



As an individual you can only look one direction.

But by sharing your knowledge and skills with other people, everything changes. As a whole, the directions everyone is heading will merge and brings new life and shapes to what was first only your vision.

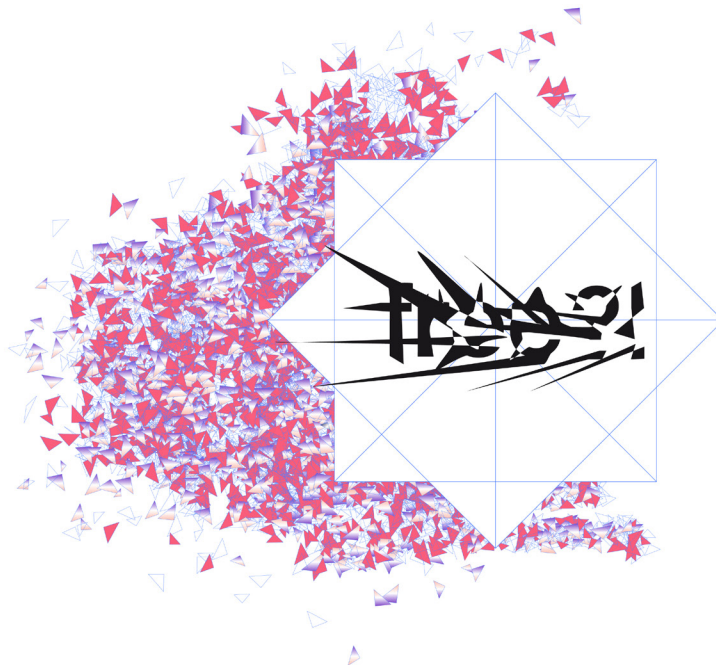
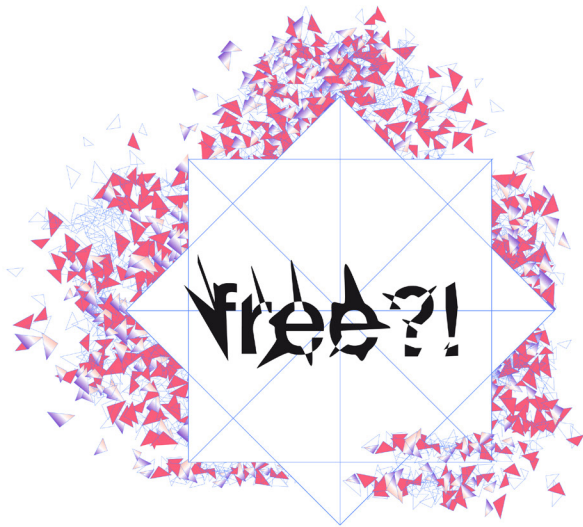
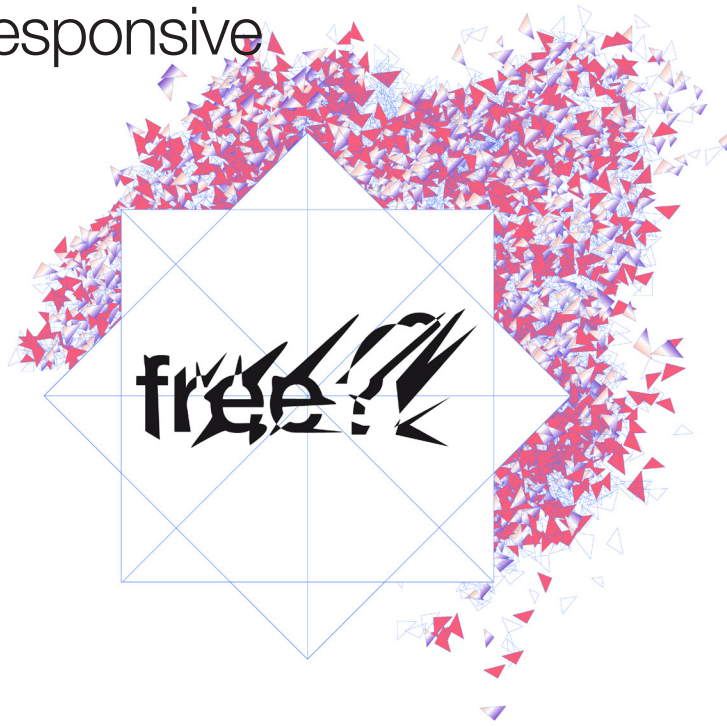
free?!

Loes Claessens & Bor Smulders

free?!

