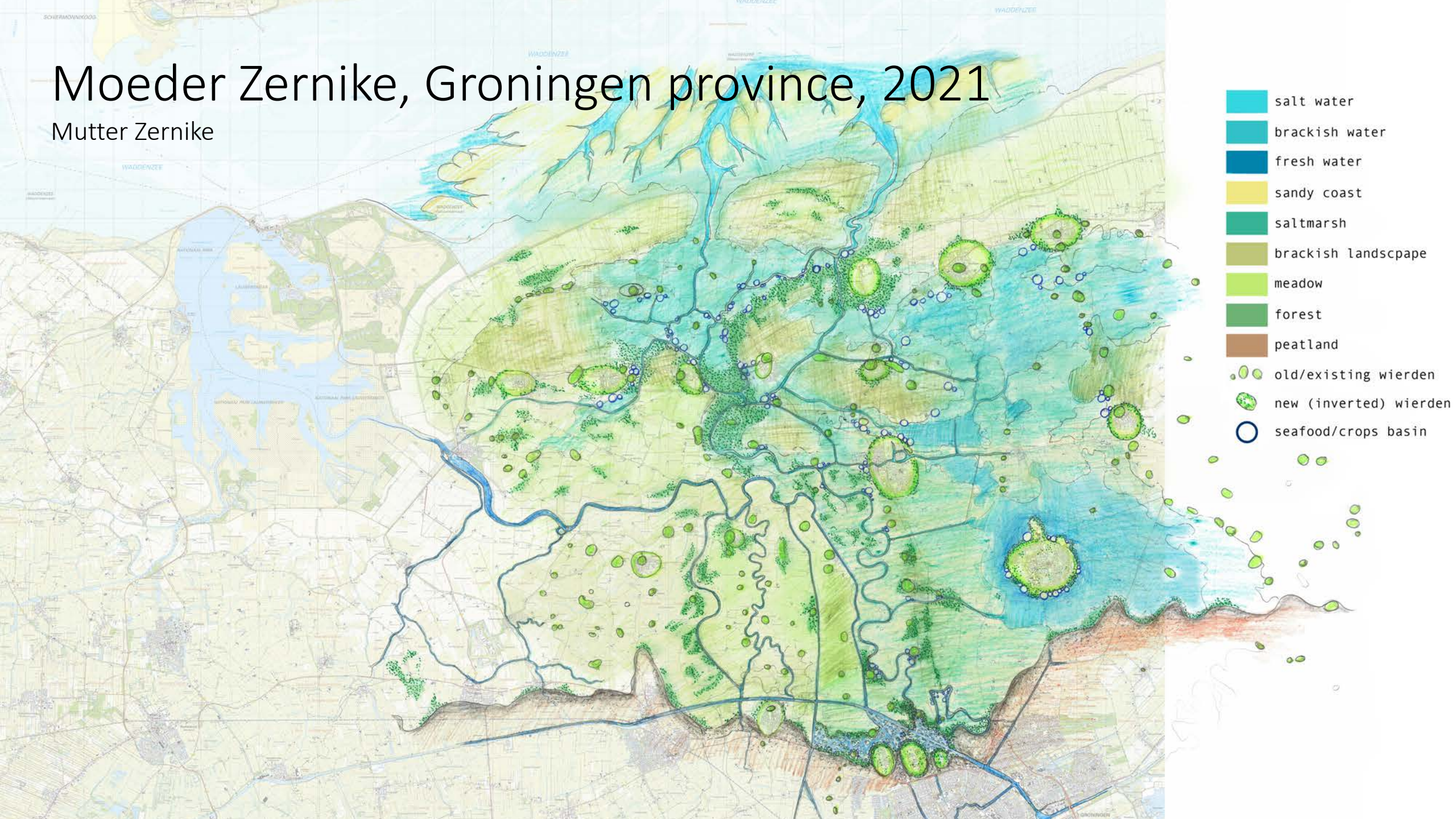
Entwurf



Fukushima Charrettes, Japan, 2014 & 2015

Moeder Zernike, Groningen province, 2021

Mutter Zernike



How can citizens become emotional and financial rich?

Wie werden die Bürger wieder emotional und finanziell Reich?

Restore pride and selfconfidence

- Start with the residents at the helm
- Establish a creative process
- Make use of local skills, qualities, desires and competences
- Discuss meaningful and relevant problems
- Offer support only when demanded
- Invest in the design process, allow the people to design and decide about spatial future
- Have fun, stakes and something to gain (money, status, pride)

Wie wird man wieder stolz und zäh mit Selbstvertrauen?

- Mit den Bewohner anfangen und die Leitung geben
- Einen kreativen Prozess einrichten
- Die Fähigkeiten der Menschen nutzen Ihrem Stolz, ihren Qualitäten, Ihren Wünschen, Ihren Kompetenzen
- Sinnvolle Probleme diskutieren
- Eigene Regie darüber führen
- Nur Hilfe anbieten wenn gewünscht
- Investieren in dass Entwerfen der Zukunft. Lass die Bevölkerung den Entwurf machen, und entscheiden Räumliche Bilder entwerfen
- Spaß haben. Bringe Spaß, Interesse, und etwas zu gewinnen (Geld, Ansehen, Stolz)

Citizen-led

A black and white photograph of an industrial facility, possibly a water treatment plant, with large pipes and machinery under a cloudy sky. The image is used as a background for the text.

- Start seeing the citizen as an expert
- Only an expert with different skills
- The citizen is probably less rational, and has less technical knowledge
- But, the citizen is more relational and has an abundance of local knowledge
- The citizen 'wishes', what makes life worthwhile (idealism), and is less interested in viability (realism)
- There is a huge source available, ready to be explored, so please tap into this knowledge type
- Open this source!