

RED POST

A decentralized platform for social action.

A once physical phenomenon: the dialogue, resistance, and social movements of the modern era have moved to a new platform, a digital one.

In this information age, a common ground is established. The internet has given all of us a stage to declare our thoughts and provoke change.

Why then do people not hear our message?

Technology as a network has connected us unlike before, but now we face congestion: 90% of the world's data has been generated over last two years (SINTEF). Our message only further amplifies the noise we so easily mute, scroll past or ignore.

There is just too much: we are overwhelmed by 'Big Data.' Who will read your tweets? Your Facebook posts? Or news articles?

Across the globe, recent protests show how the streets are the platform of social action. We must bring the best qualities of the technological age and make them physical. We propose a decentralized platform, an appropriation of streets, dissemination of voice and empowerment with choice. Anywhere and everywhere, you will hear the message. You will hear a person's 'truth.'

At the crossroads of Ottawa's busy streets, now will stand the 'Red Posts' — a call for social action — will you heed the call?

From The Source To The Streets

The message spoken anywhere, reaches everywhere.

Like the protests themselves, the 'Podium' is nomadic. You cannot prescribe a single place for social action, it occurs in the streets at the heart of an issue.

How can one spread their message?

We try to outreach online — the digital common ground — but we compete with thousands of others. We drown in the sea that is Big Data as our voice is silenced by the noise.

Instead, the Podium is a physical common ground — an even playing field. It allows for one to stand up, take the mic, and spread a message from the source to the streets. The message flows through a physical network of 'Red Posts' reaching farthest streets of the city, even if it is not seen, it will be heard. You cannot 'continue scrolling' as you do on the web, instead you are confronted with a human voice. How will you respond?

Will You Mute The Call For Action?...

The call for action beckons from the 'Red Post'

Will you heed the call? Join in protest?

Will you listen to the message?...

Or will you press 'the button'

... Doing so will mute the message.

... Are you impassioned enough to make that decision?

What will those around you think if you mute the message?

Will these strangers have their own message now to share with you?

The protest does not happen amongst a place, it happens amongst a people.

The people can speak up, and share their voice, their message, even if someone decided to mute it for others.