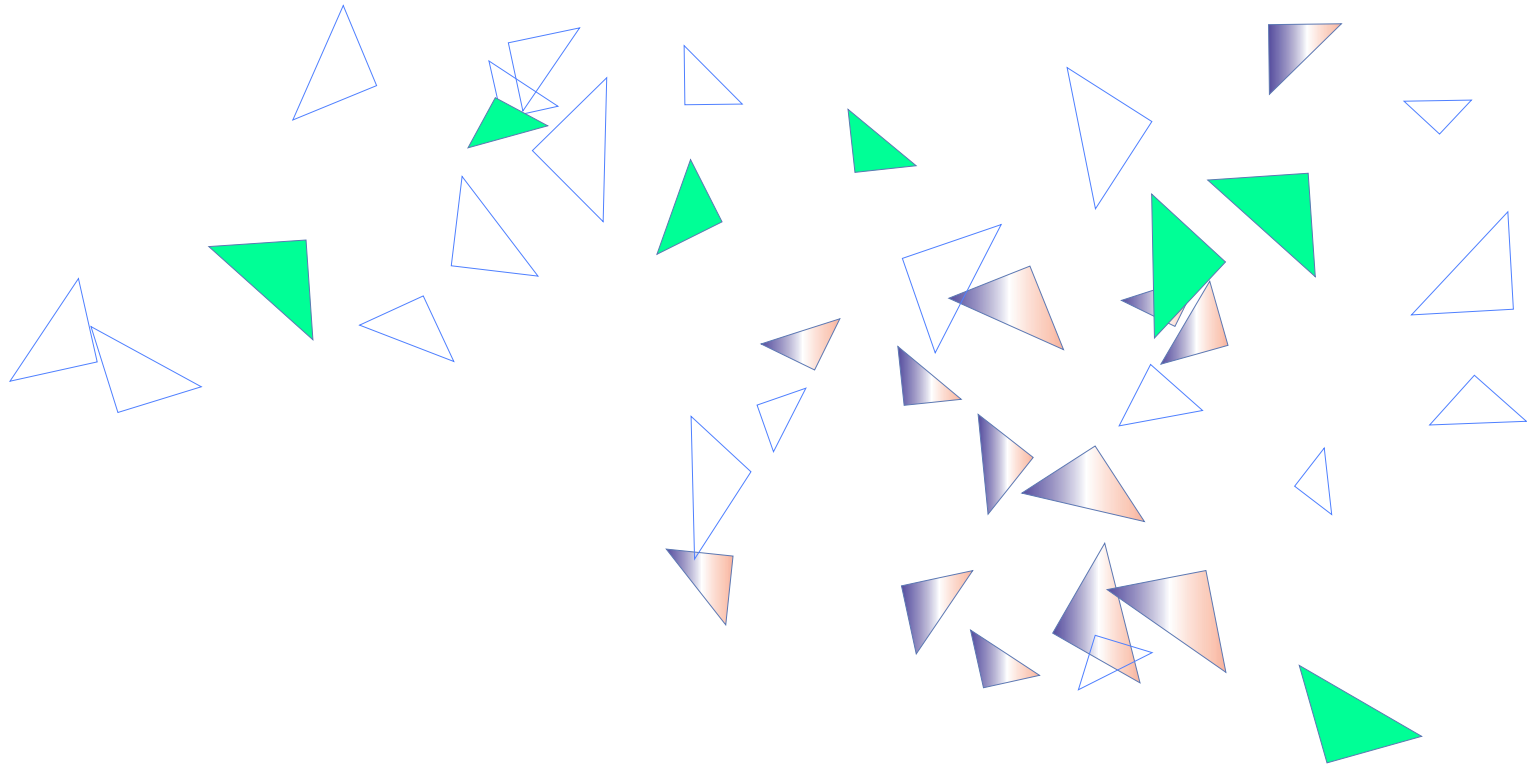
Loes Claessens & Bor Smulders

dynamic/responsive

