

# One Man's Trash Can Be His Own Treasure: A Project with FireSeed Arts



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Bringing back life to wasted materials

Project Sponsors:  
Dan Balter  
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## Project Goals

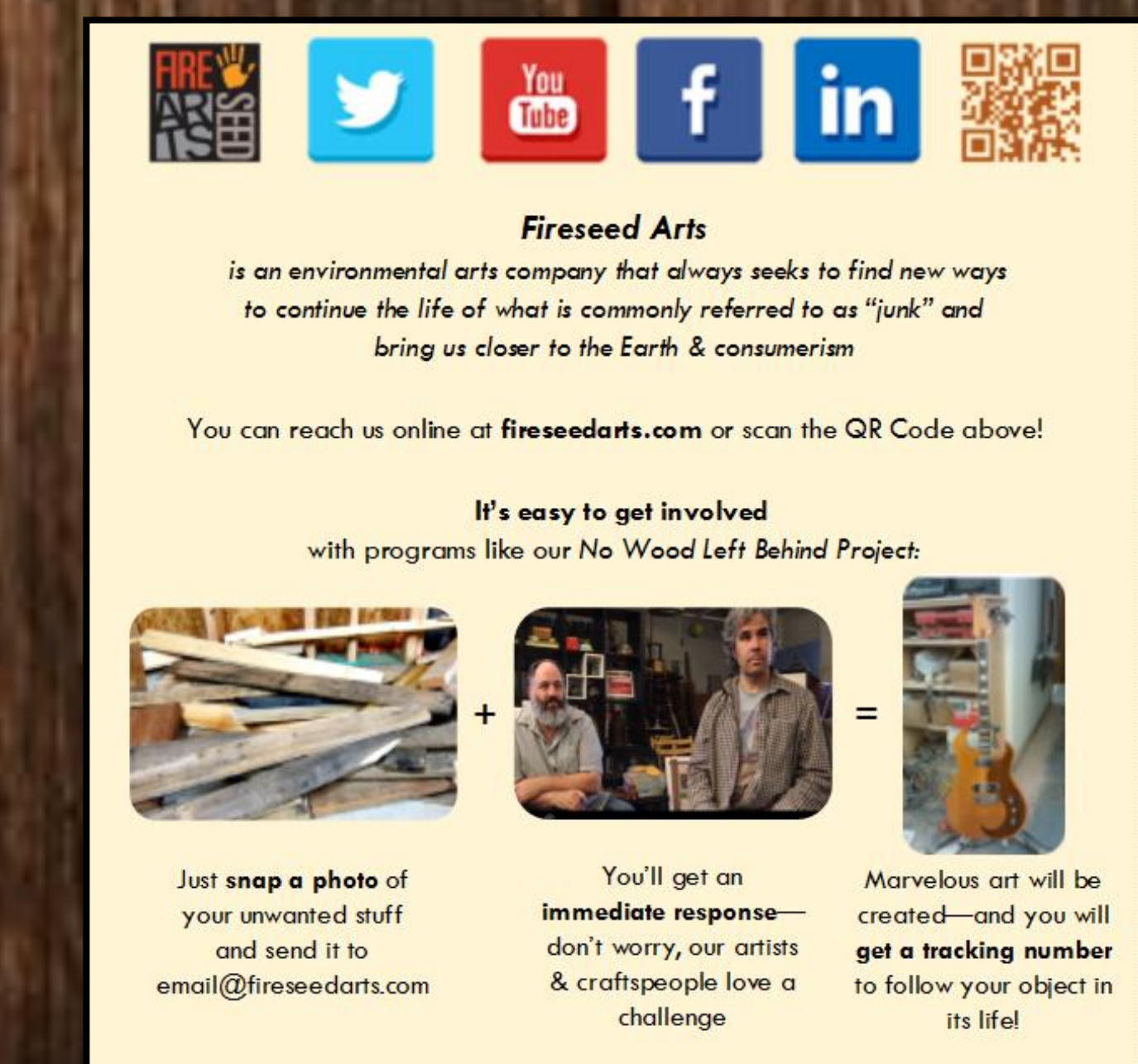
We sought to promote FireSeed Arts, an environmental arts company, as a source for combatting our culture's overconsumption and waste of materials. This was accomplished through the improvement of its ability to communicate with outside groups, by the generation of three deliverables: a flyer, a website, and a survey.



