MEMEFEST FESTIVAL
VISUAL COMMUNICATION DESIGN PRESENTATION
MONEYCREATESDEBTSCREATEDOTCOM
CAMPAIGN AND INTERACTIVE FORUM

WELCOME
WHAT GOVERNS US?

- Money
- Time
DEBT IS MONEY

MONEY IS DEBT
AIMS

• Instigate open discussion on the causes of spiralling debt
• Encourage social awareness and offer a platform for opinions directed at alternatives to the monetary system
• Aid research on financial trends to better predict potential crisis
• To develop a public forum for the sharing of ideas, knowledge and opinions in a constructive manner
WHY IS THIS IMPORTANT?

Because the more that people are informed and are encouraged to share their opinions and offer their point of view may lead to an overall solution.
MONEY CREATES?

- Spending
- Influence
- Hedonism
- Narcissism
- Capitalism
- Wealth
- Happiness
- Desire
- More money
- Extravagance
- Greed
- Apathy
- Employment
- Progress
- Freedom
- Fame
- Wellbeing
DEBTS CREATE?

- Burden
- Fear
- Uncertainty
- Humility
- Slavery
- Poverty

- Grief
- Resignation
- Less money
- Austerity
- Insolvency
- Concern

- Unemployment
- Recession
- Encumbrance
- Anonymity
- Anxiety
MONEYGREATSDEBTSCREATE.COM

An advertising campaign and interactive public forum offering the latest research and news headlines on the factors that influence debt worldwide. The purpose is to share ideas that will aid further research into viable alternatives to the current money-debt cycle that society has always used with impunity.
POSTER DESIGN

MONEY CREATES DEBTS CREATE DOT COM
ADVERTISING CAMPAIGN
The forum gathers the latest data to aid informed debate with which the public can then interact.
REFERENCES

“Debt: The First Five Thousand Years” David Graeber

“DEBT=MONEY=SLAVERY” U-Tube

“Rethinking Design Thinking” Lucy Kimbell

“A Passion for the Real” Jan Van Toorn

“Beyond Nostalgia” Louise Schouwenberg
THANK YOU...

DARREN-K