*un*KNOWN

view the world with new eyes

The goal

Raising awareness of climate change through impactful and unexpected experiences that break the usual rhetoric on this issue with the help of LFDs

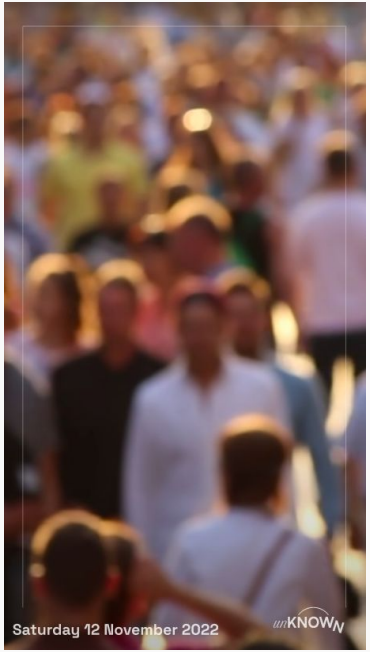
The concept

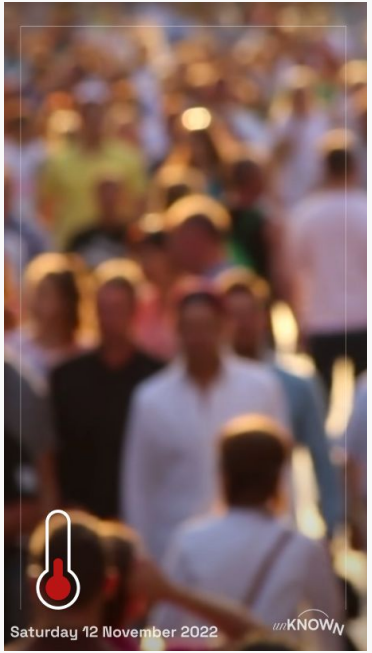
The experience takes you into a surreal and seemingly contradictory story so as to provoke discomfort and surprise in the user. All through a game-like experience

The prototype

Prototype built with Figma.
Analytics and final advices page built with NextJs.

The prototype





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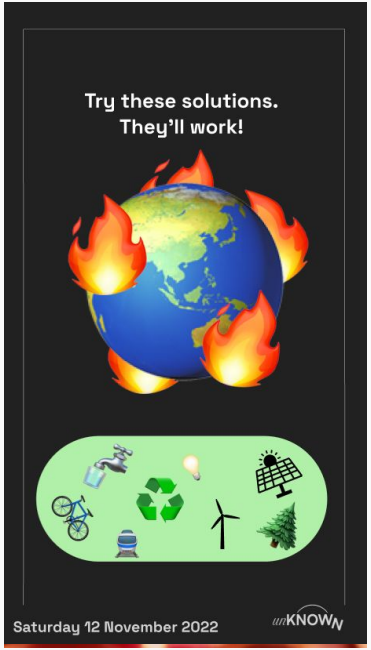

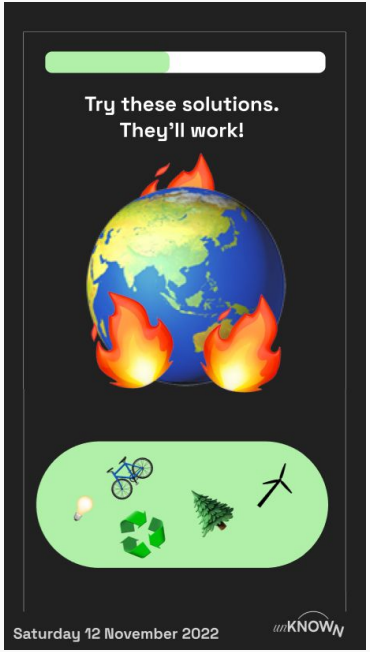

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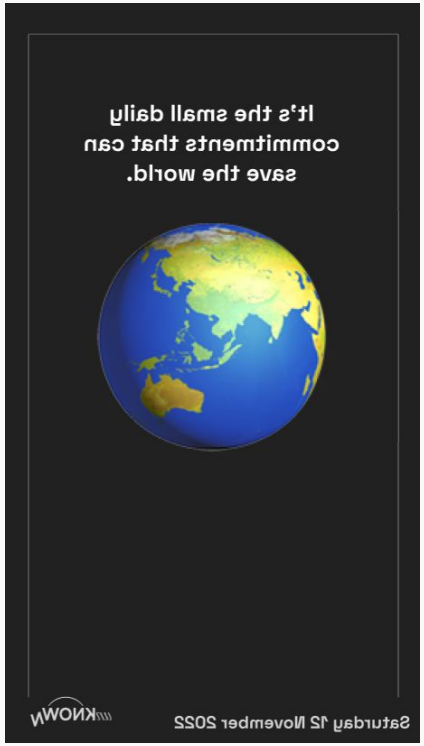

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