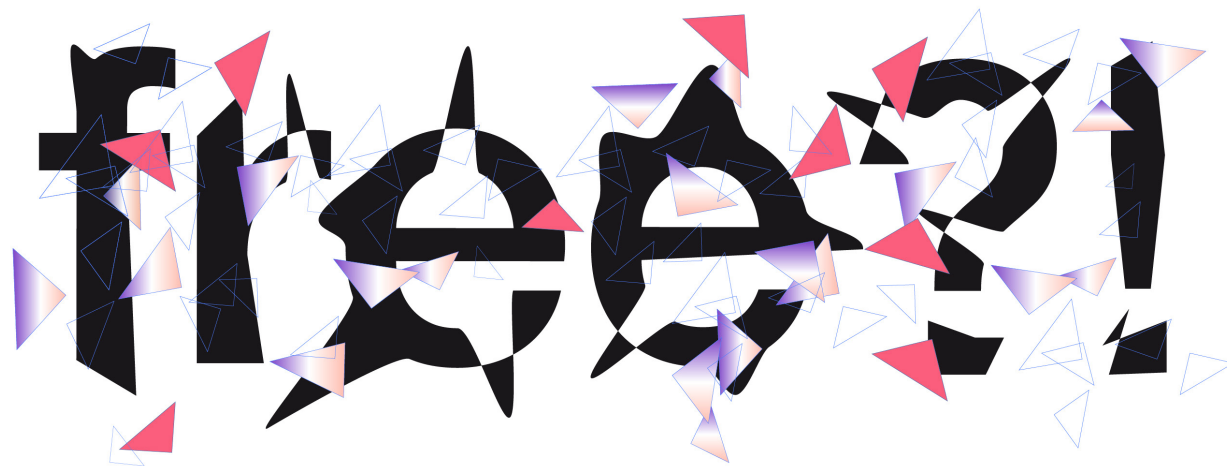
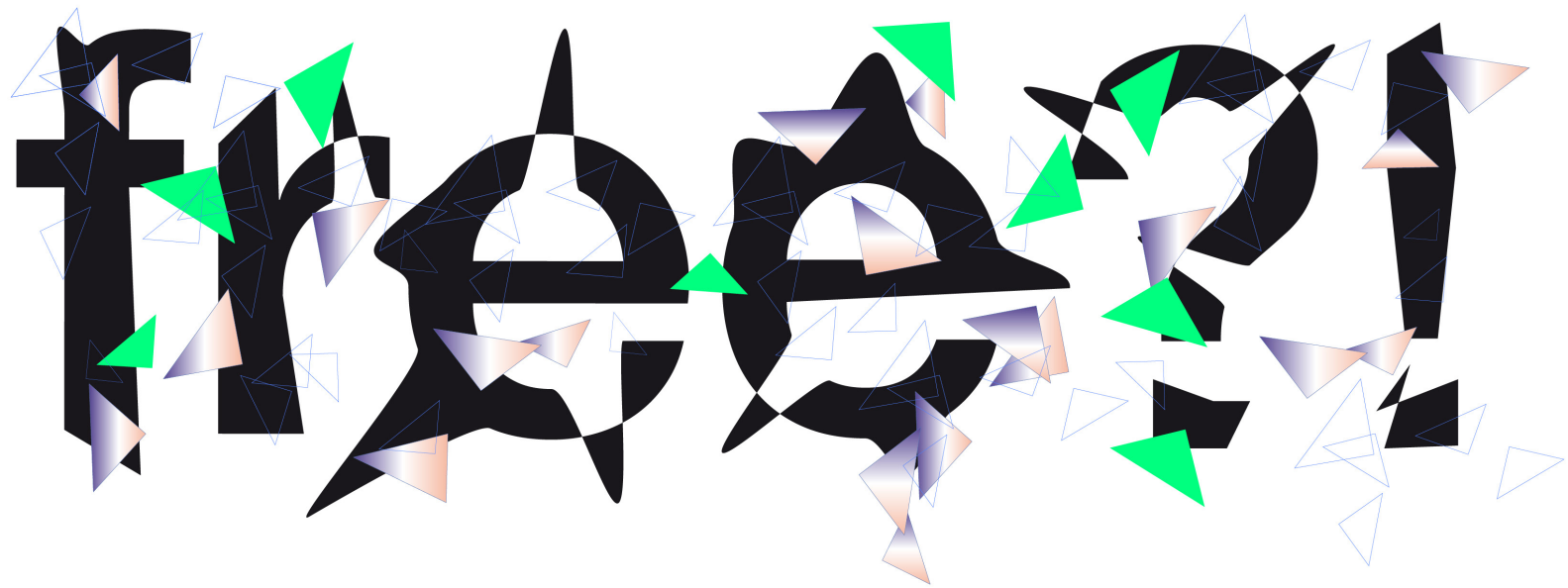


why does it look like this?

