

Imagine a world
without
McDonald's,
Nike,
or Kraft Foods.

A world where
the budget-conscious
and time-strapped
have nowhere
to grab a quick bite,

where almost no one
drives a car,
where television
is extinct.

Sound pretty bleak?

This is the utopian vision of the Adbusters Media Foundation.

buy nothing day

tv turn off week



Based in Vancouver, British Columbia, Canada, Adbusters is a not-for-profit magazine fighting back against the hostile takeover of our psychological, physical and cultural environments by commercial forces.

Cultural Industry

Culture in modern society [redacted] capitalism [redacted]
[redacted] illusory [redacted] Profit [redacted]
[redacted] standardization [redacted] mass art [redacted] art as a commodity
[redacted]
[redacted] loss of critical value [redacted] needs imposed
by market [redacted] ostentation [redacted] conspicuous
consumption [redacted] loss of individuality [redacted] consumer
goods as symbols for happiness achievement [redacted]
[redacted] [redacted] the last goal: profit [redacted] alienation
commodity fetishism.

Conspicuous Consumption

[redacted] spending of money [redacted] luxury goods and services
[redacted] to show economic power [redacted] social status [redacted] invidious
consumption [redacted] ostentatious consumption of goods
[redacted] to provoke envy [redacted] conspicuous [redacted] compassion
[redacted] charitable donations of money [redacted] social
prestige of the donor [redacted] display of superior
[redacted] socio-economic status.

Commodity Fetishism

Apparently magical quality of the commodity [redacted] use-value
[redacted] human labor [redacted] money as the
universal equivalent for exchange [redacted] capitalist society [redacted]
[redacted] commodities as if value inhered in the objects
themselves [redacted] rather than in the amount of real labor
expended to produce the object. [redacted]
[redacted] commodity-form [redacted] reflects the social
characteristics of men's own labour as objective characteristics of the
products of labour themselves, as the socio-natural properties of these
things" [redacted] social relation between
people [redacted] (between capitalists and exploited laborers)
— instead assumes "the fantastic form of a relation between things"

Spectacular Society

[redacted] image-saturated [redacted] dissatisfaction itself
became a commodity [redacted] "behind
the masks of total choice, different forms of the same alienation
confront each other" [redacted]

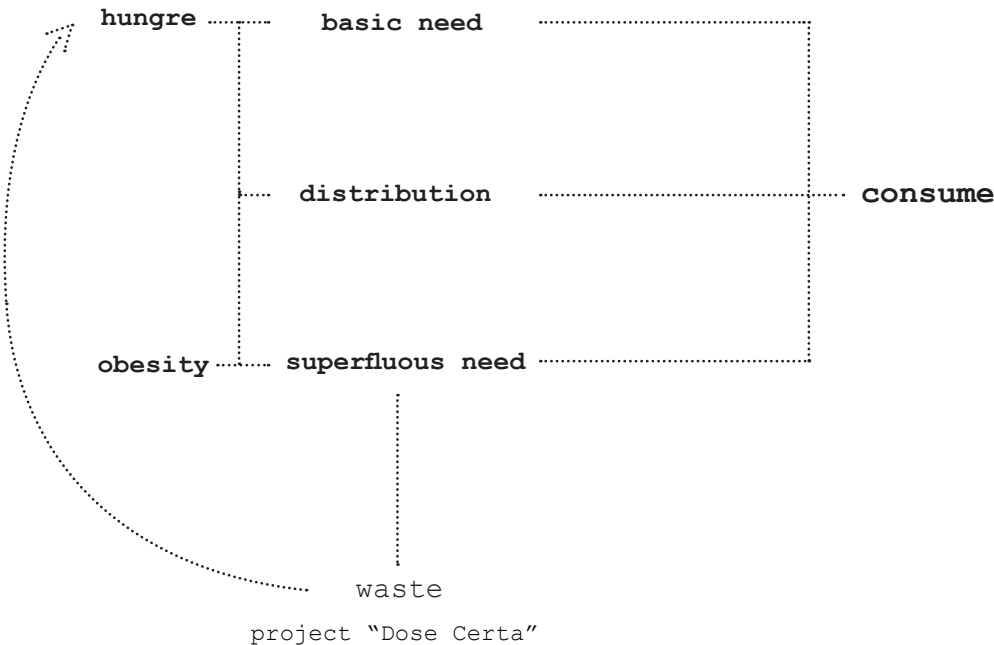
What the product more wasted in the World?

Food.

What is Sitopia?

Sitopia (n)
An urban community
built around its
food systems for
the betterment of
the whole.