Neither Here Nor There, Anywhere and Everywhere

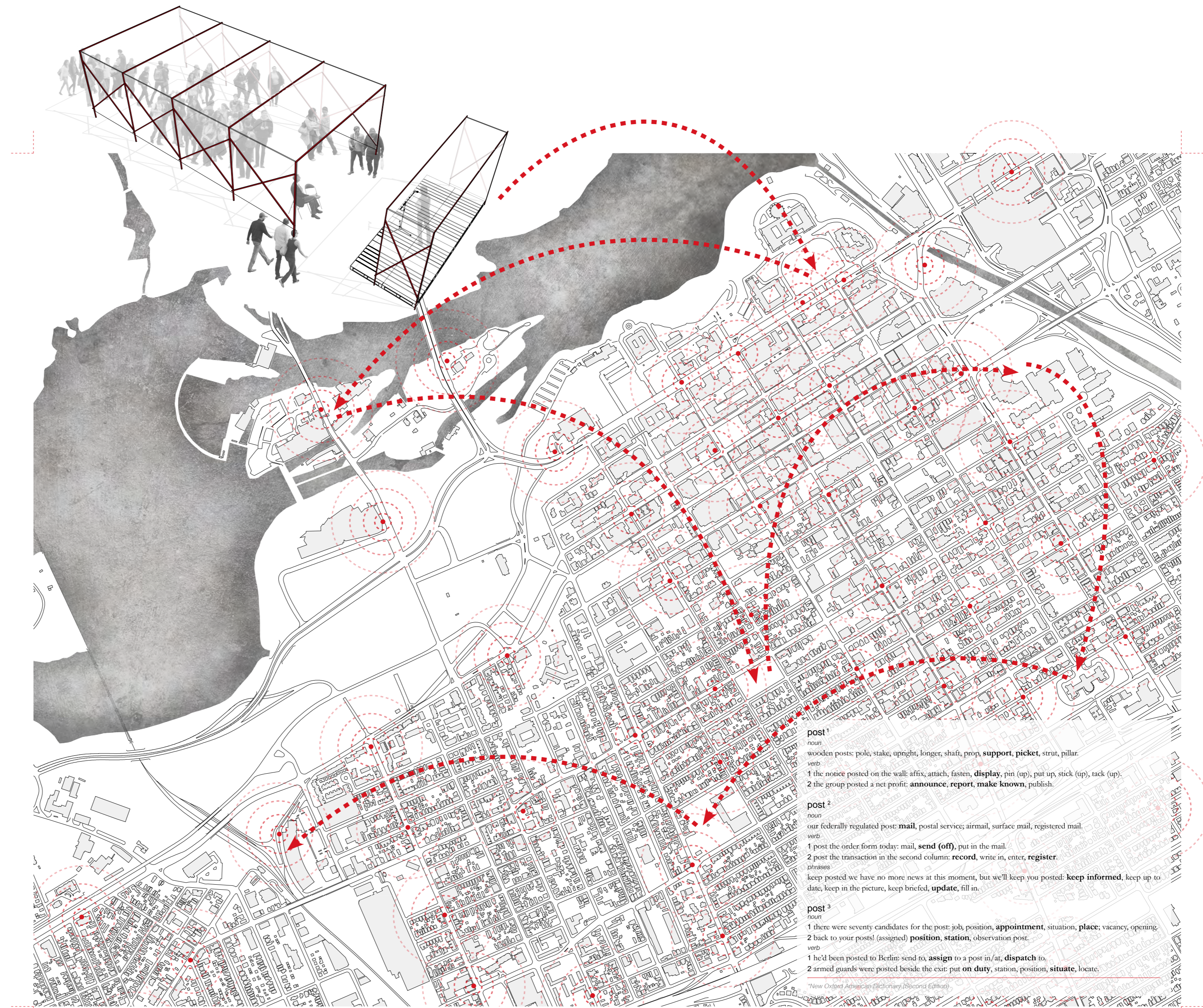
In theatre, there is audience and performer. In protest, audience is the performer.

What role will you take when confronted with the message?

You could be an active participant: heed the call, go to the source and join the protest.

Or maybe instead of being a passive participant, you can speak up when others mute the message: this is not the internet, they cannot ignore the call, and you can ensure your thoughts are received.

If not, you play the role of spectator, watching as both sides reveal their views and debate ensues. You can inform your position in the discourse, and now you can be more present in the discord of your city.