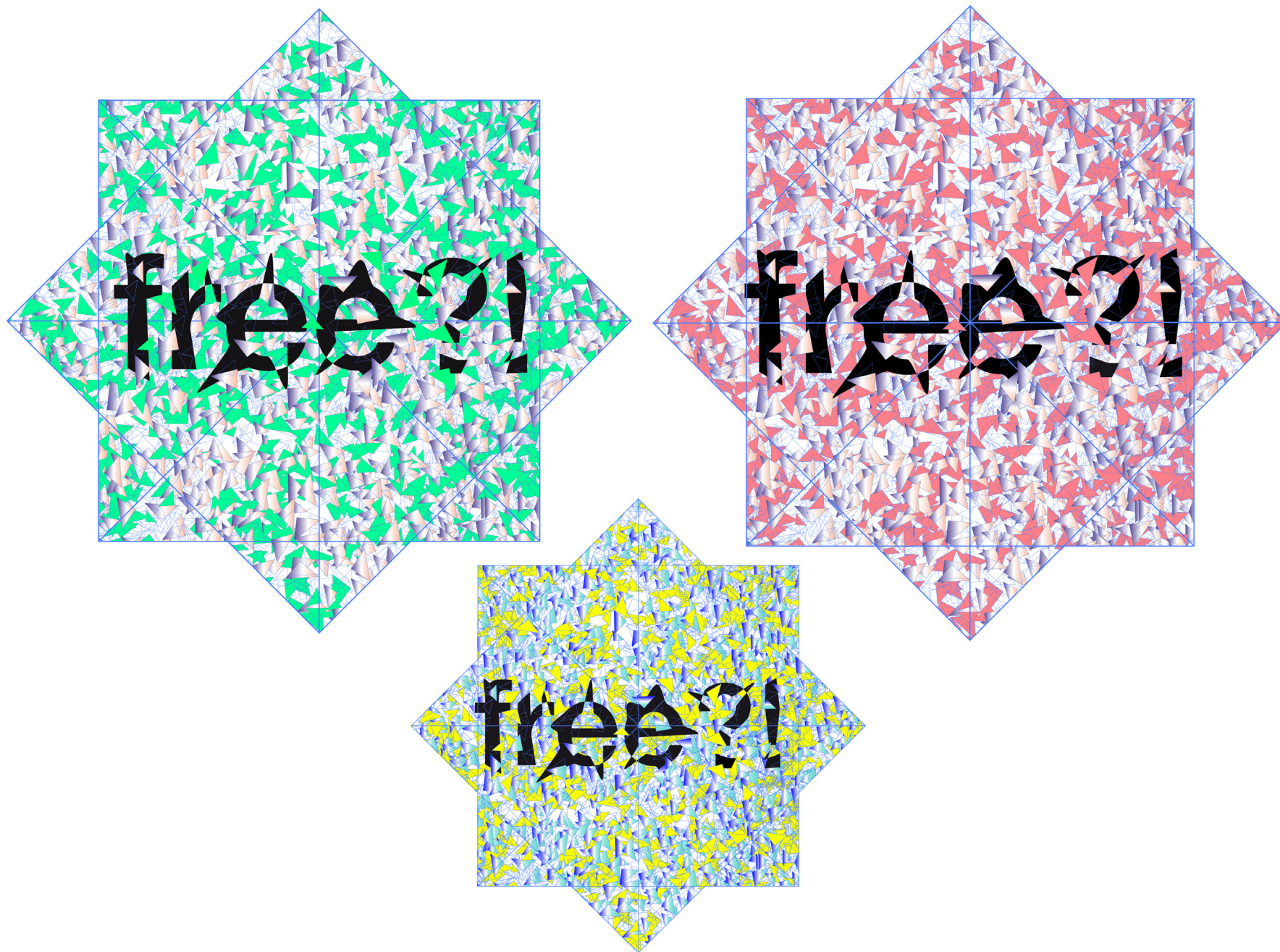
visual identity



facets, outline, type



form: diamond, arrow



content

knowledge and visions



mental

ONLY
ideas or
concepts

**Should
everything
that is created
be free to
share?**

everything
should be
free!

everything
is
property!