FireSeed Arts' "Music Art & Seeds" Project: a community collaboration amongst artists, musicians, farmers, and chefs in order to promote organic and local seed usage in our farms and diets



"Moby Disc" sculpture created from the contents of the Framingham Transfer Station



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## FireSeed Arts & Sustainability

FireSeed Arts is an environmental arts business—founded over two years ago—which seeks to change the popular perceptions on waste and trash through the engineering of high-quality art and musical instruments. The concept of "waste" is fundamentally outdated and must be replaced in order for society to continue to advance. To achieve this goal, both art and science necessary for the progression of the world in a sustainable and enlightened way. Science has the ability to provide the technical details necessary to achieve a goal, and art gives people ownership and the creative outlook necessary to further science. FireSeed Arts hosts workshops and music based presentations to further these ideas. It also has its own band, Johnny FireSeed and the Junkyard Dogs, and a non-profit arm called FireSeed Alliance working towards the same goals.



FireSeed Arts Founders Dan Balter & Patiño Vázquez



FireSeed Arts' "No Wood Left Behind" Project: a way to keep such a versatile material as wood out of our landfills by giving it renewed purpose

## Our Contributions:

### Flyer 4 Methodology

- Decided upon the objectives of the publication: a way to convey what the FireSeed Arts represents, what it does for the community, and how potential volunteers and material donors can get involved
- Conducted research on psychology and advertising's impact on consumer decisions
- Created draft to send to graphic designer for final production

### Outcome

An eye-catching flyer was developed for the "No Wood Left Behind" project in order to convey the possibility of using art as a solution to nonrenewable actions. This physical takeaway shows individuals how simple it is to become involved with FireSeed Arts and environmental stewardship: they can just snap a photograph of items ready for donation, send it to FireSeed Arts, and immediately view opportunities to create new and beautiful works of art. The company itself will have access to these donated goods, as well as gained useful research for the future development of similar publications.