The concept of “sitopia”
is the creation of
Carolyn Steel.
“Sitopia,” Steel wites
in Hungry City, “comes
from the ancient Greek
words sitos (food) and
topos (place). **So it
means ‘food-place’**
Sitopia, in essence,
is a way of recognizing
the central role that
food plays in our lives
and of harnessing its
potential to shape the
world in a better way.”
Sitopia emphasizes the
dynamic relationship
between food and place,
and this is where Green
Rabbits aim ourenergies.



project “Dose Certa”

To end waste in restaurants already
joined 29 restaurants and canteens
with the support of the Portuguese
Association of Nutritionists.

Objective: to reduce food waste in
the restaurant area and on the other
hand, encourage the population to a
more balanced diet. The first step is
awareness restaurants to weigh the
food we waste.

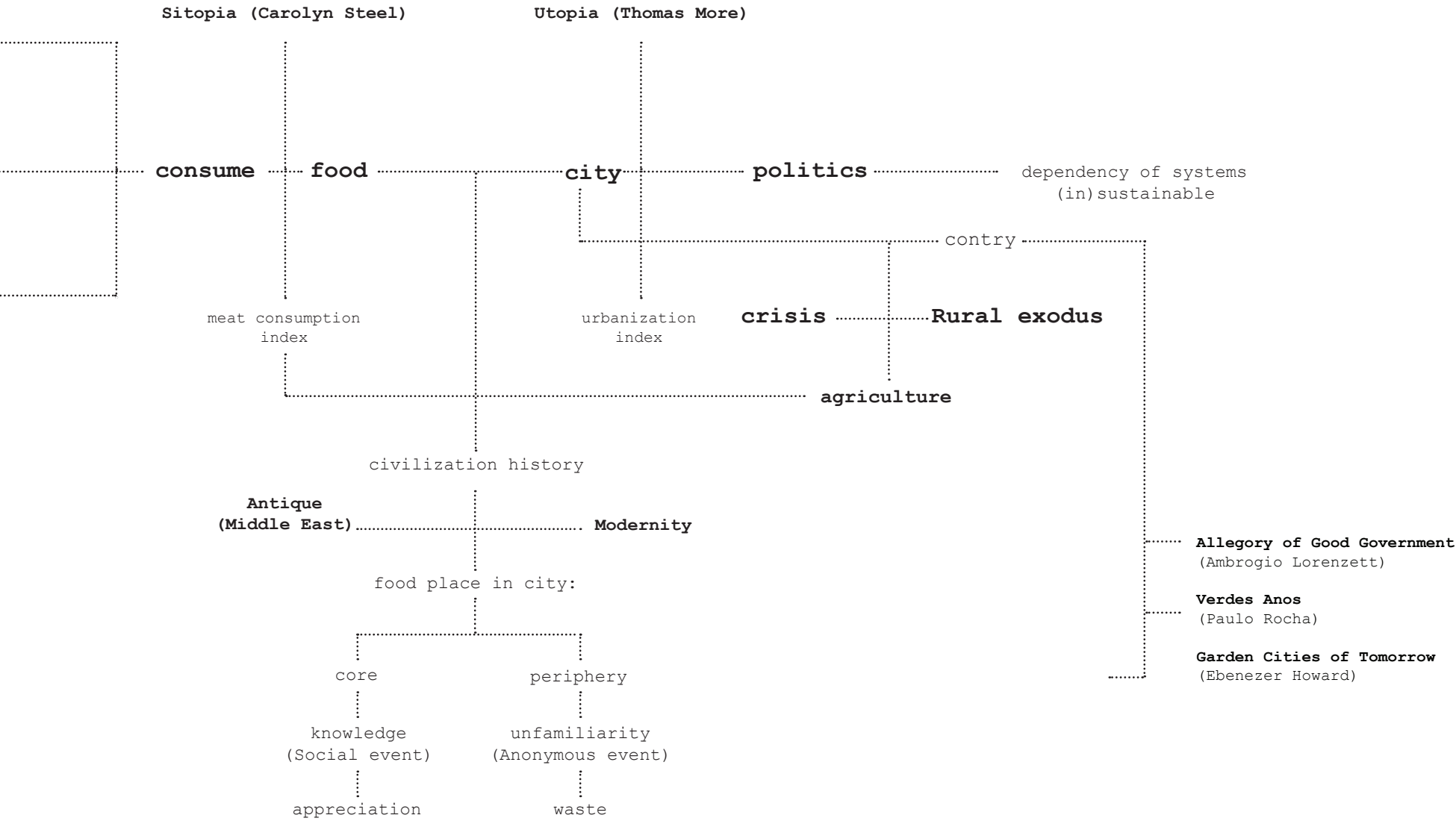
The world is already shaped by food,
so we may as well start using food
to shape the world more positively.
I believe we already live in Sitopia.
We live in a world shaped by food, and
if we realize that, we can use food as
a really powerful tool - a conceptual
tool, design tool, to shape the world
differently. So if we were to do that,
what might Sitopia look like?