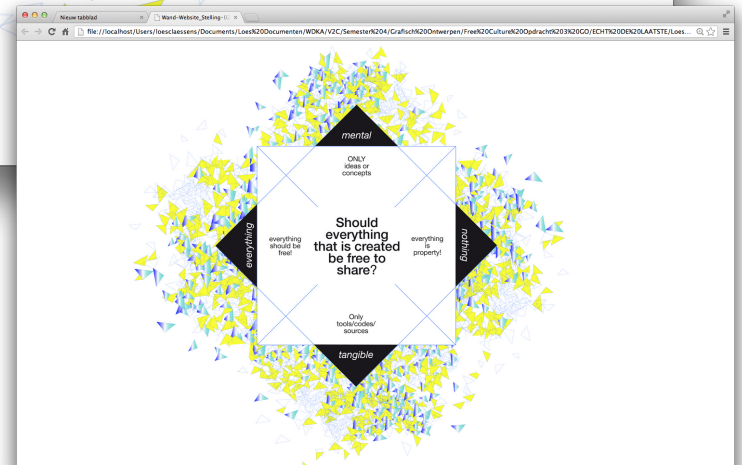
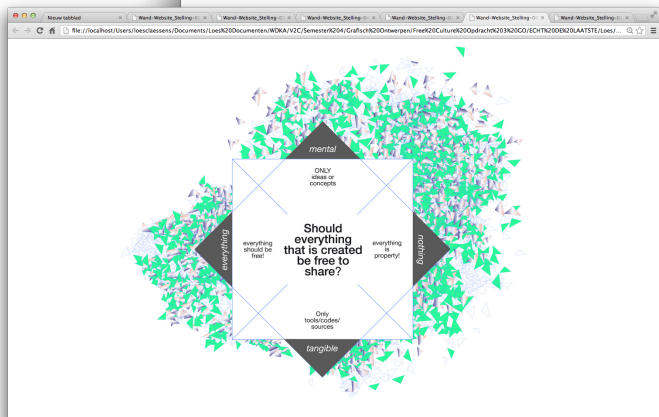
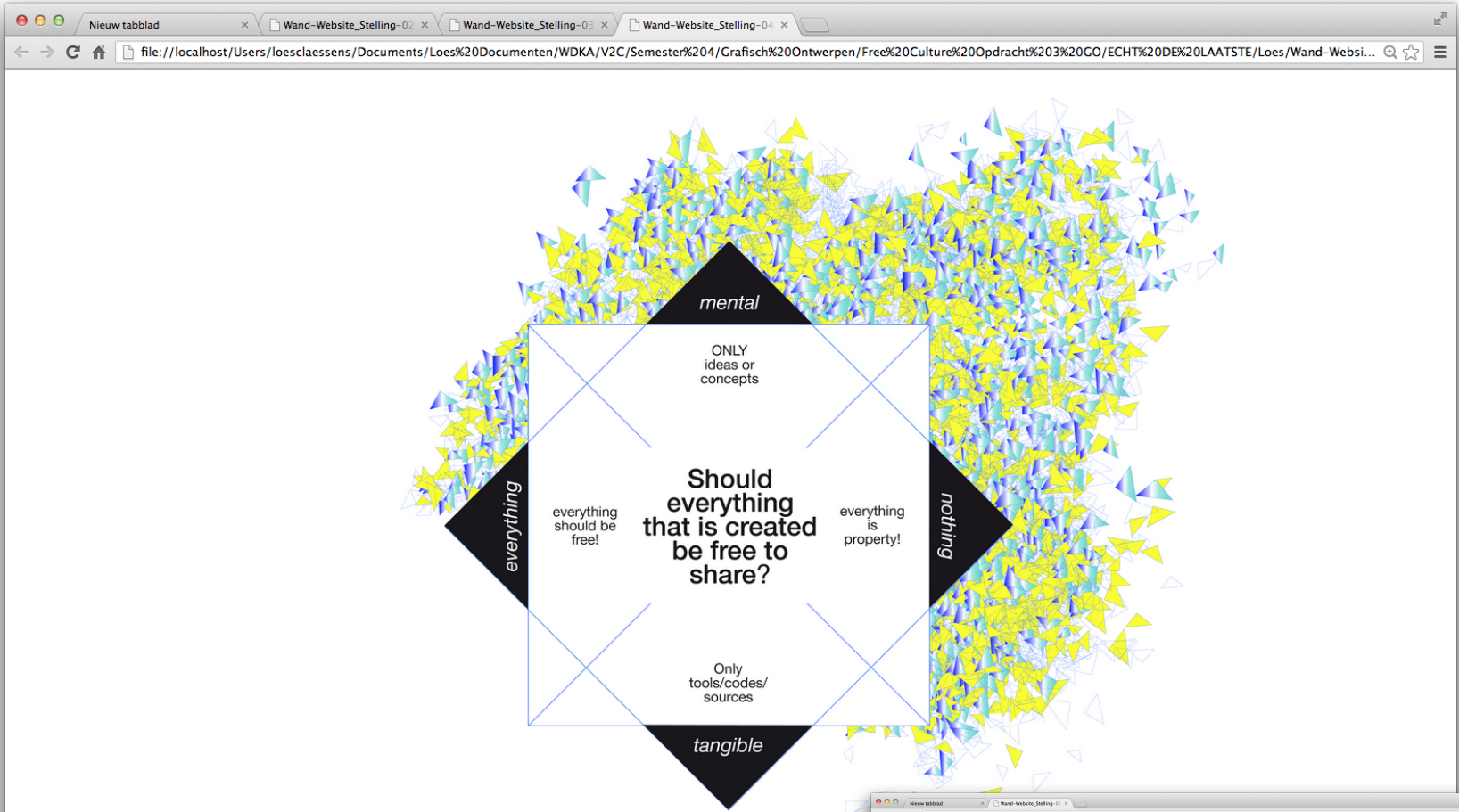
Only
tools/codes/
sources

tangible

everything

nothing

digital



analog



at the event

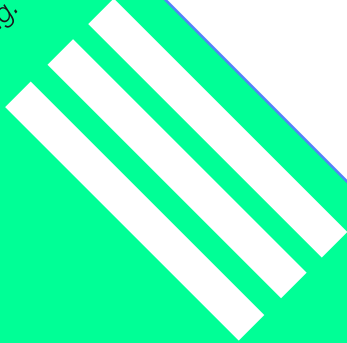
do you have a ticket?