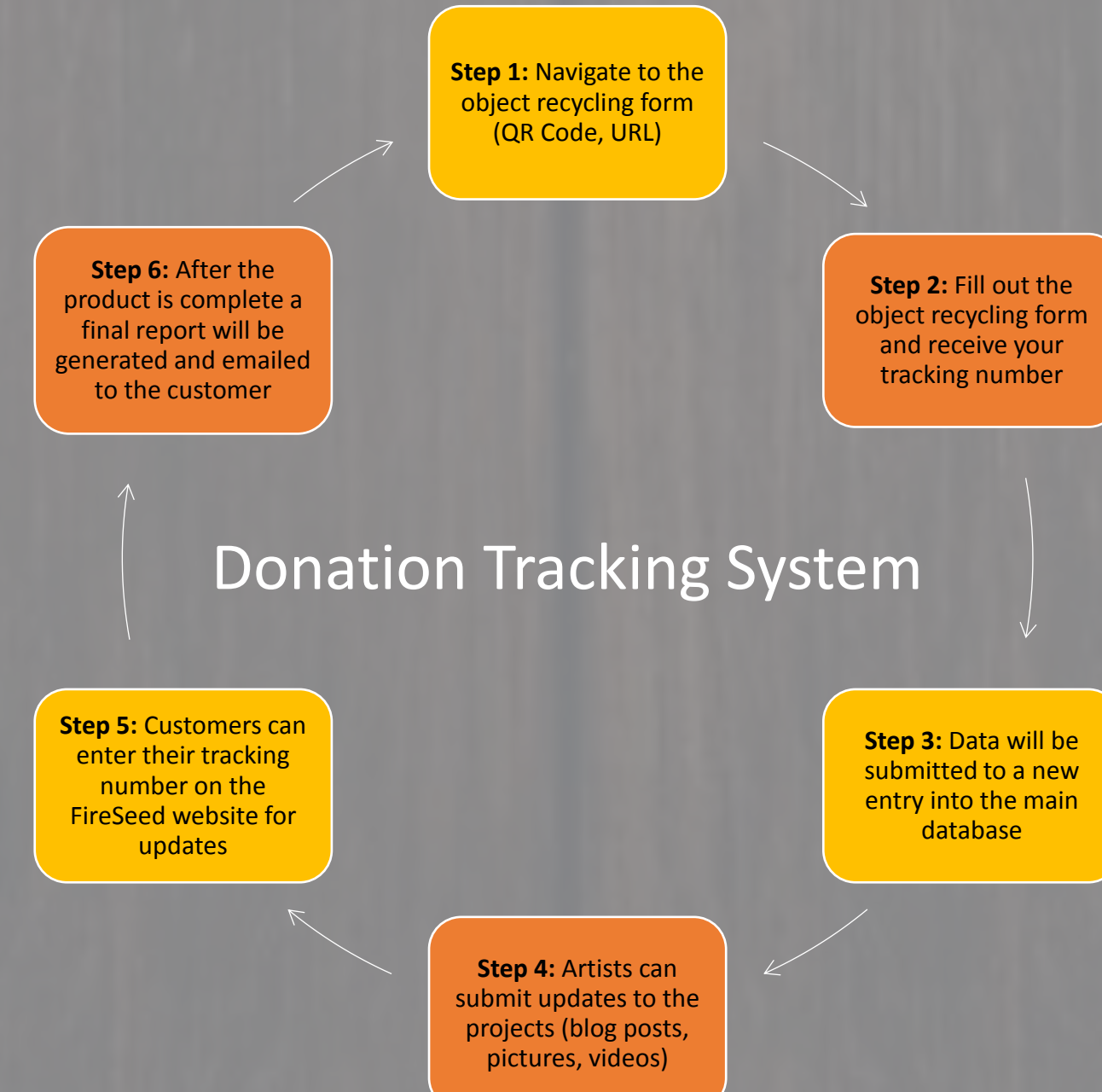
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### Website and Donation Tracking 2 Methodology

- Research was done on website user friendliness to improve navigation
- Additional research was done on website layout and theme to help with navigation and appeal
- Further research was done on how to technically design a donation tracking system so individuals can see what their waste is turned into

### Outcome

With FireSeed Arts expanding rapidly, they needed a new way to reach out to people and make connections. Their old website lacked content and was difficult to navigate. While working with FireSeed Arts, many suggestions and changes were generated that have been put into the new design, currently under construction by web developer Mauricio Cordero. FireSeed will now have a more effective way of making connections with other people and organizations. FireSeed Arts has received a vast amount of material donations since their formation. Currently it does not have any type of organization for when people donate materials. Because of this, an online system was developed where users can submit pictures of their materials, what they would like to do with them and receive updates from the artists.