– Carolyn Steel

Hungry City: How food shapes our city?¹

Global policies are failing. What can cities do to solving this problem?

"Think global, act local."



¹Hungry Cities of Tommorrow, Carolyn Steel



Verdes Anos
Paulo Rocha, 1963



Allegory of Good Government
Ambrogio Lorenzetti, 1338

Ebenezer Howard's book, originally published in 1898, propose to alternative urban and rural issues. The book "Garden Cities of Tomorrow" presented a brief diagnosis about overpopulation of cities and its consequences. According to him, it was that overpopulation mainly caused by migration from the field. It was therefore required to equate the relationship between the city and the countryside.

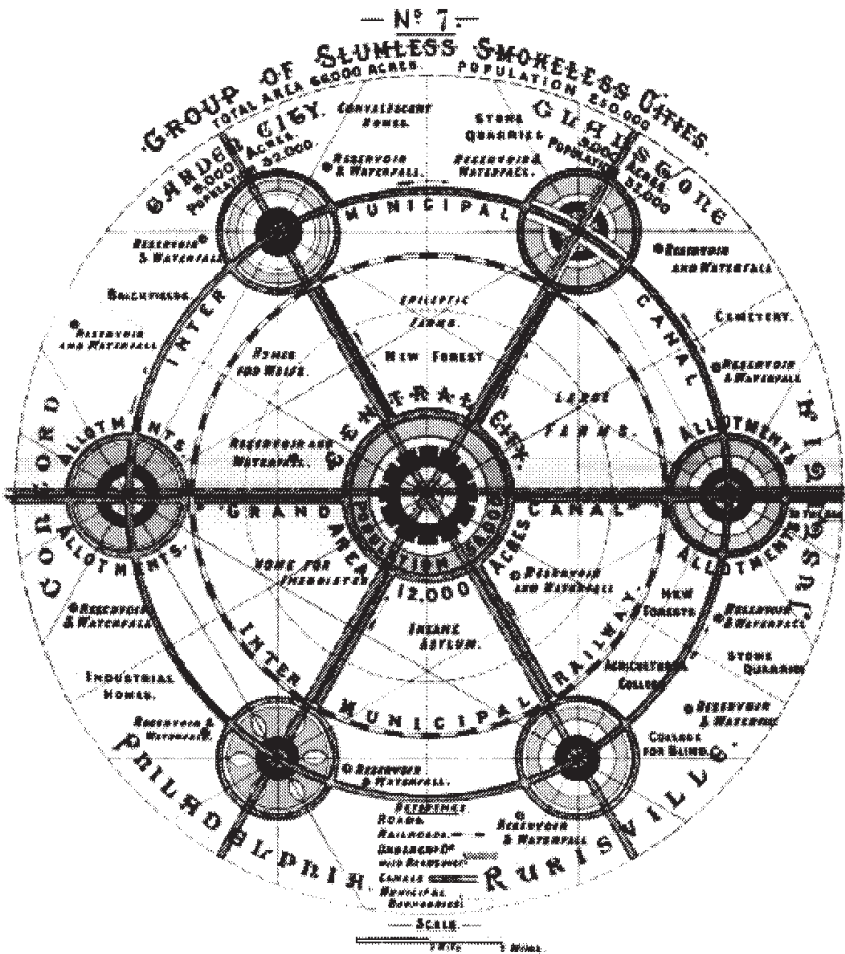
In short, the city was the space of socialization, cooperation and opportunities, especially jobs, but suffered from serious problems related to overcrowding and unsanitary your space. On the other hand, the field was the space of nature, the sun and the water, and food production, but also suffered from problems such as lack of jobs and infrastructure, and a lack of social opportunities.

The key to solving the city's problems, according to Howard, was bring the man to the field through the creation of attractive - or "magnets" - that could counterbalance the attractors forces represented by the city and the countryside. He argued that there was a third alternative, in addition to urban and rural life, that would be what he called Campo-City (Town-Country). In this alternative, the two magnets themselves merge into one, taking advantage of what is best in each of them, and this union would be born "a new hope, a new life, a new civilization" (HOWARD, 1996, p. 110).

The Food waste are one of the main causes of hunger in the world. 1/3 of food produced Worldwide are wasted. 1/9 of the population straves. We already produce enough food to end world hungry, but here seems exists a distribution problem.

It takes about 10 calories to produce each calorie of food consumed without que West.

When we think that currently, 80% of the food market is controlled only by five multinationals, and a portrait global horrendous.



Garden Cities of Tomorrow
Ebenezer Howard, 1898