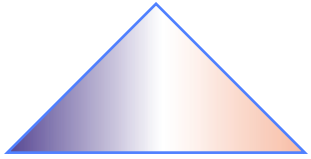
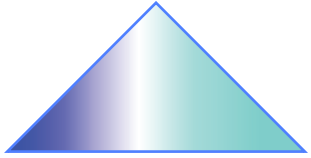
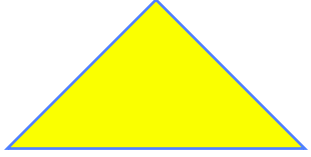
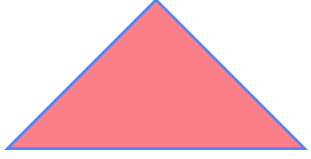
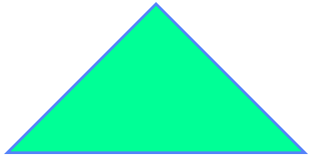
TICKET

Het Nieuwe Instituut, Rotterdam

free!

A one-day journey in to
the culture of sharing.
Friday, November 29th



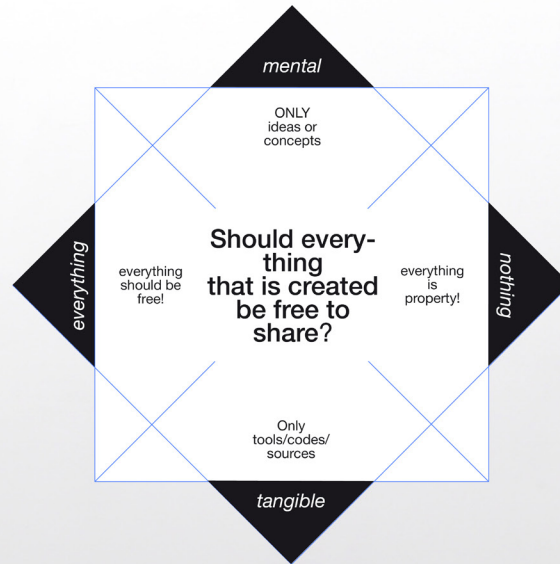
A large graphic of a ticket stub, tilted to match the triangles. It features a green top section with a QR code, the word 'TICKET' in large black letters, and event details. Below the green section are horizontal bars in red, yellow, blue, and purple, corresponding to the triangles on the left.

TICKET

Het Nieuwe Instituut, Rotterdam

free! A one-day journey in to
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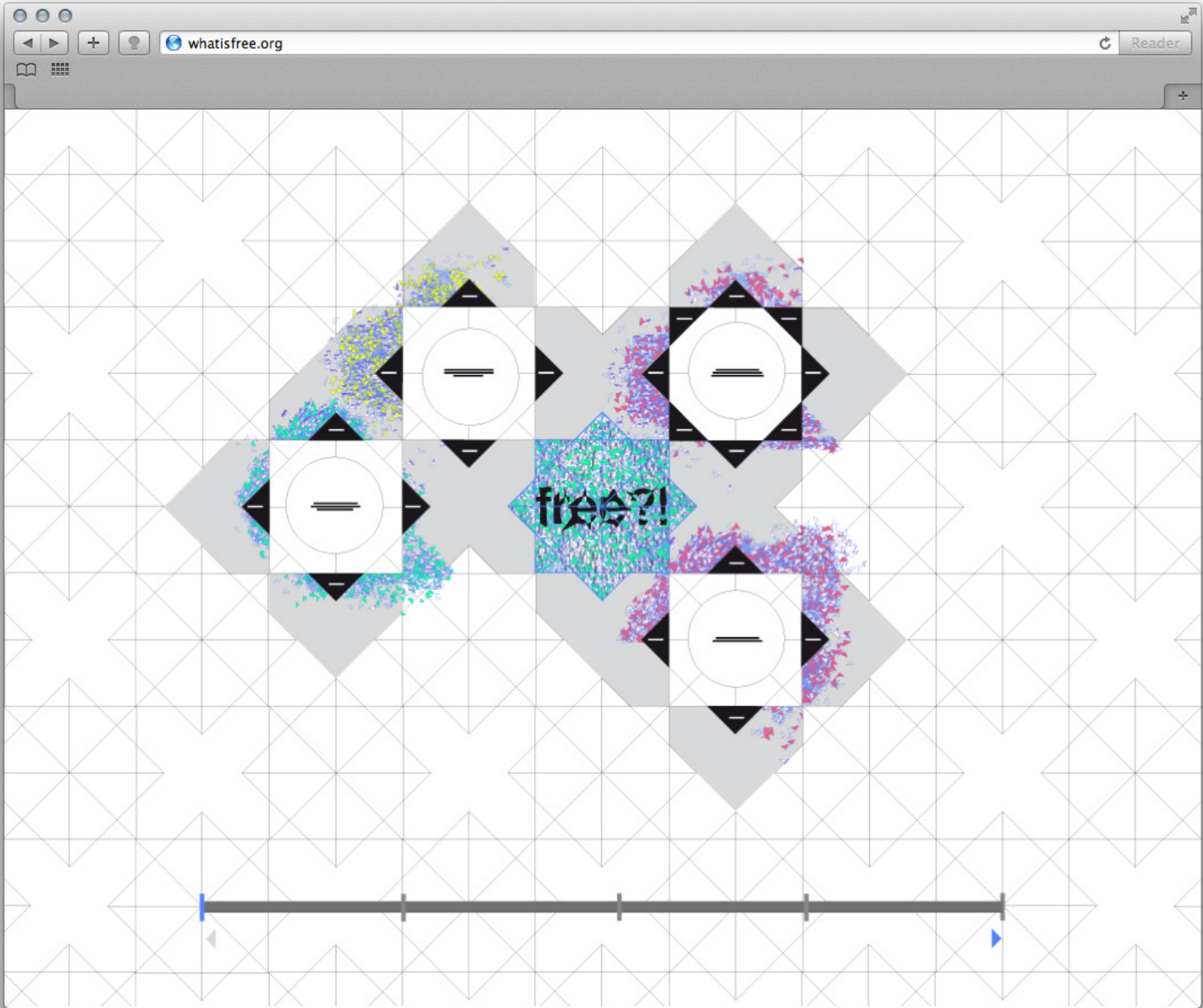