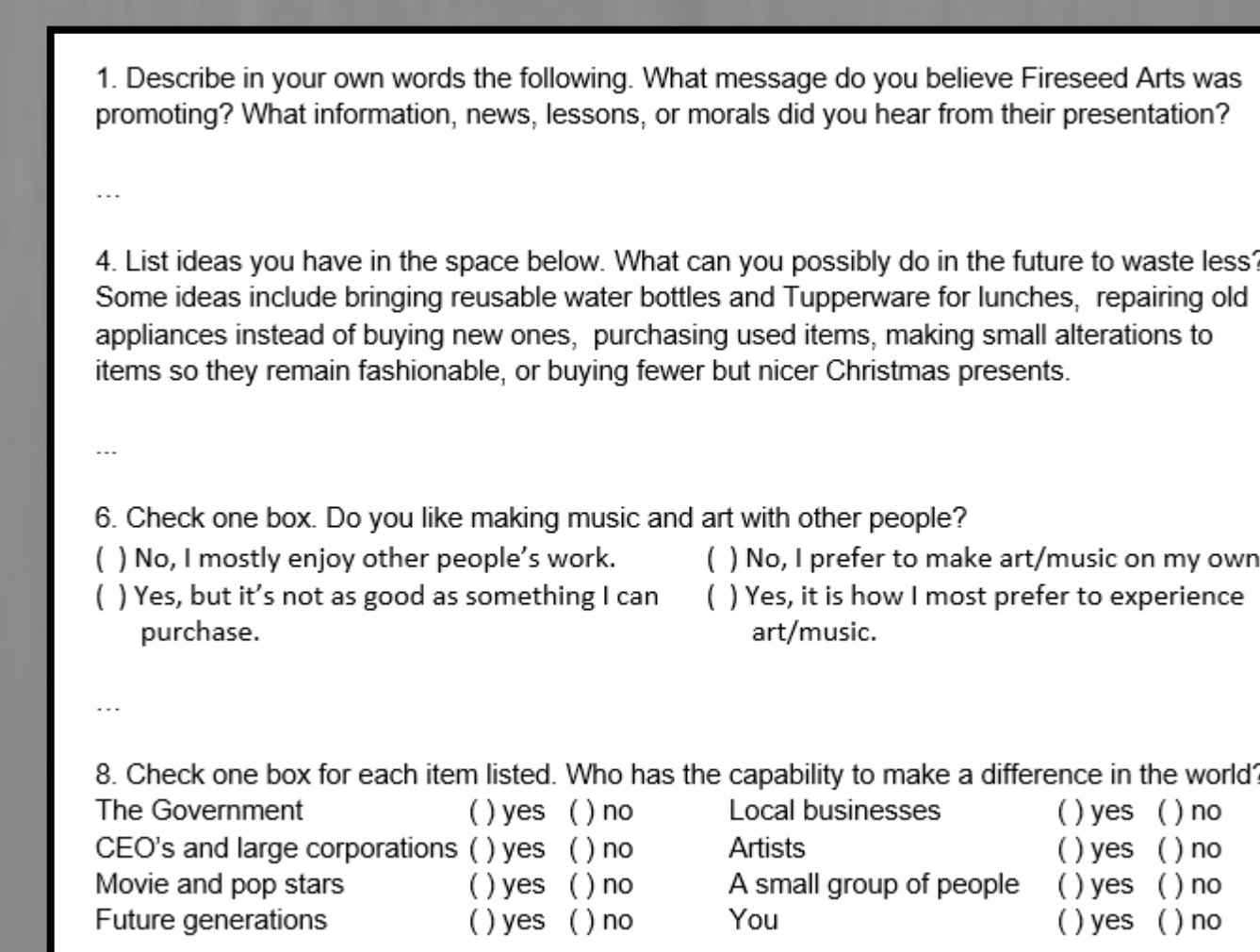


### Survey 3 Methodology

- Performed research into survey design and question formulation
- Found the target of the survey, to measure FireSeed Art's communication of their mission
- Created specific question targets and decided how to organize the survey
- Drafted a survey questions, received feedback from FireSeed Arts, and edited; repeat
- Had some volunteers take the survey aloud as a final measure of its effectiveness

### Outcome

FireSeed Arts had been reaching out to the community for about a year, without access to formal evaluations as to how the audience has interpreted its presentation and mission. With this new survey it can now receive feedback after presenting to the community or students by handing out the survey or directing them to where it is located on their website. Now FireSeed Arts will be able to know what people learned from its presentation and ways that they would be willing to apply this message in their lives. Then, upon analysis, those at FireSeed Arts will be able to see where they need to alter their presentation to more effectively communicate with the audience.



## Results

With the use of our three deliverables, the flyer, website, and survey, FireSeed Arts will be more capable in communicating its message of environmental stewardship and respect for materials. FireSeed Arts works with community members and local businesses to create a sustainable culture where the things we own are respected, and when they are no longer useful, they can become something new and beautiful without traveling to a landfill. These deliverables have increased FireSeed Arts' ability to share their mission and vision with others who may be interested in similar goals.

## Recommendations

- Further development of social media pages
- Continual website updating with content clarity and user friendliness in mind
- Design of surveys that are targeted for presentations at schools and business
- Creation of flyers for specific projects that have information about how to get involved

## Selected Bibliography

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