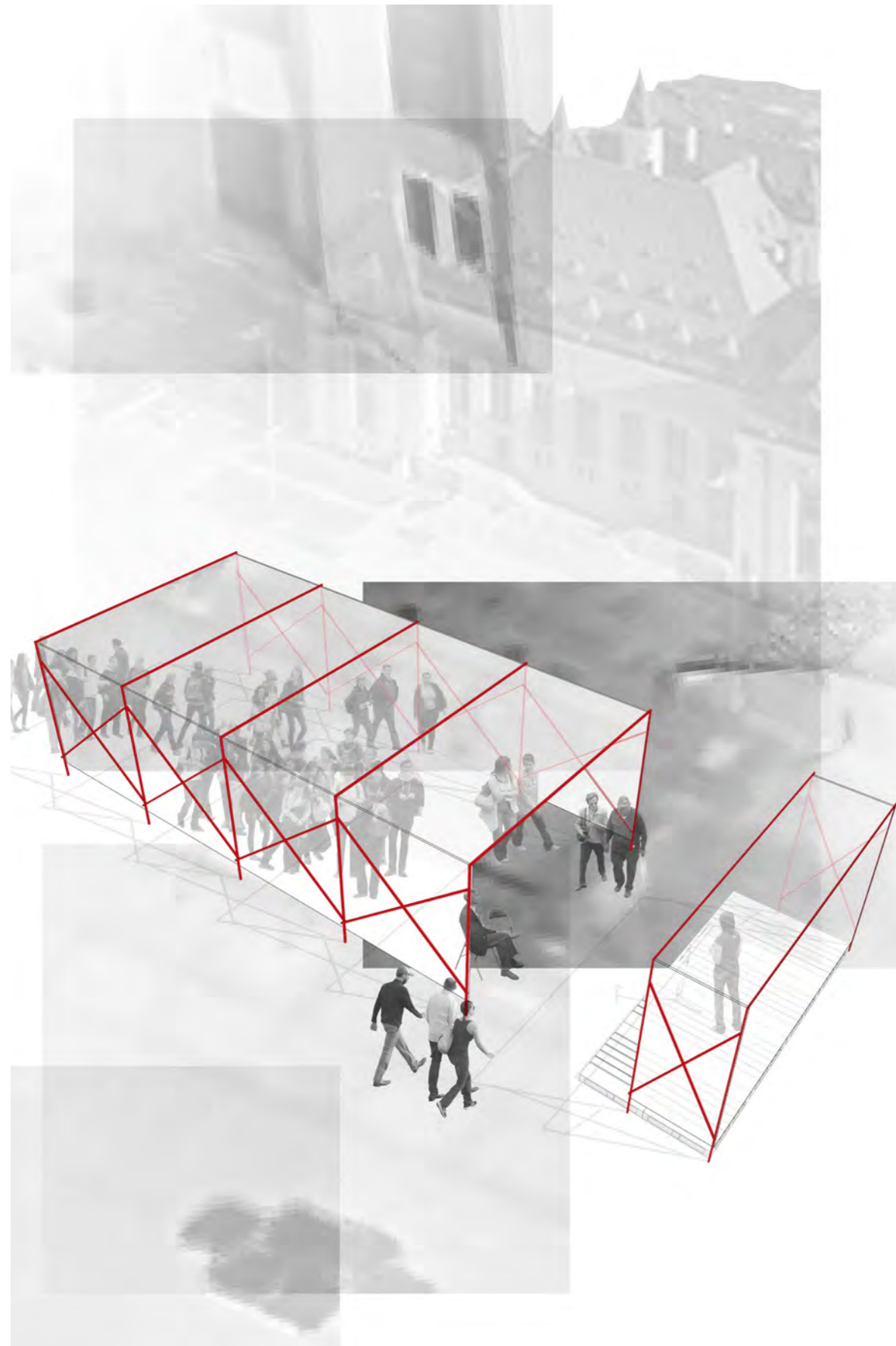


post¹
noun
wooden posts; pole, stake, upright, longer, shaft, prop, support, picket, strut, pillar.
verb
1 the notice posted on the wall: affix, attach, fasten, **display**, pin (up), put up, stick (up), tack (up).
2 the group posted a net profit: **announce**, **report**, **make known**, publish.

post²
noun
our federally regulated post: **mail**, postal service; airmail, surface mail, registered mail.
verb
1 post the order form today: mail, **send (off)**, put in the mail.
2 post the transaction in the second column: **record**, write in, enter, **register**.
phrases
keep posted we have no more news at this moment, but we'll keep you posted: **keep informed**, keep up to date, keep in the picture, keep briefed, **update**, fill in.

post³
noun
1 there were seventy candidates for the post: job, position, **appointment**, situation, **place**; vacancy, opening.
2 back to your posts! (assigned) **position**, **station**, observation post.
verb
1 he'd been posted to Berlin: send to, **assign** to a post in/at, **dispatch** to.
2 armed guards were posted beside the exit put **on duty**, station, position, **situate**, locate.