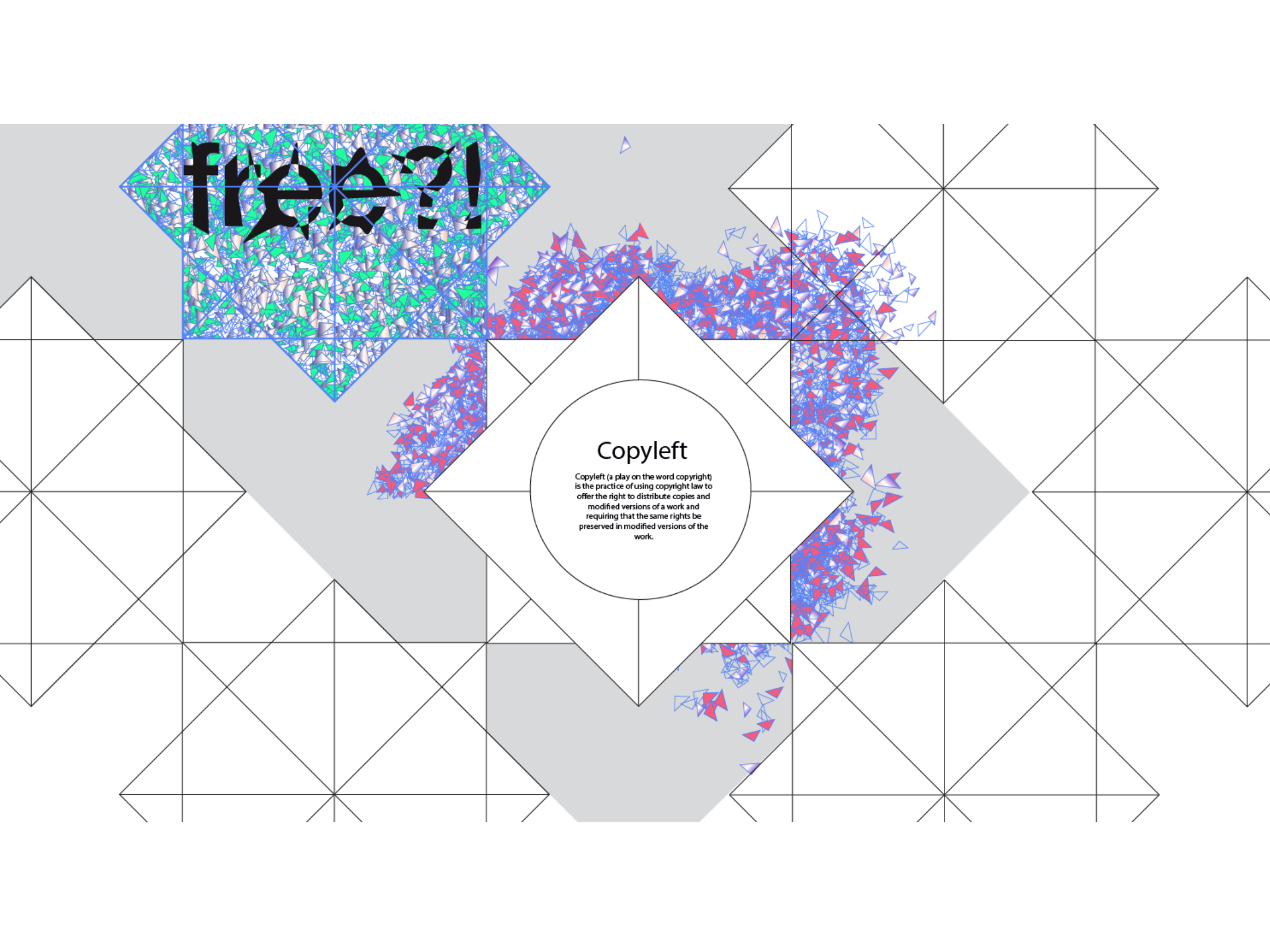


but what after the event?

whatisfree.org

Free culture knowledge centre

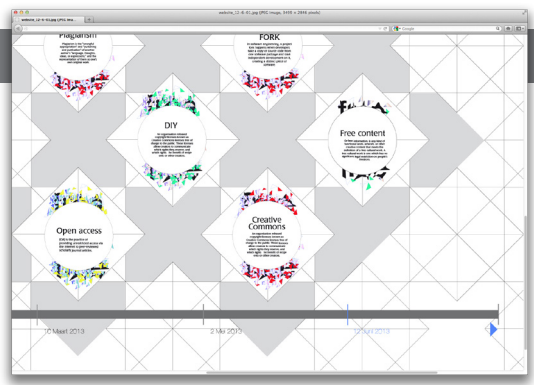
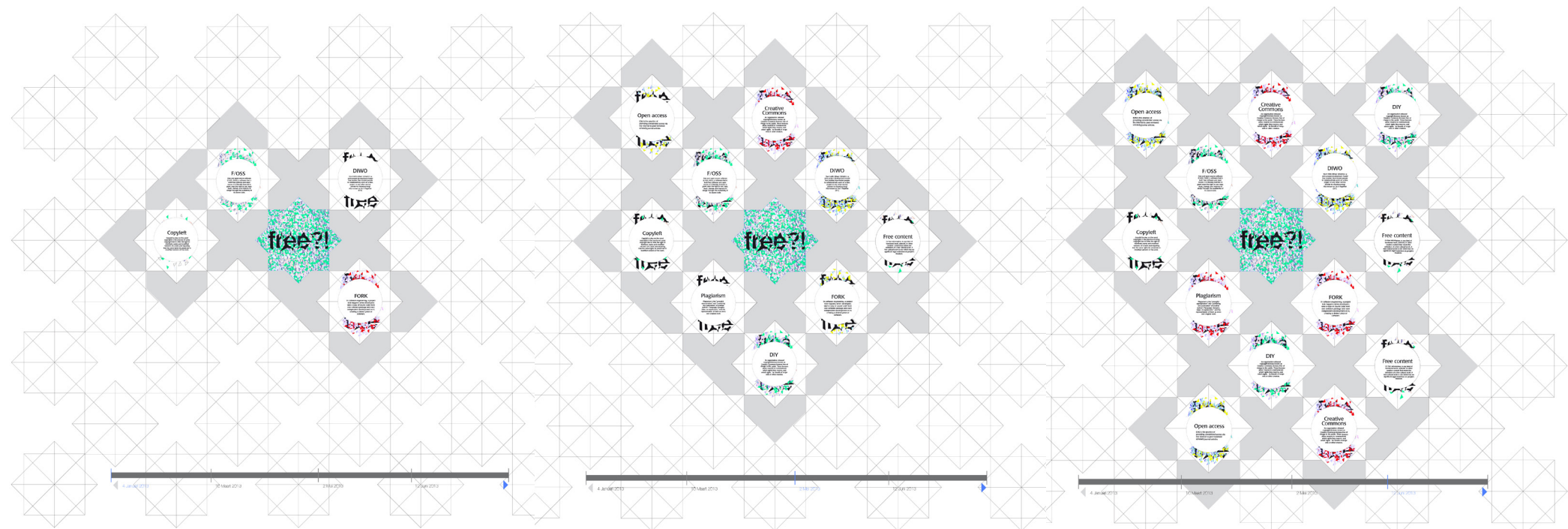




free!

Copyleft

Copyleft (a play on the word copyright) is the practice of using copyright law to offer the right to distribute copies and modified versions of a work and requiring that the same rights be preserved in modified versions of the work.



end.

Bor Smulders & Loes Claessens