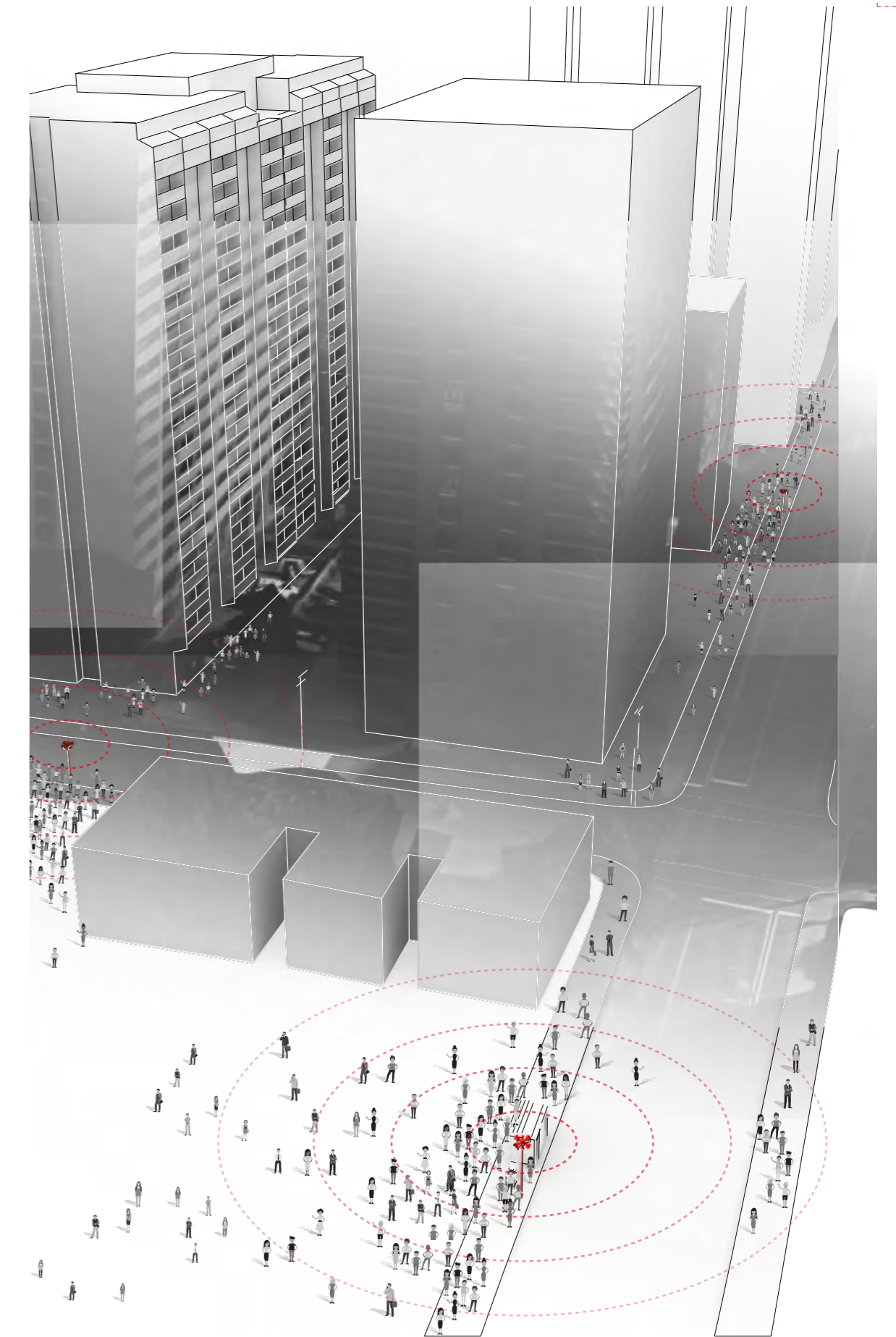
*New Oxford American Dictionary (Second Edition)



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